

# **WE ARE ALL IN LOCAL Austin Alliance**

## **LocalFEST Aug 4th-5th**

The AUSTIN ALLIANCE are seeking a venue to host LocalFEST scheduled for Sat Aug. 4th through Sunday Aug. 5th from 230-730PM with extended hours based upon the contingency of the number of performing bands. There are 24 local bands and artists in the alliance at present and \_\_\_ have already pledged to perform and claimed a date and time slot. We anticipate to add bands and artists as the festival nears. The AUSTIN ALLIANCE is an alliance of professional, local bands and artists who all perform at one local venue on weekends (TBD) using a showcasing strategy designed to enrich our local music scene and increase attendance at our shows. The alliance also provides a platform for local bands and artists to seek inclusion on national stages and take a stand against pay to play in our city. LocalFEST is an opportunity for the alliance to introduce ourselves to Austin before beginning our weekly, weekend showcases. More can be learned about the nature of the alliance and the showcasing strategy at [www.weareallinlocal.com](http://www.weareallinlocal.com). Our local, online community can be found at [www.facebook.com/groups/austinalliance](https://www.facebook.com/groups/austinalliance).

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## Business plan for LocalFEST August 4th-5th, 2018.

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### Vision:

LocalFEST is a two day local music festival featuring bands and artists from within the WE ARE ALL IN LOCAL Austin Alliance. LocalFEST 2018 is an opportunity for the alliance to introduce ourselves to Austin before beginning our weekend showcases. LocalFEST will be built and grow organically by the musicians from within the alliance. We will seek to involve few, if any, sponsors in 2018. However, some musicians from within our alliance may serve as vendors if they own relevant companies and choose to do so. LocalFEST is an opportunity for local musicians to build something brand new, together in the tradition of Austin. LocalFEST may have the opportunity to become an annual celebration of local, live music featuring bands and artists from within the Austin Alliance.

### Mission:

To bring local musicians, friends, and fans together for a two day local centric music festival to celebrate the music and artists from within the WE ARE ALL IN LOCAL Austin Alliance providing an opportunity for the alliance to introduce itself to Austin and for Austin to learn of and about our alliance.

### Pricing Strategy:

\$200 deposit allocated 100% to additional advertising (posters, handbills, social media campaigns, etc...)

Sound, door, and venue staffing in the tradition of venue day to day operations.

Advertising and promotion in the tradition of venue day to day operations.

Cover charge donation based to allow as many patrons as possible to attend. (10% of door take will be donated to Austin Pets Alive the rest will be divided evenly among the performing bands and artists).

Guarantee from venue based upon projected attendance (150 total/75 continuous/100 peak per day). (100% to performing bands).

### Advertising And Promotion:

In the tradition of venue day to day operations which may include publishing on an online calendar, a marquee, hanging posters in the venue, and submitting to local event calendar and ticketing websites.

### Additional Advertising And Promotion:

At least 500 posters to be hung by musicians from within the alliance. 200 handbills to be distributed by musicians. Smart social media campaigns and all alliance musicians doing their best to promote the festival online. Also will seek to promote LocalFEST on local media such as any local radio/television/podcast appearances that may present themselves. A local press release will be submitted to local Austin publications, local music centric social media pages, and websites.

### Objectives:

Showcase at least 20 local Austin Alliance bands on two afternoons at LocalFEST and through smart advertising and promotion attract at least 150 unique patrons to the event each day with a peak attendance of 100 and a continuous attendance of 75 per day.

Provide alliance musicians an opportunity to set up merchant tables to sell band merchandise and also promote any appropriate privately owned businesses and/or sell merchandise or offer services such as beautiful clothing, handmade jewelry, massage therapy, yoga instruction, beautiful musical equipment, screen printing, design services, etc...

Introduce the Austin Alliance of bands and artists to Austin and build a foundation for what may become an annual tradition, grown organically, and built by and for local musicians and local music fans.

### Action Plans:

Secure venue by Wed. June 20th.

Begin teaser promotions and advertising immediately following venue confirmation.

Have 20 bands scheduled to perform within in one week of venue confirmation.

Anticipate up to 30 bands scheduled to perform within two weeks of venue confirmation.

Finalize and submit press release to local publications and websites.

Finalize and hang at least 500 textile posters in Austin, beginning immediately after 30 bands have confirmed or no later than July 8th but not before July 4th.

Explore as many additional opportunities as possible to promote LocalFEST.

Press Release:

The Austin Alliance will be hosting LocalFEST, a two day celebration of local music on Sat. Aug 4th and Sun. Aug 5th from \_\_\_\_\_PM to \_\_\_\_\_PM at \_\_\_\_\_. The Austin Alliance are an alliance of professional, local bands and artists who are all bound together by a pledge that they have made to one another. By means of the pledge Austin Alliance bands and artists do not play against each other in Austin and will use a genre-based showcasing strategy to showcase themselves on weekend shows at one local venue (TBD) which is designed to enrich our local music community by always considering other local shows and their audiences. This strategy is also designed to foster a scene as all alliance bands and artists are encouraged to attend and bring friends to each other's performances. The alliance is open to any and all local, Austin bands who wish to be a part of this community of musicians and may be joined simply by signing a pledge to the other bands. The alliance also serves as a platform for local bands and artists to seek inclusion on national stages and take a stand against pay to play in our city. To learn more about the nature of the alliance and the showcasing strategy visit [www.weareallinlocal.com](http://www.weareallinlocal.com). Join the Austin Alliance's local, online community at [www.facebook.com/groups/austinalliance](http://www.facebook.com/groups/austinalliance). To join the Austin Alliance contact the Austin, TX campaign manager, \_\_\_\_\_

LocalFEST will feature \_\_\_ diverse, local bands and artists on \_\_\_ stages as well as vendors. A cash donation at the door is appreciated for entry. A portion of door proceeds will be given to Austin Pets Alive. The remainder goes directly to the performing bands and artists at LocalFEST. Scheduled acts include:

LocalFEST service agreement:

Agreement made as of the \_\_\_ day of \_\_\_\_\_, 20\_\_ between The Austin Alliance (campaign manager) \_\_\_\_\_ and employer \_\_\_\_\_ (venue owner/company). The employer agrees to hire The Austin Alliance to assemble, perform at, and promote LocalFEST. A two day music festival on the dates of August 4th and 5th between the times of \_\_\_ and \_\_\_ PM (times may be extended dependant upon final number of confirmed bands. See attached timesheet.) The Austin Alliance currently has 24 local bands and artists within its ranks and can anticipate to have forty by the day of the festival with 30 scheduled to perform. If we do not have at least 20 pledged bands scheduled to appear by two weeks after the date of the signing of this service agreement we will allow other local and area bands and artists known as "friends of the alliance" to join us. See attached timesheet for set times and artist breakdown. (will be periodically updated). Each artist will perform a short 15-20 minute showcasing set. The alliance will provide backlines to facilitate efficient changeovers. Performances will take place on #\_\_\_ stages. The Austin Alliance will also stage manage the festival to maintain the schedule prescribed on the timesheet if necessary. Load in at least 30 minutes prior to scheduled performance time. All other venue operations to include door, sound, and security to be conducted within the tradition of venue day to day operations.

Daily guarantee paid to The Austin Alliance based upon projected attendance \$\_\_\_\_\_ to be paid at the end of each date of LocalFEST.

\$200 deposit/advertising allotment to be paid on date of signing of this service agreement (for additional advertising).

Drink tickets per performer: #\_\_\_\_\_

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. Employee agrees to additional advertising to include at least 500 textile posters, 200 handbills, and social media campaigns. Any band cancellations and substitutions will be addressed by The Austin Alliance and reported in a timely manner.

For employee (Austin Alliance): \_\_\_\_\_  
Printed name: \_\_\_\_\_  
Authorized representative \_\_\_\_\_

For employer (Venue): \_\_\_\_\_  
Printed name: \_\_\_\_\_  
Authorized representative \_\_\_\_\_

This signed service agreement may be published to facilitate transparency but only with the authorization of the employer and employee. Employer initials \_\_\_\_ Employee initials \_\_\_\_.