# Music Concert Project “Promoter” Presentation

Concert Promoters - The individuals or companies responsible for the physical organization of concerts or special events.

* + Must have upfront cash.
  + Must understand target market.
  + Responsibilities include: pricing, venue, transportation, accommodations, vendors, etc.
  + Getting Paid – Door Splits or Pay a set fee

Big Name Promoters: Live Nation, C3, AEG Live, Goldenvoice

Assignment: Create your “fantasy” concert and promote your project ideas. Prepare a three- to five-minute presentation to be given on Feb 27th.

Work as an individual and create a slide for each of the following (in this order):

1. Promoter’s Company Name and Company Logo – you need to be able to justify why you chose this promoter.
2. Create a name and logo for your concert or festival. This should represent you.
3. Name of band(s) or artist(s) participating in concert. You can even promote a “supergroup” or “mini festival” with individual artists or members from different bands joining forces for a special concert (possibly a charity) event. Include logo(s) or picture(s) of band(s)/artist(s).
4. Brief history of band(s)/artist(s) (headliners and opening acts). If you’re doing a festival, you only need to discuss the headliners.
5. Tour rider from the group(s).
6. Target market: describe demographics, psychographics, and geographics of fans attending concert.
7. Price – include ticket price(s) and create a design for ticket. Ticket design should include Title of Concert, Seating, Price, Venue, Time and Date, Promoter Logo, and any logos/picture/names of your band(s)
8. Sponsor – list at least 10 products or companies that will sponsor event – you need to be able to justify why you chose these sponsors.
9. Stage design – use logos of 5-10 sponsors and how they would appear around the concert stage or within the venue.
10. Advertising: list one primary media outlet you will use and its features (radio, print, TV, web, etc.) used to advertise concert. Also, list alternative forms of advertisement you will use
11. Accommodations: You will determine a convenient location for accommodations for the artist(s) and their tour staff. You will need to provide pictures of your location and prices according to the date of your event. Justify your reasoning for choosing the location and be sure that the location is convenient to your venue and consistent with the quality your artist(s) would expect.
12. Summary slide – why your concert will draw attendance, strengths, challenges, etc.