

HOUSE CONCERT FAQ

SO, WHAT EXACTLY IS A HOUSE CONCERT?

A house concert is a private event at someone's home where an artist performs in an intimate listening environment. The homeowner-host invites a number of their friends and acquaintances appropriate for their specific event and space, to experience a great concert and support independent touring musicians.

The host's main responsibility is to set up the event as a CONCERT. The performers are **NOT** providing background music. In the invite, the host should clearly communicate the expectations and timeline for the concert. At the event itself, the host should be the model audience member. If the host treats it like a concert – setting up chairs, silencing phones – then it's a concert. But if the host is schmoozing and talking, so will the guests.

Jukebox Saloon house concerts are usually split into sections, in order to maximize both your guest socializing time and the concert experience. We have found our best house concerts start with an hour or so of socializing/conversation/refreshments (a great time for your guests to get to meet us personally as well), followed by a set of music that lasts from 45 minutes to 1 hour. Then there's more socializing with a flexible time frame, and a second, shorter set (@30 minutes) that caps off the evening. We can also do a single, longer set if desired.

That's the only real rule! Consider the rest of this FAQ a primer of suggested guidelines. It's what has worked best for us, our hosts and our audiences, but every house concert is unique.

Once you've read thru, email us at jukeboxsaloon@gmail.com to start the booking process!

HOW MUCH DOES A HOUSE CONCERT COST?

Musicians make most of their income through live concerts. When it comes to the financial side of hosting your own house concert with us, there are two main options:

- **Suggested/Expected Donations:** At most of our house concerts, the host asks attendees to contribute a modest, set fee in exchange for attending the show. We've found that a flexible "ask" of \$10-\$20 per person works well; it doesn't alienate possible attendees who can't afford the higher price, encourages those who truly enjoy the show to give more, and helps to guarantee a "minimum" take for the musicians. 100% of these donations go directly to the artist.

Money can be collected from guests in one of three ways, or in some combination of these ways: (1) guests can pay the artists directly using debit/credit cards via our Square card reader, (2) the host can appoint a "doorperson" to collect cash as their guests arrive, or (3) tip jars/hats/buckets can be placed in strategic spots around the house.

- **Flat Fee:** Sometimes, the host would rather pay us a flat fee, so they don't need to ask their guests to spend anything. Our performance is essentially their gift to their social

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circle. If you'd like to take this route, please let us know via email, as we work personally with each host.

HOW DO I GO ABOUT INVITING PEOPLE?

Social media, email, texting, word of mouth, fliers (which we can provide for you) all work. If you're open to meeting new, music-loving people, we've seen hosts use online groups like MeetUp to spread the word. Jukebox Saloon also has a diverse and dynamic network of friends & fans throughout the U.S. whom we can invite, if they happen to live in your area.

Main points to cover when inviting people:

- "Jukebox Saloon, a dynamic piano & voice duo, is coming to perform in my home!" Then, link to our website so they can get a taste of what's to come.
- Briefly explain what a house concert is.
- Outline the suggested/expected donation, and let them know that 100% of the donations go directly to the musicians.
- Tell your friends when to begin showing up (usually an hour before concert) AND what time our performance will start (more on this below).

Some hosts will ask friends to bring a dish to share before the performance. This usually increases the attendance, and it can be anything – bottle of wine, appetizer, dessert, or a full dish for potluck. We've included a sample invite at the end of this document.

HOW SHOULD I SET UP MY HOME FOR THE HOUSE CONCERT?

Sometimes a host says they'd love to do a house concert, but their home is too small. This is, almost always, NOT the case. Rooms can be deceiving when it comes to how many people can comfortably fit in the space, and that's where our expertise comes in. Often, the host thinks they can only fit 15-20 people when the room can actually handle 30 or even more. It's usually best to choose the largest common room (living room, den, basement) and/or whatever room has the piano. Arrange the seating to face where you envision us performing. The goal is to turn this room into your own mini concert hall.

Backyard concerts also count as house concerts! Outdoors, it's even more important for the host to set things up as a concert, so their friends treat the yard or porch as a listening environment. Since some attendees are shy, it's best to have the seating arranged close to us before they begin arriving. Performing so close to the audience creates an immediate energy and connection, which leads to a fun, conversational concert.

IT'S THE DAY OF THE CONCERT! WHAT DO I DO NOW?

The invites have been sent, the chairs are set up, and Jukebox Saloon will be arriving in a few hours! Here's a helpful checklist to guide you through the day of the concert:

1) Send a friendly reminder to your email/text/Facebook list the morning of the event. Include the time, address, and the suggested donation.

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- 2) Make a guest list of who you're expecting. You or a friend checks names off as they arrive.
- 3) Remind your guests, as they arrive, about the different available methods for payment. If they're being used, place tip jars or buckets in heavy foot traffic areas – ideal locations include near the front door and the food/drink. Attach a sign to the jar or bucket: "Suggested donation of \$10-20 per person. 100% goes to the musicians."
- 5) Make an announcement 5-10 minutes before the performance, telling guests to grab a drink and take a seat.
- 6) **At showtime, the host makes a short introduction and declares the room a listening environment.** Conversations should be taken outside. The host also calls attention to the jar for suggested donations and lets the audience know the structure for the rest of the evening.

THINGS THAT MAKE US FEEL AT HOME... IN YOUR HOME!

- 1) If possible, a private room where we can keep our stuff, change clothes, warm up, etc.
- 2) Bottled water and clean hand towels are always welcome.
- 3) Access to dependable Wi-Fi is very helpful and sometimes required, depending on the concert specifics.
- 4) Our only dietary restrictions are dairy and legumes. Dairy screws up Colby's vocal cords. Dan hates beans and onions. We also do enjoy a drink!
- 5) If there's a ceiling fan in the concert space, please turn it off during our concert (unless it's a summer scorcher kinda day).

OUR TECHNICAL NEEDS

- Piano OR keyboard with keyboard stand
- Microphone with mic stand
- Amplifier or speaker
- 2 electrical outlets

In some cases, we can provide this equipment. Otherwise, we are here to help our clients procure the right equipment from nearby music stores and rental companies.

A note on Minimum Guarantees:

Once a house concert is scheduled, we stay in touch with the host about how many people they expect. We keep track of this info so we can project our income/expenses. However, stuff happens, right? Bad weather can easily cut attendance by half, or worse. So can a town function or festival that happens to fall on the same date.

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The last thing we EVER want is for a host to feel badly about low attendance when that's out of their control. Trust us, sometimes a show for 5 people can be BETTER than the shows for 55 people. But financially, it takes a lot of pressure off of us if a host agrees to a minimum financial guarantee, which ensures our costs are covered.

A note on Cancellations:

We handle our own booking, which is a full-time job in itself that requires a lot of planning. If a host needs to cancel 3+ months before our scheduled house concert, we are usually able to find a replacement host/venue. If we are given any less notice than that, finding a suitable replacement becomes nearly impossible. We wholeheartedly understand that sometimes life gets in the way. If you need to cancel our concert, we would greatly appreciate being compensated with a minimum guarantee.

SAMPLE INVITE

Hi friends! You're invited to...

A Private House Concert and Potluck, featuring the dynamic piano & voice duo Jukebox Saloon – Colby Beserra (Chicago based vocalist) and Dan Lipton (NYC keyboard whiz). Colby and Dan bring their strong musical talents and love of a good song to the Jukebox Saloon, creating unique, inventive arrangements of songs you know and songs you should.

We will be in the backyard under the trees and stars, weather permitting. Feel free to bring a bottle or dish, and \$10-20 for our musicians. If you've never been to a House Concert, you're in for a treat! No children under 14, please.

Call or text me at (XXX) XXX-XXXX with any questions.

Feel free to share this invitation with friends or family, but it is a private event, not public, so should not be disseminated widely. I will need a total head count for chairs!

Potluck 6-7pm Music 7-8:30pm Mingle 8:30-9pm

Please park in consideration of our neighbors. FYI, there is a "blind bend" that precedes my house. Hope you can make it!

- Host's Name
XXX Street Name
City, ST XXXXX

Here's the Facebook event link:
<https://www.facebook.com/event>