



Bringing Bill Harley to your community
An outline of suggestions to help you start planning

- 1) Costs other than performance fees to budget for
 - a) Travel
 - i) Airline ticket
 - ii) Car Rental
 - b) Accommodations
 - c) Sound System (see Technical Rider for specific requirements)
 - d) Lighting, if needed
 - e) Performance Space, if needed

- 2) Different types of performances
 - a) Assemblies
 - i) 2 per school
 - ii) 45 minutes each
 - iii) Divided by grade (K-2 and 3-5)
 - b) Workshops:
 - i) Student workshops
 - (1) Grades 3 and up
 - (2) Maximum 50 student per workshop
 - ii) Teacher workshops
 - c) Family Concerts
 - i) Please have families sit together
 - ii) Suggested for ages 5 and up

- 3) Performance Space
 - a) Assemblies
 - i) Adequate for number of students
 - ii) Students to sit on the floor
 - b) Workshops
 - i) Library
 - ii) Classroom
 - c) Family Concerts
 - i) Adequate for the number of audience expected
 - ii) Has sound system and lighting or ability to bring in equipment

- 4) Fundraising and other things that earn money
 - a) School Fundraiser (see attached info)
 - b) Ticket Price (communities differ in ability and willingness to pay for tickets; the following is only an example)
 - i) \$10/per ticket or \$40 for a family
 - ii) \$10 for adults and \$5 for kids

- iii) Free to families whose children go to the sponsoring school, \$10/ticket for everyone else
 - iv) \$15 for reserved seats in the first five rows, \$10 for general seating
 - v) Free to everyone, general seating, first come first serve (we recommend that you don't give out tickets or take reservations prior to the show--- for free shows people have a tendency to reserve space but not come to the show)
 - c) Concert Sales
 - i) Our office sends Bill Harley product (CDs, Books, Videos)
 - ii) Sponsor receives 10% of all sales
 - d) Concert program book (sell ads to local businesses)
 - e) Sponsorship (get local business or organization to underwrite concert)
- 5) Advertising the show
- a) Open only to the members of your school or town
 - i) Send fliers home with students
 - ii) Post on bulletin boards
 - (1) Grocery stores
 - (2) Community centers
 - (3) Churches, etc
 - (4) Libraries
 - b) Open to your school, town and surrounding communities
 - i) Send fliers home with students
 - ii) Post on bulletin boards
 - (1) Grocery stores
 - (2) Community centers
 - (3) Churches, etc
 - (4) Libraries
 - iii) Press
 - (1) Newspapers
 - (2) Magazines
 - iv) Community Calendars (most list events for free, but you need to contact them in advance)
 - (1) Newspapers
 - (2) Magazines
 - (3) Newsletters
 - (4) Television
 - (5) Websites
 - v) Email
 - (1) Send an email announcement to all of your friends and family and ask them to pass it along
 - (2) Send an email to area schools, offering to give them fliers for their students to take home

Keep in mind: it's not necessary to spend a lot of money to promote the concert, but you should expect to spend a little, even if it's just for making copies. Also think about where families go and try to post things prominently there. It shouldn't be hard--- just put a poster and/or fliers wherever you and your family go!