

WE ARE
ALL IN
LOCAL

INTRODUCTION + SERVICE AGREEMENT
FOR OUR VENUE

WE ARE ALL IN LOCAL

Introduction and service agreement for our venue.

Table of contents:

1. Introduction
2. Advantages
3. Requirements
4. Other considerations
5. Special circumstances
6. Protocol
7. Protocol Schematic
8. Service agreement
9. Index of company terms
10. Confidentiality
11. Business plan
12. DBA
13. Pledge form for bands
14. Roster
15. Photo of (OUR CITY) Alliance taken on _____(date) at _____(location)

1. Introduction

WE ARE ALL IN LOCAL is a new way of thinking about local booking. Instead of working with local bands directly our company offers a roster of bands and a showcasing strategy designed to increase attendance at each show. The bands on our roster have all voluntarily signed a pledge to one another which affords our host venue exclusivity of their local appearances on weekends. Also by means of the same pledge our bands will not oversaturate themselves in our local market as part of the pledge states that they will not perform on non-affiliate shows on weekdays within three weeks before or after a scheduled appearance at our venue. By assembling our shows from a diverse roster of bands who have all pledged only to play with each other on weekends we are able to first make an evaluation of our local scene and assemble our shows to compliment our scene each evening. Being very careful never to divide genre audiences. Our shows or rather showcases will generally consist of three of our alliance bands. And may feature a touring band. When the opportunity presents itself we will have a straight genre showcase to attract genre fans. If there are simply too many diverse offerings in (OUR CITY) that evening the strategy will be to have a quirky mixed genre showcase which is always designed to be the most exciting and unique live local experience in (OUR CITY). Our showcases may also be given a theme to make them even more attractive. Our bands are always carefully selected for each showcase taking into consideration genre, tempo of local appearances, and brand identity. Each musician from each of our bands also carries a membership card that is a +1 into every show. Further increasing attendance. Our model also affords incredible opportunity for cross promotion as none of our bands play against each other. Another mechanism designed to bring fans in.

2. Advantages

- Weekend program of diverse local bands exclusive to our venue
- Showcasing strategy designed to help each band grow a local fan base thereby increasing concert attendance
- +1 membership card carried by alliance musicians and cross promotion opportunities further increasing attendance
- Opportunity to be a part of something which will be helping bands, and our scene at large.

3. Requirements

Exclusive access to venue Friday thru Sunday for term of six months before review of service agreement except in instances where venue agents may book national acts but must utilize local alliance bands for support without employing any pay to play methods

Professional stage, sound, and lighting

Proper venue staffing in tradition of day to day venue operations: door guy, sound guy, bartenders, security, etc...

All advertising, promotion, and sponsor programs in place

Ability for WE ARE ALL IN LOCAL to determine cover charges and show times except in any instances where a national act has been booked by venue agents

Permission to use "Our Venue" in relation to our advertising. i.e. "appearing live at Our Venue, PROPER VENUE NAME"

4. Other considerations

All ages age policy preferred

Early access to venue (630 PM Fri-Sat) (1 PM Sun) as part of our strategy to increase attendance includes exploring earlier show times, possibly hosting two showcases per evening on Fri-Sat as our roster grows. Also Sunday matinees.

5. Special circumstances

Although there are many advantages for our venue WE ARE ALL IN LOCAL is designed to help bands. Part of our greater agenda is to foster an environment where local bands are afforded more opportunities to perform alongside national acts without pay to play. Therefore when one of our alliance bands is afforded that opportunity, depending on the day of the week and show times, we may choose not to have a show so that each of our alliance musicians and all fans may have the opportunity to support that band. By conventional standards we will have months of notice in such instances so our venue will have plenty of time to plan a contingency for that evening. Even these circumstances are advantageous for our venue as any new fans won during such appearances may attend future WE ARE ALL IN LOCAL showcases at our venue.

Our company does not work directly with touring bands. We work with local (OUR CITY) bands. However part of our model and our strategy is designed to help our bands build a regional and national network of bands. Therefore when contacted by a touring band for a weekend booking an appropriate response may be "Our venue has a local residency on weekends. Perhaps try viewing our weekend calendar and reaching out to one of those bands directly as they may be able to host your band on one of their shows".

Other types of shows our (OUR CITY) Alliance bands are always permitted to play:

Open mics

Music conference showcases

Multi day/multi stage festivals advertised as such

Unadvertised private parties

On-air radio and television appearances

Any show 20 miles or further from our venue

Declared show traditions such as a yearly holiday show a particular band has a history of appearing on

Our company will manage our roster to ensure all bands are adhering to the pledge and if found breaking the pledge will simply be removed from our roster and not be eligible for re-inclusion for one full year. The maximum number of bands on our roster is determined by the efficiency of our model. We currently have ___ diverse local bands and artists in our alliance. Our strategy is to slowly add bands until the majority of bands in our alliance are appearing on weekend showcases at our venue every 4-6 weeks (estimated 40-50 bands).

6. Protocol

Terms of service agreement and venue relations are maintained by WE ARE ALL IN LOCAL campaign manager (signer of service agreement) and venue owner or manager (signer of service agreement).

Fan concerns which may be expressed to a WE ARE ALL IN LOCAL panel member or musician acting as event host as he/she will be the most visible cadre in the room will be directed to venue floor manager/key holder. Concerns may be circumstances such as, but not limited to, an issue with venue staff, a volume concern with sound, any concern with venue policy, related to upcoming non affiliate events, or booking, etc...

All other protocol shall maintain in the tradition of venue day to day operations to include stage management, musician/sound engineer communications, payment to bands, gear storage, security, etc...

It is never appropriate for WE ARE ALL IN LOCAL musicians to inquire about booking directly to our venue staff as our panel members are charged with selecting bands for our showcases at our venue.

Our panel members shall update our venue through appropriate channels within tradition of our venue's day to day operations with upcoming showcases and set times on a weekly basis.

Touring bands, whom may be hosted by alliance bands, are paid directly by our venue in tradition of day to day operations.

WE ARE ALL IN LOCAL
protocol schematic

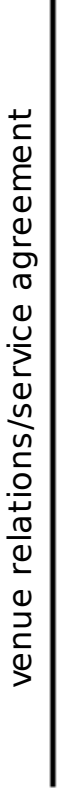
venue owner



venue manager/ key
holder



venue relations/service agreement



WE ARE ALL IN LOCAL
campaign manager



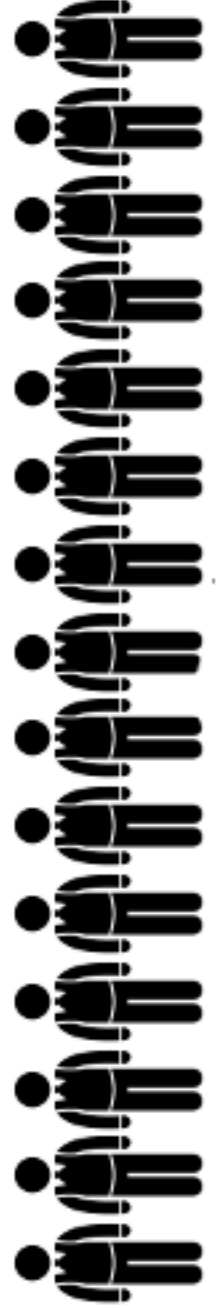
panel members/host



fan experience



-musicians



-Fans

7. Protocol schematic

8. WE ARE ALL IN LOCAL Service agreement

Agreement made as of the ___ day of _____, 20__ between WE ARE ALL IN LOCAL and employer _____ (venue owner/company). The employer agrees to hire WE ARE ALL IN LOCAL to employ showcasing services which include an exclusive roster of bands. Showcases are to take place Fri, Sat, and Sun for a term of six months.

Place of performances: _____

Address: _____

Length of performance: 3-4 bands (approx 2 hours)

Load in/Sound check time _____ Fri & Sat _____, _____ Sun

Payment (guaranteed) per showcase (even split to artists) \$_____. plus Percentage of door _____% minus production fees \$_____. (even split to artists) (If production fees are greater than door take then fees may be recovered from guarantee)

Additional "gas money" for showcases featuring a touring artist \$_____/\$. (in state/out of state) (for touring act only)

Payment of \$_____ per showcase to WE ARE ALL IN LOCAL (OUR CITY) campaign manager to cover operational expenses.

One time payment of \$_____ to company WE ARE ALL IN LOCAL as a retainer (to recover expenses originating at start of (OUR CITY) campaign plus two dollars.)

Drink tickets per performer per performance: #_____

Guest list: each alliance musician (performing or not, by way of membership card) +1 (except in case of national show booked by venue agent which will then be left at the discretion of our venue)

Additional terms: It is our intent to begin with three showcases per week (Fri-Sun). As our roster of bands grows we will explore hosting two showcases per Fri and Sat (early/late) and Sunday happy hours and/or matinees. The validity of any such additional explorations is always measured by attendance is done in agreement between employer and WE ARE ALL IN LOCAL.

Employer shall be responsible for all matters pertaining to the promotion and production of the scheduled performances including but not limited to venue access, proper staffing, and advertising. Employer agrees to reasonably promote performances through its usual course of

promotional and advertising efforts. WE ARE ALL IN LOCAL assembles its weekend showcases one month in advance and shall be reported to our venue on a weekly basis. Any band cancellations and substitutions will be addressed by WE ARE ALL IN LOCAL and reported to our venue in a timely manner.

For employee:
WE ARE ALL IN LOCAL

For employer:

Authorized representative

Authorized representative

Printed name: _____

Printed name: _____

9. Index of company terminology used in this service agreement

ALLIANCE - The bands that appear on our roster who are bound by a pledge that they have signed to one another.

ASSEMBLY - A gathering of local alliance artists, band members, and direct affiliates (roadies, local managers, etc...).

CAMPAIGN - The term of WE ARE ALL IN LOCAL operations in a particular market.

CAMPAIGN MANAGER - Signer of service agreement on behalf of WE ARE ALL IN LOCAL. The campaign manager manages the roster, employs strategies to increase attendance, and ensures panel members, host and any other local music scene professionals working the show on behalf of WE ARE ALL IN LOCAL are paid.

DISCIPLINE - Roster

HOST - Any WE ARE ALL IN LOCAL musician serving as host or “emcee” of a show. Utilized at times to enhance fan experience.

LOCAL BAND - A band, not under national contract, that resides in your local scene.

NATIONAL ACT - An artist or band which falls under national contract.

(OUR CITY) - City of campaign.

OUR VENUE - Any venue which hosts WE ARE ALL IN LOCAL showcases.

PANEL MEMBER - Charged with the task of selecting and confirming the most ideal alliance bands for each showcase. Also may be tasked with helping to bring new bands into the alliance.

PAY TO PLAY - Defined by the act of an artist, band, or performer handing money to an agent, promoter, venue, or company in relation to a scheduled performance.

TOURING BAND - A band, not under national contract, that is from a different scene. Could be an adjacent city or across the country.

WE ARE ALL IN LOCAL - A company, a strategy, and a belief born in Austin, TX.

10. Confidentiality

Portions of this signed service agreement and any future drafts may be published to facilitate transparency. No portion of this service agreement may be published without expressed permission of the employer and WE ARE ALL IN LOCAL.

WE ARE ALL IN LOCAL

IDENTITY

WE ARE ALL IN LOCAL uses a simple strategy to organize local music scenes, getting the bands to work together instead of against each other thereby increasing concert attendance.

PROBLEM WORTH SOLVING

The traditional method of booking local artists in some markets is not optimal. Eager bands unknowingly play against each other, dividing audiences many times over.

OUR SOLUTION

We encourage local bands to sign a simple pledge of non-compete to each other. We then select a single venue. A panel of local music scene professionals tailors a curated calendar of weekend shows at our venue using only pledged bands. Being very careful to not divide genre audiences.

TARGET MARKET

With a roster of #___ pledged bands in (OUR CITY). The bands and their collective local fan bases now become our venue's weekend clientele. It also creates an environment for the musicians to perform, network, make friends, and build their fan bases

THE COMPETITION

Traditional methods of booking local acts in (OUR CITY) are failing. There are simply too many bands and not enough communication among venues. Our model is designed to help local bands build a fan base thereby increase concert attendance.

SALES CHANNELS

We will employ a traditional door cover charge, not ticketing. Revenue from the door and a guarantee is used to cover our operating expenses and pay the bands. Every attendee is, of course, also a venue patron.

MARKETING ACTIVITIES

We will utilize our venue's already in place advertising, marketing, and sponsorship programs. Augmented by our own advertising, social media, local sponsors, and of course our largest marketing asset - the bands themselves and the atmosphere we will create.

REVENUE

Revenue is drawn from a door cover charge as well as a "guarantee" from the venue dependent upon venue negotiations.

EXPENSES

Operational expenses (printing, additional advertising, music scene professionals working the show on our behalf).

MILESTONES

Filled a roster of #___ pledged bands by _____(date).

Completed venue negotiations by _____(date).

Host first show by _____(date).

TEAM AND KEY ROLES

Campaign manager -
Panel members -

RESOURCES

12. DBA

Your state may require the filing of a DBA (doing business as) also referred to as an assumed name. If multiple campaigns exist in your state you may find it necessary to alter spelling or choose a different name for your DBA.

WE ARE ALL IN LOCAL

WE ARE ALL IN LOCAL employs a simple strategy to organize local music scenes. Participating bands are placed on a roster. That roster is used to tailor a calendar of shows to meet specific needs of the scene. From supporting a national touring act to complimenting a nearby concert to simply not competing with nearby, non-affiliate shows. All WE ARE ALL IN LOCAL shows take place at one venue which is selected once our roster is full. That venue will henceforth be known as "Our Venue". Shows take place Fri-Sun. Bands will never be asked for any type of inclusion fee or asked to sell presale tickets. Inclusion on our roster begins with one simple pledge.

We _____ (band name) pledge not to play any shows within 20 miles of our venue on days there is a scheduled performance at our venue. We also pledge not to play any shows within 20 miles of our venue 21 days before or after our scheduled appearance at our venue. And to play only one local show in between scheduled appearances at our venue. We also pledge not to sell pre sale tickets or pay to play.

Band member signatures:

Bands this is a pledge you are making to one another. It is a simple action that expresses the ideal you are more interested in building something together than working against one another. You may remove yourselves from our roster at any time. But if you remove your band or are removed from our roster for a breach in the non-compete pledge your band will not be eligible for inclusion on our roster for one full year.

Contact:

Name:

Email:

Phone:

14. Discipline (roster)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

19. _____

20. _____

21. _____

22. _____

23. _____

24. _____

25. _____

26. _____

27. _____

28. _____

29. _____

30. _____

31. _____

32. _____

33. _____

34. _____

35. _____

36. _____

37. _____

38. _____

39. _____

40. _____

15. Photograph of (YOUR CITY) Alliance

This page should contain a photograph of your local alliance taken at the Assembly (gathering) before beginning venue negotiations.