



BOOMER MUSIC EVENTS

GUIDE TO HOSTING A HOUSE CONCERT!

THANK YOU FOR YOUR INTEREST IN HOSTING A HOUSE CONCERT!

If you enjoy planning events and entertaining guests, and you love and appreciate quality music, we invite you to consider hosting a house concert. Becoming a host is fairly simple. All you need is room for 20-plus people and a desire to showcase some of the finest musicians in the Bay Area.

A brief history

After the booming popularity of DJ's over the past two decades, live music is enjoying a robust revival and once again captivating audiences. Yet while the reborn popularity of live music expands, venues suited for intimate music concerts aren't keeping pace with the demand. In the San Francisco Bay Area of the '50's and 60's, nightclubs like The Purple Onion, Bimbo's 365, Basin Street West and the Hungry i were plentiful. But most of those old clubs are long gone. For the fulfillment of both the public and the performer, it's a void we feel is begging to be filled. The answer might lie in a growing phenomenon known as "house concerts."

House concerts are exactly what the name describes; performances inside a private residence, hosted by the homeowner. They were the brain child of music lovers who were frustrated by the crowded and impersonal environment of noisy bars and large halls, where it was nearly impossible for the audience to connect with the performer and vice versa. Hence, house concerts were born, offering a small, intimate setting in which attentive and undistracted audience members could interact with the artist. For the performer it's a welcome alternative where he or she knows their music is being heard and appreciated.

YOU CAN BECOME AN INTEGRAL PART OF THIS EXCITING PHENOMENON! HERE'S HOW...

GUIDE TO HOSTING A HOUSE CONCERT!

This guide is designed to address questions and provide an understanding of what's involved in becoming a house concert host. If you have any additional questions, please don't hesitate to contact us.

Is my house big enough?

This is often the first question people ask. Answer: Yes, your house is probably big enough! Guest seating along with an area set aside to accommodate the band is all that's needed. There are typically 20 to 50 attendees at a house concert. People often think they don't have enough room for that many in their home, but if you move the furniture around and maybe add a few folding chairs, **you'd be surprised how many people you can fit in a small space.** Besides, one of the charms of house concerts is their cozy ambiance.

Who do I invite?

Invited guests are usually friends, family and neighbors of the host along with a few friends of friends. Many hosts are most comfortable limiting the invitees to people they know or personally invite. Another option is to advertise and make the event public.

Do I serve food?

Some hosts provide snacks and drinks. Some choose to save on the time and expense of preparing food and announce the event as a potluck and/or B.Y.O.B. where guests bring the beverage of their choice.

Do I charge for tickets?

A house concert is sponsored out of a love of music and a desire to encourage talented artists and support live music. It isn't a money-making venture. However, the musicians do need to be funded. You'll need to talk with the artist and establish the minimum amount they will need to be paid. **Funding normally comes from suggesting a *donation, typically between \$15–\$25 a person.** Don't feel embarrassed to ask for donations. For a small donation, your guests will enjoy quality live music, food and drink, and a gathering of friends in a comfortable environment. **Compared to the cost of going to a nightclub and restaurant, along with parking fees, bridge tolls, and the hassle of driving in traffic, it's an amazing bargain!** All proceeds are given to the performer, sometimes less the host's expenses, which are usually minimal.

*Requesting donations in lieu of charging a ticket price avoids any pretense of operating a business in your home.

Collecting donations

Donations can be collected at the door as each person arrives, or you can have a clearly marked, well-placed donation jar/basket/hat available. If you do this, you'll want to make an announcement about it a couple of times during the event. You could also ask for donations to be mailed to you along with the RSVPs. Be sure to keep track of who is attending and who has paid.

How should I invite guests?

Invitations can be handled just like hosting any party: email, snail-mail, social media (such as Facebook). Online invitations work well (such as Evite), and there's always the old-fashioned method of picking up the phone. If the concert is open to the public, you could include getting the word out by posting flyers around the neighborhood and in local businesses.

We recommend sending invitations six-weeks to one month before the concert. Include a description of the music, the date and time, directions, and a suggested donation. Indicate if there will be appetizers, drinks, etc., or if you'd like each person to bring something to share. Include your phone number and/or email for RSVPs. You also might want to send a follow-up reminder a couple of weeks before the event.

Expect hiccups and stay cool!

In any planned gathering, people can't always make it, so you'll want to keep a list of who will be attending. If it starts looking like you won't have a full house, you can: a) invite others, b) reschedule the date (if the artist is available), or c) just go with the flow. **Above all, don't stress—this is about having fun!**

Don't hesitate to contact us for any additional questions about hosting.

THANKS FOR KEEPING LIVE MUSIC A-LIVE!

Mike & Ella

Mike Spellman and Ella Wolfe

Phone: (925) 202-1041

Email: boomermusicevents@gmail.com

www.boomermusicevents.com
