

# Hosting a Great House Concert

*Experiencing the Music you Love with the People you Love ...*

*- an intimate evening  
with your favorite artist*

*- great for Bible Study  
groups or youth groups,  
family reunions, etc.*

*- just for friends or  
support a local cause*

## **Welcome ...Come on In ...**

*From 7:00 to 8:00, you can enjoy refreshments and goodies. If you'd like to relax and enjoy the snacks before the show, please arrive early enough; we like to think the evening's mainly about the music, and we ask that you don't bring food into the music room. At 8:00 sharp, everyone heads downstairs to the music room to grab a chair, sit back and enjoy the music.*

*Usually, we'll have a first set, followed by an intermission, so you can head up for more refreshments and maybe a chat with the artist. Remember to bring money for a new CD or two for your music collection; here's a great chance to get it autographed. Then it's another set, and socializing afterward.*

## **The Money**

This is one of the first questions that come up, is how much is this going to cost. When you figure that putting on a party for 30 of your friends is going to set you back in the wallet no matter what you do, and then throw in an entertainment and ministry value that has a much greater worth than the price that you pay, and it is easier to tackle this question. \$300 to \$400 is a pretty fair base rate for a solo musician on a quiet night, and that breaks down to only \$10 or \$15 per person for 15 couples. Convincing 15 friends to come (with a partner or guest) is not a big deal. Add a few more people, or a few bucks to the ticket price, stir in record sales, and the gig quickly moves from subsistence to downright profitable. Remember, one of the main reasons for a house concert is that there are no hall costs. Or, often enough, any costs at all.

## **Performer's guarantee**

Should the sponsor offer a guarantee? Some say that it is only fair, but then I'm Canadian. I just figure a worker should be paid. This will depend on who you are bringing in - some will want a guarantee to make it worth coming (traveling musicians are giving up a lot to minister on the road). And some are content with donations at the door.

If, as the promoter, you are worried about covering a performer's guarantee, try dividing the cost among friends. Ask each if, in the unlikely event of a loss, he or she would chip in up to \$20 or \$30. This has the added benefit of getting more people involved early, and with a vested interest to boot. When it comes to disposing of the proceeds, various arrangements are possible. Many sponsors will give performers the full door. Some take out expenses for the coffee, etc., some like a small cut, and some want to share the money with a favourite cause. All can work. But bear in mind: a house concert is something that is sponsored for love not money. That is part of the charm, part of what makes it personal, part of the reason friends will come even though they have never heard of the performer.

## **Promotion**

It is essential to "promote" the event in the same personal way you would any celebration you have decided to host at your home. Whether you phone people or send written invitations, the personal contact is crucial. If, in addition, you want to advertise (whether by a poster at the office, a note in a newsletter, or an announcement in the press) that is grand, and the resulting extra sales are a bonus; but the friends you invite yourself must fill most of the seats.

## **Numbers and space**

A good rule of thumb is have space for a minimum audience of 30. The actual size of the room will pretty much determine the potential audience. A good rule of thumb is 5 square feet per person. Your living room is too small? Remember the sponsor and the host need not be the same person.

## **Technical issues**

House Concerts are mainly acoustic in nature and the only thing the artist will need is possibly power for their guitar or keyboard amp.

To book your House Concert or for more information contact Richard Hiebert at:  
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