

# DO IT YOURSELF *Concert Event*

## IMPORTANT STEPS:

### 1. Choose a date

- Ideally 6 months out

### 2. Find a venue

- Know the cost, if any
- Ex: Outdoor amphitheater, local park, local firehouse

### 3. Consider how you will create revenue

- Ex: Admission to event
  - Ex: 1 ticket for \$20 or 6 tickets for \$100
- Ex: Raffle/ Silent Auction
- Ex: Selling food and beverages

### 4. Research and invite bands to play at the event

- Research band's followings
- Try using a restaurant with an open mic to help recruit bands
- Try to find bands who are willing to donate their time and bring their own equipment

### 5. Recruit volunteers

- Reach out to family, friends, other MPS families in the area, etc
- Have monthly meetings with committee until event
- Try to find someone to help with sound system to keep bands happy with their sound at the event

### 6. Find Sponsors

- Local businesses, corporate sponsors, etc
- Sponsors for raffle donations, paying for the venue, food and beverages, other entertainment during event, etc

### 7. Advertise!

- Keep materials easy to read- Not too wordy or busy
- Include information like: Name of event, date, time, location, raffle information, contact information
- Ex: Invitations, email, e-vite, text, Facebook event, flyers around neighborhood, have bands put a plug out when they play gigs before the event, etc

### 8. Fill in the details

- Food and beverages- find vendors
  - Consider inviting food truck vendors who will donate a portion of their profit
  - Consider having local wineries and breweries set up stands
- Thank you gift for the bands
  - Ex: T-shirts, tumblers, etc
- Order t-shirts if you want them for your event
  - Remember these come out of your profits if you don't charge for them



## TIPS:

- When interacting with others, especially for sponsorship, don't be afraid to pull at heartstrings
- Be sure to thank everyone involved with the event- volunteers, bands, attendees, etc
- Have other activities available to keep people at the event longer
- The bands should bring their own equipment