

FAQs for Hosting A Concert with Emma's Revolution

Thanks for your interest in bringing us to your town for a concert! Contact Pat with any questions/ideas at emmasrevolution@me.com or 917-414-0287.

What is your fee? We determine our fee according to what is sustainable both for you & for us by considering the number of seats in the venue, number of attendees you expect, and the going rate in your area for price of admission (averaged between advance and day of show prices). With that information, we determine a guarantee based on an easily attainable number of seats you expect to fill. Then, we consider a percentage of the remainder of ticket sales, AFTER your expenses.

How do we determine ticket prices for the event? Ticket prices are crucial to the event's success, so we will work with you to set them. People sometimes make the mistake of setting the price too low, which devalues the event and discourages interest. Others think they'll bring in more money simply by charging a higher ticket price, but this can actually result in a smaller turnout. We have extensive experience with setting ticket prices to reflect the value of the concert, the value of the sponsoring group/org and to best encourage a strong turnout. We will take into account prices for similar events in your area and what you may have charged for events in the past. We will set advance and day-of-show pricing and, based on needs of community, pricing for other youth, senior, low income, etc. Since ticket prices are part of how we determine our fee, they should only be changed if we all agree to it.



What are the benefits of advance ticket sales? Rather than leave it all up to chance on the night of the concert, advance tickets are a win-win for the audience and the organizers. The audience gets to save a little money, you get their commitment to come to the show. Plus, you get a sense of how ticket sales are going (do you need to do more outreach?), how many folks will be there that night (amount of refreshments needed for intermission, number of chairs to set up), etc. Have tickets for sale in person at your congregation, coffee hour, other events you are hosting, in the community, etc. If you don't have the capability, we can host online ticket sales on our website, but know that the vast majority of ticket sales will happen face-to-face. (For online sales, names will be added to a google-doc that you will have access to. On concert night, we'll give you a "will call" list, plus a list with sales totals that we will use together to settle up at the end of the night.)

How do we get the word out? You will want a team of people to do promotions, from putting up posters in music/book/natural food stores, wifi cafes or wherever people gather in your area to contacting local peace, justice, lgbt, enviro groups & progressive churches. Unlike other musicians, we have a part-time promotions woman who will work with you, including providing you with printed material (templates for tickets, posters, flyers, handouts & Order of Service inserts) and an email flyer and providing CDs and press materials to radio & newspaper contacts.

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