

WE ARE
ALL IN
LOCAL

ASSESSMENT PACKET FOR BANDS

WE ARE
ALL IN
LOCAL
JOIN THE ALLIANCE

MAKE FRIENDS

PLAY SHOWS

SUPPORT THE SCENE

BUILD SOMETHING TOGETHER!

WE ARE **ALL IN** L O C A L

WHAT WE DO

We use a simple strategy to organize local music scenes. We help local bands grow their fan bases thereby increase concert attendance.

WHY WE DO IT

Competition can be a great thing. It brings people together. However when too many events compete for the same audience it causes confusion and frustration for the fans. They too often must decide between two or more shows each featuring acts they want to see. Eventually these fans may lose interest in live music all together.

HOW WE DO IT

We encourage local bands to sign a pledge of non-compete to one another forming an alliance of bands. Once there is a large enough alliance those bands are placed on a roster. We then champion one venue and considerately showcase each band on weekend shows being careful not to divide genre audiences.

WHERE WE DO IT

Our Venue is selected after the alliance is formed. The plainest way to say it is we will select the venue that most compliments what we hope to achieve. It is a balance of building a healthy relationship with capacity for growth and meeting our facilitation needs.

WHEN WE DO IT

There is an alliance forming now in (OUR CITY) now. Once the alliance is assembled shows will be held Fri-Sun at Our Venue.

WHO WE ARE

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

www.weareallinlocal.com

WE ARE ALL IN LOCAL FAQS:

Q: What is a competing show?

A: A competing show is any advertised (to include social media, posters, a publicly accessible calendar such as on a venue's website, etc ...) show similar in scope and nature to a WE ARE ALL IN LOCAL show.

Competing

An advertised show in a club, rental facility , restaurant or other similar traditional or nontraditional venue within 20 miles of Our Venue on Fri.-Sat, Sun or any show within 20 miles Our Venue 21 days before or after your scheduled performance at Our Venue.

Non-Competing

An open mic

An in studio television or radio performance

A multi day/multi stage festival advertised as such

A music conference showcase

A private party

Any show 20 miles or further from Our Venue or any show within 20 miles of Our Venue on days there is no scheduled show at Our Venue 21 days or more before or after your scheduled performance at Our Venue.

Any show which features a national act that offers fair compensation for your performance. (no pre sale ticketing or pay to play)

Q: If our band joins the alliance do we have to cancel our upcoming shows?

A: No. You will have an opportunity to declare all upcoming scheduled shows and simply be asked to not book any others unless within the guidelines of the non-compete pledge.

Q: What about the holiday show our band plays every year?

A: We value tradition at WE ARE ALL IN LOCAL. If your band has a standing tradition of performing an annual holiday show or something similar simply declare it. We will view it as a non compete for your band.

Q: What about bands from other cities we sometimes trade shows with?

A: Playing in cities outside of the 20 mile radius will never be a considered a competing show. Conversely You may host touring bands from your network on shows at Our Venue. They will be treated as guests.

Q: Do bands within the alliance get paid for performances at Our Venue?

A: Yes.

Q: How much?

A: There are many variables at play including venue negotiations and success of individual shows among others. We will not "click tickets" or ask fans which band they came to see. A show is treated like a show. We will never ask your band to sell presales or try to collect money from you. WE ARE ALL IN LOCAL is designed in such a way that if at any time you feel you are treated unfairly you may simply leave the alliance. Our goal is to build something so special together you simply won't want to.

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:

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