EXAMPLE EVENT PARTY: PROMOTING A HIP-HOP CONCERT

Let's imagine that we are going to organize and promote a Hip-Hop concert. Our budget for this event is \$50,000. We are planning to sell our concert tickets for \$40 each. One of the first things we must do is find a suitable venue for the concert. In this instance, we are looking for a venue that holds between 3,000 to 4,000 people. Using the venue worksheet from this book, we would create a list of all our potential venues for this concert. We would then contact each venue to see what event dates are available approximately 4-6 months from today. While speaking with each venue, we would be asking how much they charge for having a concert at their venue and what is included in that price. Based on this information, we would create a new list in order to compare the venues with each other.

List of possible venues:

House of Jazz: Capacity - 3,500

Rental fee - \$10,000

Available Dates - May 4-5, 26-28

Rental fee includes: all staff, off-duty officers,

ticket collectors, VIP area

Elixir: Capacity - 4,000

Rental fee - \$7,500

Available Dates - May 5, 26-28

Rental fee includes: staff, free parking,

off-duty officers, assistance for

ticket sales, VIP

Bricks: Capacity - 3,250

Rental fee - \$8,000

Available Dates - May 4, 11-12, 26

Rental fee includes: all staff, VIP area

After reviewing our list and using the venue worksheets, we have decided to use Elixir as our concert venue. We would then contact Elixir again to finalize the contract details and add some stipulations that the concert be 18 and over and anyone 13 and up could attend with an adult. Obviously, we negotiate that we receive 100% of all ticket sales and door revenue. Typically, upon signing our contract with the venue, we would have to pay either the whole rental fee or a non-refundable deposit.