

FAQs for Hosting A Benefit Concert with Emma's Revolution

Thanks for your interest in bringing us to your town for a benefit 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 and for us, 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 very important to the success of the event, so we will work with you to set them. People sometimes make the mistake of setting prices too low, which devalues the event and discourages interest. Others think they'll raise more money simply by charging higher ticket prices, but this can result in a smaller turnout. You will raise more money by having a larger turnout and using the ideas we suggest below. We have extensive experience with setting ticket prices (advance/day-of-show/student/low-income/etc.) to reflect the value of the concert, the value of the beneficiary group/org and to best encourage a strong turnout. We will research prices for similar events and concerts. We also consider what you've charged in the past and the fact that this is a fundraiser. Since ticket prices are part of how we determine our fee, they should only be changed if we all agree to it.



What's the best way for us to raise money for our beneficiary group/organization/etc.? To raise the maximum amount of money and still keep professional, independent musicians in business (without requiring us to donate a large portion of our evening's income to all the worthy orgs we would love to support!), here are some ideas that will help meet all of our goals:

- **Consider concerts as an opportunity to publicize important causes**, get people in the door and energize them toward being personally invested in supporting these causes.
- **Make a simple program—with all the pertinent information about you and the reasons for the benefit—and sell ads that you will print in the program.** Most if not all successful arts centers and other venues that regularly present concerts do this and you can often pay all the expenses of the event before we even arrive, so the funds that come in the door that night are, as they say, "gravy".
- **Since you will already have people in the room, hold a silent auction, place contribution cards on each seat with suggested amounts and collect checks before the end of the night, do a raffle, etc.** Have the person in your group/organization/ congregation with the biggest, most loving personality give the pitches at the beginning, before intermission and at the end of the concert.

(Please see Page 2 for info on the benefits of having advance ticket sales, promotion ideas, refreshments, sound needs, etc.)