

Talent Buying and Artist Relations Guide

Talent Buying and Artist Relations are closely tied together as what comes out of the negotiations and contracting with the artist defines what the Artist Relations team will need to do during the event. Below you will find templates to help you create offers for artists as well as guides for what you'll want to provide them.

Talent Buying:

- Determine what sort of acts you'd like to see at your event, and what sort of talent budget you have
- Research into your preferred list of acts' availability, and make inquiries into ones that are available to their respective agencies
 - Utilize resources such as [PollstarPro](#) and others to do your research
- Negotiate the proper amount of compensation and allowances (hotels, ground, backline, specific rider requests, production needs, etc)
- Have the offer sheet ([FEP-Blank-Offer-Form](#) – .xls format) prepared and send the formal offer the agency. Note that any offer you send is usually legally binding; you must be prepared to send a deposit immediately upon their approval. Because of this, making multiple offers simultaneously for the same event / timeslot is not recommended as you may end up double booking.
 - Offer Sheet Example – Main Contents:
 - Performer information
 - Venue information
 - Ticket Pricing
 - Event Expenses

- Break Event Ticket Goal
- Any backend profit sharing
- Total gross potential to Artist and Promoter

The screenshot shows a spreadsheet titled 'Offer Form' with various sections for a talent offer. The top section includes 'Company Name Here' and 'Talent Offer Submitted To: Agent / Artist'. Below this is a 'HEADLINE' section with 'ARTIST NAME' and 'SUPPORT' fields. The 'Performance' section includes 'Performance Date' (Monday July 14), 'Performance Venue' (B2 Rock Vibe), 'Performance City' (Portland, ME 04108), 'Days' (1), and 'Merch Rate' (\$0.00). The 'Ticket' section includes 'Ticket Price' (\$25.00), 'Day of Price' (\$0.00), 'Total Tickets' (5,000), 'Total Gross' (\$125,000.00), 'Tax Rate' (8.30%), 'Tax Total' (\$10,375.00), and 'Net Potential' (\$114,625.00). The 'Guarantee' section includes 'Guarantee' (\$25,000.00), 'Honor' (\$2,000.00), 'Support' (\$5,000.00), and 'Support' (\$0.00). The 'Expenses' section includes 'Advertising' (\$5,000.00), 'Insurance' (\$500.00), 'Security' (\$1,500.00), 'Catering' (\$2,000.00), 'Barricade' (\$1,000.00), 'Production' (\$2,000.00), 'Stage' (\$0.00), 'Backline' (\$1,000.00), 'Peripherals' (\$5,000.00), 'Planners / Vendors' (\$1,000.00), 'Box Office' (\$0.00), 'S & L' (\$10,000.00), and 'Loaders/Handlers' (\$2,000.00). The 'TOTAL FIXED EXPENSES' are \$41,000.00. The 'Ticket Commission' is 0.00%, 'Event Insurance' is \$0.00, 'Total Cost' is \$41,000.00, 'Break Even %' is 33%, 'Break Even Tixs' is 2944, 'Promoter Profit' is \$73,625.00, and 'Split Point' is \$114,625.00. The 'Ta Be Split' section shows 'Artist 50%' (\$57,312.50), 'Total Artist' (\$57,312.50), and 'Total Promoter' (\$57,312.50). The form is submitted by 'Promoter Name at Promoter Company'.

- If approved, move toward formal contracting (smaller acts / events may not need this step; the signed offer sheet may be enough).
 - Most agencies will require you to use their contracts; this is fine, just make sure you or someone you trust (i.e., legal counsel) goes through the contract line by line so you are not agreeing to anything you can't or don't wish to fulfill.
 - Examples of items to watch out for in contracts
 - Make sure you add in "per advance" for items you do not wish to agree to up front, including any hospitality or production items you may not be or want to be able to provide.
- Example of contracts – [download the Word Doc version](#) of a simple talent agreement

YOUR FESTIVAL / EVENT HERE Talent Contract

This Contract, created on 01/01/2018 for ARTIST NAME HERE (herein referred to as "Artist") from BUYER NAME HERE, (herein referred to as "Buyer") includes all terms and conditions for the performance listed below.

PERFORMANCE INFORMATION:	
Date:	Sunday, January 1 st , 2018
Event:	COAST FESTIVAL HERE
Artist:	ARTIST NAME HERE
Venue:	Venue Name
Location:	Venue Address
Phone:	Venue Phone
Capacity:	10000
Age:	All Ages
PERFORMANCE TIMES:	
Genre:	Rock
First Band On:	12pm
Curfew:	10pm
Artist Start Time:	Open Sunday, January 1 st , 2018
Artist End Time:	10pm Sunday, January 1 st , 2018
Number of set(s):	1
Set length:	60 minutes
Stage:	MAIN STAGE
CONTRACT TERMS:	
Open order:	NO
Worked by:	NO
Worked by:	Left: Artist / (PR Buyer, CMG, Local artist / PR Buyer)
Worked by:	Artist - table and chairs will be provided near the stage
Comp Table:	to be given to artist upon arrival
PAYMENT TERMS:	
Deposit:	\$1000
Deposit Type:	Cash
Deposit Paid:	Yes after fully executed contract
Balance:	\$0
Balance Type:	Cash
Balance Paid:	after set

ARTIST INITIAL

- Send the riders to the proper event staff (hospitality rider usually goes to the Artist Relations Manager, and the technical rider goes to the Production Manager / Stage Manager)

Artist Relations:

- After what is provided for the artists is determined in the contracting / negotiation phase of Talent Buying, this sets up the foundation for the Artist Relations Team. They will need to organize some or all of the following:
 - Hotels
 - Flights
 - Ground Transportation
 - Fulfilling Hospitality Riders
 - Coordinating with the stage manager for items that will be on/near stage
 - Fleshing out any backstage trailer designated for the artist
 - Below is an example of a hospitality rider for a mid-level touring band:

SAMPLE HOSPITALITY RIDER

ACCOMODATIONS:

- Accommodations for six adults for the evening of performance. Hotel is to be nearby and part of a national chain such as Holiday Inn, Comfort Inn, Quality Inn, Fairfield Inn, Marriott Courtyard, Hampton Inn, Best Western, etc.
- Please provide confirmation numbers no later than two weeks prior to performance.
- Please reserve six single hotel rooms.
- Please reserve rooms on the same floor whenever possible.
- No hostels, bed & breakfasts, motels or billeting whenever possible.
- Please confirm all lodging arrangements with the Tour Manager.

HOSPITALITY:

- Please provide at least one, lockable, well-lit dressing room for the Artist to use during day/night of performance.

LOADIN & SOUND CHECK:

- 9 1.5 liter bottles of still water
- Various fruit juices
- Hot coffee
- Hot water with tea (must be Throat Coat or Green Tea)
- Half & half, honey, sugar, lemon slices
- 10 packs of Emergen C or 1 package of Airborne Tablets
- 1 loaf of sliced multigrain or whole wheat bread (Miltons preferred)
- 2 lbs of fresh turkey slices
- Various cheeses
- Peanut butter and spreadable fruit jelly/jam
- Various chips and dips (salsa, hummus)
- Fresh fruit (apples, oranges, bananas, lemons)
- Fresh Veggies (Cucumbers, Baby Carrots, Bag of Romaine Lettuce)
- 2 bas of almonds – (1 wasabi flavored, 1 smokehouse flavored)
- Plastic knives, forks, spoons

FOLLOWING SOUND CHECK:

- Hot meals for 6 adults (including 2 vegetarian and 2 white meat or fish dishes) OR a \$15.00 per person meal buyout.

ONE HOUR PRIOR TO SHOW:

- 24 bottles of still water
- 12 bottles of Gatorade and/or VitaWater
- 12 cans of Red Bull or Rockstar
- 24 Miller Lites
- 1 bottle of vodka (Grey Goose, Skyy, Absolut)
- 2 bottles of red wine (Pinot Noir, Cabernet)
- Ice
- Plastic cups
- 10 hand towels

- Hiring and coordinating runners (and runner vehicles)
- Example of a Transportation Grid for an event – [download the Excel version here](#)

	A	B	C	D	E	F	G	H	I
	Event	Day/Date	Vehicle Staging & Guest Dep Time	Last Name	First Name	Carrier	Flight	PIU From	Notes
2	TUESDAY, 3/16/2015								
3		3/16/2015	3:44 PM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY	Jones		AA	Four Seasons		
4		3/16/2015	5:44 PM Bus				341		
5	WEDNESDAY, 3/18/2015								
6		3/18/2015	8:00 AM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY	Jones		AA	Four Seasons		
7		3/18/2015	10:00 AM Bus				290 Four Seasons		
8		3/18/2015	10:00 AM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY	Jones		AA	Four Seasons		
9		3/18/2015	12:02 PM Bus				2289 Four Seasons		
10		3/18/2015	2:00 PM SEDAN for 1 pax	Jones		AA	DoubleTree		
11		3/18/2015	4:00 PM Bus				3793 DoubleTree		
12	THURSDAY, 3/19/2015								
13		3/19/2015	8:15 AM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY	Jones		AA	AT&T		
14		3/19/2015	7:15 AM Bus				1433 AT&T		
15		3/19/2015	8:42 AM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY	Jones		AA	DoubleTree		
16		3/19/2015	7:42 AM Bus				5799 DT		
17									

- Providing an area for artists to lounge / relax – artist relations compound



Festival Style Catering Area / Lounge Area for Artists

- Catering / Meals
- Transportation to/from the artist relations compound to the stage
- Coordinating any interviews / meet-and-greets (usually in conjunction with the media team)