

FESTIVAL AND EVENT PRODUCTION

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 'Talent Offer Submitted To: Agent / Artist'. It contains the following data:

Company Name Here		Talent Offer Submitted To: Agent / Artist	
HEADLINE:	ARTIST NAME		
SUPPORT:	City		
SUPPORT:	City		
SUPPORT:	City		
Performance Date:	Monday, July 11	123 Rock Way	
Performance Venue:	Venue Name	P.O. Box 76700	
Sellable Tickets:	5000	City	
Basic:	Spn	Tickets available in Ticketmaster, Live Nation, and other ticketing sites.	
Merch Rate:	8000		
Ticket Price:	\$25.00	NET POTENTIAL TO ARTIST AND PROMOTER	
Day of Price:	\$30.00		
Total Tickets:	5,000		
Total Gross:	\$125,000.00		
Tax Rate:	8.30%		
Tax Total:	\$10,375.00		
Net Potential:	\$114,625.00		
Guarantee:	\$25,000.00	Artist responsible for official gross	
Merch:	\$2,000.00	Promoter is responsible for all other gross	
Support:	\$5,000.00		
Support:	\$0.00		
Advertising:	\$5,000.00	Insurance Cert:	\$500.00
Acap / DM:	\$100.00	Security:	\$1,500.00
Merch:	\$1,000.00	Production:	\$2,000.00
Backline:	\$1,000.00	Revs/Res:	\$5,000.00
Box Office:	\$0.00	S & L:	\$0.00
TOTAL FIXED EXPENSES:			\$4,000.00
Ticket Commission:	0.00%	To Be Split:	\$25,500.00
Event Insurance:	\$0.00	Artist % (10%):	\$25,487.25
Total Cost:	*****	Total Artist:	\$50,487.25
Break Even %:	55%	Total Promoter:	\$15,537.75
Break Even \$:	2544		
Promoter Profit:	*****	Submitted by Promoter Name at Promoter Company Phone	
Split Paid:	*****		

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



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

ACCOMMODATIONS:

- 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.

LOAD IN & 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
	Client	DepDate	Vehicle Staging & Guest DepTime	Last Name	First Name	Carrier	Flight	PIU From	Notes
2		TUESDAY, 2/10/2015							
3		2/10/2015	3:44 PM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY					Four Seasons	
4		2/10/2015	5:44 PM Bus	Jones		JAA		341	
5		WEDNESDAY, 2/11/2015							
6		2/11/2015	8:06 AM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY					Four Seasons	
7		2/11/2015	10:30 AM Bus	Jones		JAA		290 Four Seasons	
8		2/11/2015	10:06 AM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY					Four Seasons	
9		2/11/2015	12:02 PM Bus	Jones		JAA		2380 Four Seasons	
10		2/11/2015	2:30 PM SEDAN for 1 pax					DoubleTree	
11		2/11/2015	4:50 PM Bus	Jones		JUA		3293 DoubleTree	
12		THURSDAY, 2/12/2015							
13		2/12/2015	8:18 AM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY					AT&T	
14		2/12/2015	7:15 AM Bus	Jones		JAA		1403 AT&T	
15		2/12/2015	8:42 AM SEDAN for 1 pax - DRIVER TO GREET GUEST IN LOBBY					DoubleTree	
16		2/12/2015	7:42 AM Bus	Jones		SWA		5799 CT	

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)