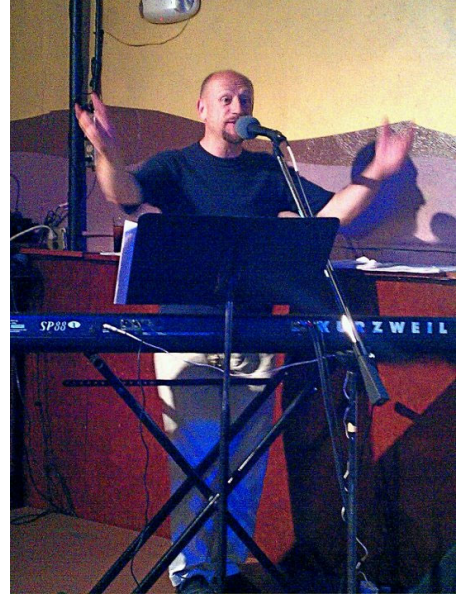


Hello!

Thank you so much for your interest in hosting a House Concert with Jeffrey Bowen! This opportunity can prove to be one of the most fun, rewarding and memorable evenings for everyone.

This guide will take you step by step through the process of booking, organizing and hosting a House Concert. Please read this guide in its entirety – even if you have hosted a House Concert before – so that we are on the same page throughout the planning stages.



THE “HOUSE”

House Concerts may be staged in a living room, family room, garage, back yard, back patios, by a creek or river, small house, big house, apartment club house, winery, studio, local theater – any place that has room for friends and family to comfortably gather to enjoy entertainment. Think “big concert” concept in a much smaller space.

The only requirement for the space is that everyone in attendance must be able to gather in the same space and seated for the entirety of the hour-long concert.

There will be time for mingling before and after the performance and that can spill into other areas nearby. However, it is highly recommended that during concert time everyone is gathered close and seated together, directly in front of the performer. Table seating is not recommended as it can work against the creation of the intimate experience desired at a House Concert.

It’s perfectly all right if there are not enough chairs at show time. Carpet seating in a packed living room or a blanket on the lawn works perfectly as additional seating options. If you wish for everyone to be seated, you may contact a local party rental company. For outdoor settings, you may ask guests to bring additional chairs.

Place all chairs in a concert setting. This can be in rows or semi-circular with the focus on the entertainer. Again, think “big concert” concept in a much smaller space.



THE DATE

I will make every effort to ensure the date you pick for your House Concert works best for you.

Most hosts think of booking on a weekend night, but Friday and Saturday only account for 28% of the week – and I perform almost every night of the week! Please consider booking on a week night, as the chances of the date working out are far greater (72% greater!) and when you have an awesome group of people gathered, the fun will happen no matter what the night!

Also, consider that your friends and neighbors will be more available to attend on a week night. This event usually only lasts about two hours total, so everyone can have this memorable experience and be home well before bed time!

Thank you for your flexibility in selecting a date for your House Concert. All efforts will be made to accommodate your wishes.

THE GUESTS

To create the best possible scenario for a successful House Concert, plan on having a minimum of 20 to 30 in attendance. There are two reasons for this number:

- 1) Fewer than 20 people and the concert doesn't feel like the exciting event it should be.
- 2) In the donation based concert model, 20 or more adults contributing and purchasing merchandise is what makes the House Concert financially viable for the entertainer.

Making sure there is a minimum of 20 people attending usually means the host will need to send a good deal more than 20 invitations. The tried and true rule is to invite TWICE the number of people you would like to attend. If you are not sure you will be able to get 20 adults, then consider a friend to “co-host” with you.

On the flip side, if your space can hold more people and you wish to have a larger House Concert, then go for it! If you have ideas you wish to share about crowd size, please contact me and we can work out what you have in mind.

ABOUT YOUNG ATTENDEES...

Some House Concert performers have age restrictions when it comes to their audience. Many prefer mid-teen aged to older. Flexibility is key for the House Concert to work, and I am perfectly fine with having young people in the audience. It's all about having fun, right?

Pets also can fit in this category. If you think your pet will bark or run amok in the crowd, you may decide about having them sanctioned. However, if you feel that a wagging tail is equivalent to applause, then have them join the fun!

If you think you'll have children in the audience, it's still a good idea to plan on a minimum of 20 adults makes for a viable event. If you have youngsters coming, please consider the kiddos as "extras" when putting your guest list together!

INVITATIONS

Invite a bunch of your friends and HAVE FUN telling your friends why you want them to come to the awesome evening of entertainment you are hosting!!

If you need assistance with precise language to include in your invitations, you may consider "This will be a donation-based concert. Please come prepared for each attendee to contribute a donation to the artist at the conclusion of the show". And let them know the donation is in lieu of an admission cost.



It is encouraged **NOT** to specify a suggested donation amount for House Concerts. There are two reasons why:

- 1) It has been found that the artist does better financially at shows where people donate what they are moved to contribute in the moment without any preconceived expectations.
- 2) Perhaps more importantly, if you have a friend who is cash-poor but a diehard music lover, it's important to me that they be able to enjoy the evening without feeling any pressure. While it is true this is how I earn a living, sharing music with people is the most important aspect!

At this point, you may not find the donation-based House Concert appealing, and more importantly, you may think your friends may find this a little off putting. This is easily solved by paying an upfront guarantee for the House Concert. Either way works well, and if you find this alternate approach to your liking, please contact me and we can discuss the fee structure for a non-donation House Concert.

It is strongly suggested to ask your guests RSVP to your invitations. You will find there is much better attendance with an RSVP than with a “come by if you are able” approach.

Lastly, let your guests know if you will be having drinks and snacks. You may also ask them to bring a little something to share. This is entirely up to you, and not in any way a requirement for hosting a House Concert.

THE HOUSE CONCERT!

This is the really cool part!!

All the RSVPs are in, the chairs are set, the keyboard and sound system are set and you are ready for a great night!!



So, what happens next???

Here is how the evening will progress:

- I will arrive 90 minutes before your guests are scheduled to start arriving. I will set up all equipment and do a sound check.
- Guests will arrive at a time determined by you and me. This is usually in the evening, but could be in the afternoon if it's a weekend show. As guests arrive, we all hang out and have a meet and greet for about an hour.
- After this time, everyone gathers in the performance space and guests find their seats. The host gives a brief introduction and the performance begins! I will play my heart out for about an hour.
- As soon as the last note is played (or even while the last chord is still hanging in the air), the host comes up next to me with a vase, basket or box and makes the donation announcement.

That announcement should go something like:

“Thank you all for coming tonight. I hope you enjoyed this evening as much as I have. As you know, this is a donation-based concert. Your donations this evening will all directly benefit our artist and show him our appreciation for this amazing experience he brought to us tonight. For cash contributions, I’m going to leave this (box/basket/jar) right here and encourage you to give generously! There is also information here about electronic donations. Thank you again!”

- As the announcement concludes, I make my way to the merchandise table where I will greet the guests.
- After that, we all hang out some more until the guests make their way out.

Boom!! You have created a very memorable evening for all and are now the envy of your friends and neighbors!!

A NOTE ABOUT THE DONATIONS

It is very important to me that these House Concerts are possible for *anyone* to host. The way that is done is by doing the shows on a donation basis. But, since the donations are how I earn a living and pay traveling expenses, it's obviously super important that the host has full enthusiasm behind that aspect of the event.

If you need any coaching at all, I will be happy to cover that with you the day of the event. If you wish, a little "cheat sheet" can be provided in case you get nervous before or during your big moment. It has been proven that the success of the donations has a direct relationship to the enthusiasm of the speech the host gives at the conclusion of the concert.

It's also been proven that guests are always very receptive and super happy to be a part of supporting the unique and memorable event they've just experienced!

FLOW AND SAMPLE SCHEDULE

It's one of the most fun nights of the year to be sure! But, it's important to remember that fundamentally, this is not a house party, it is a House Concert.

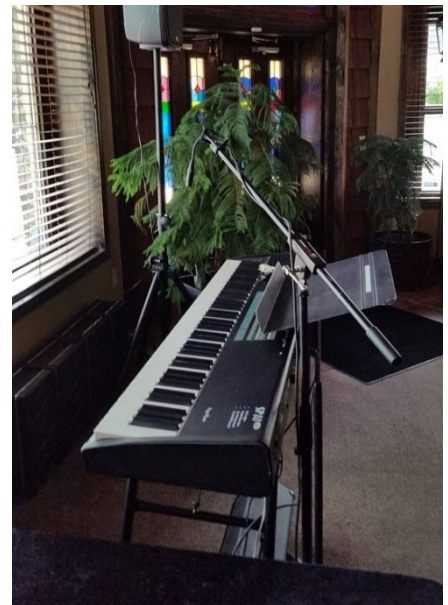
It's very important that the pre-concert mingling time is about an hour. If it's shorter, then people don't have enough time to get comfortable and if it's longer than an hour, the focus of the event starts to get fuzzy.

Let's say you want the performance to start at 7:30pm.

In this example, here is how the schedule would go:

- 5:00 – Arrival and set up of equipment.
- 6:30 – Your guests arrive
- 7:30 – The concert begins
- 8:30 – The concert ends, mingling
and merchandise sales begin

**And, of course, we can all hang out
as long as you would like!**



And THAT is how to have an awesome House Concert!!

QUESTIONS FOR YOU

After reading all the details about House Concerts, and you feel like this is a good fit for you to host, then please answer the questions below:

- 1) What city and state do you live?
- 2) What is the space you have in mind for the House Concert? (Inside the house, outdoors, etc.)
- 3) Are you able to provide pictures of the intended space?
- 4) Do you want to host a donation-based House Concert described above, or would you prefer to receive information about paying a guarantee for the House Concert instead?
- 5) Do you think you'll be able to get a minimum of 20-30 adults to attend?
- 6) What is the total number of people you might expect to attend?
- 7) Do you anticipate there will be children/pets at the event?
- 8) Please list dates you are UNAVAILABLE to host a House Concert. This is very helpful to determine a date that works best for you and me. My current schedule is shown on www.jeffreybowenmusic.com on the "Appearances" tab.
- 9) What is the best email address AND telephone number at which to reach you?

Thank you so much for your consideration, and it would be my pleasure to make your House Concert the most awesome evening you and your friends can experience!!