NORTH AMERICAN MARKET ENTRY

Established European Artist | Booking Feasibility & Expression of Interest (EOI) | 90-Day Game Plan

PHASE 1 | VALIDATE & POSITION (DAYS 1-15)

01. Define the opportunity: genre, comparable North American acts, ideal audience, priority markets, target dates and format (solo/duo/full band).

02. Prove demand: assemble city-level Spotify/YouTube listeners, social followers, ticket history, press, playlist/radio support and any diaspora or niche communities.

03. Build a booking-ready EPK: 100-word bio, strongest live video, music links, audience metrics, European achievements, production rider and high-resolution imagery.

PHASE 2 | LAUNCH TARGETED EOI (DAYS 16-45)

01. Build a qualified prospect list: 25-40 aligned promoters, festivals, clubs/theatres, support-tour agents and cultural partners in 4-6 logical markets.

02. Send a concise, personalized EOI: explain why this artist fits that buyer; include 2 live links, credible achievements, proposed routing window, audience evidence and flexible show formats.

03. Ask for a specific response: interest level, realistic capacity, indicative guarantee/deal structure, available dates, support-slot potential and local marketing requirements. Follow up after 5-7 business days.

PHASE 3 | CONVERT INTEREST INTO A TOUR (DAYS 46-90)

01. Score responses: separate genuine offers from polite interest; prioritize compatible dates, market demand, economics and routing efficiency.

02. Model the numbers: guarantees or ticket splits versus flights, visas, lodging, ground transport, crew, backline, insurance, taxes and promotion; set a break-even threshold.

03. Secure anchor dates: obtain written offers/holds, build geographic clusters, confirm contracts and immigration pathway before public announcements or nonrefundable commitments.

EOI MESSAGE | SHORT TEMPLATE

“We represent [Artist], an established European [genre] act with [verifiable achievement]. We are exploring select North American performances in [season/year], particularly [markets]. Based on [relevant audience/genre fit], would you be open to discussing a headline, support or festival opportunity? EPK: [link]. We would welcome your indicative dates, capacity and deal parameters.”

GO / NO-GO CHECKPOINT

Proceed only when: 2-3 credible anchor opportunities, realistic routing, workable show economics and an actionable immigration plan are in place. **Otherwise:** test one showcase or support run before a full tour.

Compliance: U.S. engagements may require an appropriate O/P petition and visa/status; ordinary visitor entry is generally not sufficient for professional performances. Canada has a limited-duration performing-artist work-permit exemption in qualifying cases, but entry-document requirements remain. Confirm with qualified immigration professionals before contracting.

Reference: canada.ca/en/immigration-refugees-citizenship/services/work-canada/work-without-permit.html | fam.state.gov/fam/09fam/09fam040214.html