



YOU MUST HAND IN YOUR WORK BY TO




**HOW LONG**  
should this assignment take?

Every person works at his / her own pace.  
As a guide, this should take you 2 hours to read and research and another 2 hours to write your answers and discuss them with your tutor.



**HOW**  
will I be assessed?

Your tutor will assess your work. He / she will give you feedback on how you have done. If your work needs further work to be passed, then you will be given the chance to do further work to bring it "up to scratch". For more details, please refer to your music provider's own guidance.



**WHAT**  
do I do now?

Read the TASKS below.  
Then read the NOTES AND GUIDANCE section  
Carry out the TASKS

TASK

- 1 Find venues in your area.  
Find out about three venues in your area that are suitable for you to play at. What kind of deals do they offer bands / acts?
- VENUE 1

What kind of deal will they offer?
- VENUE 2

What kind of deal will they offer?
- VENUE 3

What kind of deal will they offer?
- 2 Planning and costing a gig or event. Imagine that you are hiring a local venue ( capacity 200 people ) for a gig. Consider some of the following headings and find out what some of the costs are. You can then decide if it is viable ( worth staging ).

ITEM	COST	ESSENTIAL OR OPTIONAL?
Venue hire		
Door staff		
PRS licence		
Equipment hire ( backline, decks etc )		
Equipment transport		
Flyers, leaflets and marketing		
Internet site / ads		
Telephone		
Gathering database		
PA system		
Lighting rig		
Vehicle hire		
Food and refreshments		
Sound engineer		
Stage dressing		
Projection		
Other staff		
Your own time!		
TOTAL GIG COST ( estimated )		

Ring van hire companies, printers, PA companies and get the best quote.

3 Profit and Loss  
Now let’s work out how many tickets you need to sell to actually break even.

TOTAL GIG COST

TICKET PRICE

=

Number of tickets you have to sell to break even

Remember that you may have to give some tickets away as guest list. You may also be able to get some extra income through sponsorship. For example, a local business might sponsor the production of the flyers in return for their logo on the design. You may also consider getting some T- shirts or other merchandise produced for sale at the gig.

Do your workings here:

TOTAL INCOME	£ AMOUNT
Ticket sales	
Sponsorship	
Other income ( e.g. merchandising )	
TOTAL EXPENDITURE ( Total gig cost from table in Q3 )	
PROFIT OR LOSS ( Income – Expenditure )	



Think – when a promoter puts on a show, they are considering the same things. It’s a useful exercise for you to do a business plan in advance, as it may help you to avoid losing money!

- 4 In the early stages of your career, its very difficult to make any money from gigs. If it’s an event you are having to pay for and stage, ask yourself ;
- Will it be beneficial to your career?

Will I meet new people useful in my network

Can I sell anything to them

Can I make new and useful friends/contacts

Am I going to gather more database contacts

These are some of the extra benefits you may gain from putting on a gig.