



Benefit Gigs Trinity Tips

Introduction

Putting on a concert can be a great way to raise funds for your favourite cause. However – **it is not easy.**

In a competitive market you have to make sure you put on a professional night that people want to come to – the cause will not be enough to get people to part with their cash. In Bristol, punters are spoilt for choice as far as live music entertainment is concerned, which means making your night a success is all the more challenging.

This guide is designed to help you put on on a great night, avoid pitfalls and ensure you maximise profit for your chosen cause.

The Venue

- **We charge** - Trinity is a not for profit community group – our events activity is a way of us generating income for our chosen causes. Therefore, unlike commercial music venues we cannot subsidise other people's gigs, even if the cause is justified. We receive regular requests for free space for benefit gigs - if we were to take the risk on other peoples events each time this would not be of benefit to the communities we serve.
- **Money back** - We offer a refund from the bar take if your night is successful – see www.3ca.org.uk/services/venue-hire to view rates.
- **We're big** - Trinity is a 500 capacity venue. This makes it a challenging space to fill on your first gig. If you are a small group with little experience of organising and promoting events, your event may be better placed in a smaller space that you are able to pack out. However, if you want to maximise your event success and are confident you and your artists can pull a crowd then this is a great space for you.
- Make sure you visit us for a viewing so that you can understand the space first hand.

Who?

- Put together a committee or core team that will take responsibility for key tasks – don't do it alone!
- Be prepared if you start organising an event, to go the extra mile to make your it work for you and your chosen cause.
- Volunteers make a big difference - If you can't guilt your friends into helping you, you can always post on sites like www.bristolvolunteers.org.uk

What?

- Come up with a distinctive theme that will get your event noticed and excite punters.
- It can be a difficult decision between choosing artists that will work for expenses compared to paying a fee for a larger artist that may pull more of a crowd. Does someone you know have a connection with a band? Don't be afraid to ask for a lower rate as it's a benefit gig, but also be prepared that if this is their bread and butter they may still want a fee that may be out of your budget.
- Know your audience. Do research on your chosen theme so you know what kind of events people attend and more importantly, avoid.
- Think about other aspects of your event that may extract more money out of your punters other than the ticket price. This could be a small café, raffle, customised second-hand clothes stall – the trick is to not end up letting these little extras cost you more in both time and money, rather let them work for you to generate extra pennies.



When?

Set a date and time. Check listings to see what else is on around that time. Bristol is a creative hive, so there will always be something else on. But, try to avoid direct clashes with artists of the same genre, or booking an act if they have recently played (especially if that event is cheaper/free).

Purse strings

- Agree a realistic budget when you start and stick to it.
- Cash flow – factor in paying out for venue, artists and other costs before you make your money back from ticket sales – we will require a deposit to hold your date and full payment prior to the event commencing.
- Try to find a local or corporate sponsor - It will give you a bigger budget to work with, attract more people to the event and will ultimately make you more money.
- Factor in a small contingency budget, but make sure you stick within your limits as it will be you that ends up out of pocket.
- Your budget may look like a little something like this:

Income	£	Expenditure	£
Ticket Price £8 pp x 500 - Make sure you set the ticket price according to the size of the act you have – people won't pay more just because it's a good cause.	4000	Artist Fees - This may include flat fees, expenses and riders. We advise paying no more than this for your total artist costs.	1000
Raffle - Think about the other elements you can add to the night to make money for your cause.	500	Venue Hire - Cost of a standard benefit gig at Trinity (no later than midnight) – you will be eligible for a refund on part or all of this depending on the bar take.	587.5
Café - A small café run by your own volunteers may help raise a bit extra – encourage your friends to have a bake off and donate cakes!	200	Sound/Lighting - Our hire rate covers basic sound and a static colour wash. If you have any extra technical sound/lighting requirements this will cost extra. Contact your bands/artists as early as possible to find out their technical requirements.	1000
Cloakroom - If you can find a willing volunteer to run a cloakroom, you can take the profits.	200	Promotions - Flyering, advertising	250
Other - You may have been given a grant or other donation to invest in your gig.	500	Volunteer expenses - If lots of people are working hard for nothing, you may want to include basic volunteer expenses.	100
Bar refund – if your night is a success, we may refund some or all of your original hire fee from the bar take. See our Hire Rates document for more info.	100	Contingency - There may be unforeseen costs you weren't expecting. Make sure you aren't the one out of pocket.	500
Total income	5550	Total expenditure	3437.5
Total raised for your cause		£2,062.50	

Promotion

- In all your literature, make sure you clearly and concisely state what the cause is so people know what it is they're being asked to support.
- See our **Promo Tips** guide for more info.

Décor

- Stick to a consistent theme – make your décor enhance and compliment the activities.
- Don't overdo it – it's easy to get carried away, but bare in mind this element of your event isn't going to make you any more money and may end up costing you more in time and effort than is needed. Simple drapes and spotlighting goes a long way and won't break the bank.
- Like Glasto, we would like your event to Leave No Trace. See our hire **Terms & Conditions** for décor rules.

And Finally

Do contact us any-time during the run up to your event to discuss your plans, questions or queries. If you are thinking of planning a benefit gig at Trinity, please do not hesitate to phone or drop in to the Trinity Office 9am-5pm Monday-Friday. As a regular host of benefit gigs, the Trinity team are committed to going the extra mile to help make your event a success.