



## THE AIP JARGON BUSTER FOR PROMOTING.

### **A list of commonly used promoting terms and what they mean.**

If there's something you think is missing, or anything that doesn't make sense, just get in touch with us on [info@aiporg.com](mailto:info@aiporg.com)

#### **2P - SECOND PENCIL (see PENCILS)**

**ADVANCE** : A discussion between venue, promoter and artist (usually the artist's tour manager) to outline what each party requires and expects to happen on the day of a show.

**ANNOUNCEMENT** : The agreed date and time all parties will announce the show to the general public. Best practice is there should be at least seven working days between confirming the show and an announcement date.

**ARTIST RIDER** : see **HOSPITALITY RIDER**.

**ASSETS** : Refers to artist assets, usually to help with marketing. Artist Photos, Logos, Biog, Social Handles etc are all assets. These should all be forwarded by the agent or artist to the promoter at the point of deal memo to help set up the show in good time for the announcement and onsale.

**AVAILS** : Short for 'availability' and used in regard to looking at available dates at venues for an artist. An agent will commonly write 'Please send avails between XX date and XX date for the artist' which the promoter will then seek from appropriate venues.

**BACKLINE** : The amps, mics and other equipment that supports the artist's ability to plug in their instruments to play.

**BOOKING FEE** : % or flat fee on top of the ticket sales charged and held by the ticket seller. Best practice is that this should be no more than 10% of the face value of the ticket.

**BUILDING LEVY (see 'RESTORATION LEVY')**

**BUYOUT** : An alternative to providing food and drink for an artist is to agree a 'buyout' - an amount of money for the group, or per person, given to them so they can make their own selection.

**CATERING** : Generally referring to artist and crew dinner/food and but often also used when referring to Hospitality or Dressing Room Rider.

**CHALLENGE** : When you have a pencil on a venue and would like the date but someone has a pencil before you. For example, if you're 2nd pencil and want to challenge for 1st pencil, best practice is that the venue gives 24 hours to get an answer from the first pencil before removing them to bump you up or confirming them so you know the date is no longer available.

**CONTINGENCY** : An amount of money held within the budget to allow for any unexpected costs.

**CONTRACT** : Legally binding document standardly delivered from the artist or booking agent highlighting the legal responsibilities of each party involved.

**CREW**: Usually referring to the people who will carry equipment in and out and around the venue. (Local crew is hired locally for the show day and touring are the crew on tour with the artist).

**DEAL MEMO** : A short one-pager from the agent as the show is confirmed, which captures the main details prior to a contract. Usually includes the Artist Name, Date of Show, Venue and Fee.

**DISCO LOAD OUT** : A quick, usually earlier than normal, loadout due to an event happening immediately after the show (usually a clubnight).

**DOS / DOS SCHEDULE** : DOS refers to 'Day Of Show' and is commonly used in advancing. 'Day Of Show Schedule' would include load in, setup, soundcheck, dinner, performance, load out times among other things.

**FLAT FEE** : A clear simple fee agreed with the artist which doesn't change depending on sales. Most festival fees are flat fees (as many artists are playing, and there's many reasons people go to festivals). Increasingly more grassroots fees are flat fees as the costs of promoting a grassroots show are often more than the potential gross revenue of the show. Flat fees also reduce the administration for all parties which is particularly beneficial to the running of grassroots shows.

**FORCE MAJEURE**: An Act of God / nature that prevents a show happening. This can also include public riots, political upheaval etc.

**GUARANTEE** : The guaranteed fee the artist will receive. This is usually because the artist will receive a guaranteed fee and then a split of any income once all the agreed show costs are covered. The guarantee assures the artist they will have a minimum fee, which helps them plan their tour finances.

**GUEST LIST:** Free or reduced discounted list for people to enter the show. These may include those whose work has contributed to the show (ie live agent, promoters marketing team or other promoter staff, or competition winners). The artist will also usually request a guest list. Guest list numbers should be agreed in advance - at time of booking the show - as all guests reduce the saleable capacity and potential gross revenue of the show.

**HERITAGE ACT:** A popular artist who has sustained a career/ audience over a number of years.

**HOLD** : As planning and routing of a tour progresses, an artist or agent might ask you to HOLD one particular date. This generally means you're close to confirming the show.

**HOSPITALITY RIDER** : A list of requests from the artist for food and drink they would like on the day. Often this is a standard document that goes out to every show they are doing, so isn't tailored to your show and budget, so best practice is to ask the Tour Manager to bring their needs into line to the agreed show budget rather than the promoter second guess what they may or may not want.

**LABEL BUY:** An amount of tickets taken off sale and bought by the artist's label given to the media, their staff etc. to attend the event. The promoter would usually facilitate the label buy for the label.

**LANDED DEAL** - Often used in festival or DJ bookings, 'landed' refers to the total cost of getting the artist to a specific place to perform. It's a term often used to mitigate against an artist or agent adding transport/travel or accommodation costs onto the promoter at a later date.

**'LAMPY' / LD / LIGHTING ENGINEER** - A member of the show technical staff dedicated to the setup and control of the venue's stage lighting.

**NATIONAL AD CONTRIBUTION (NAC)** An amount, usually set by the agent, which the promoter pays which goes towards National Advertising for the show. Often the National Ads are booked and managed by a National Promoter who will invoice for these separately.

**RIDER** : see **PRODUCTION RIDER / TECHNICAL RIDER** and see **ARTIST RIDER** or **HOSPITALITY RIDER**.

**ON-SALE** : The time and date that the event goes on sale to the public.

**OVERAGE** : The additional amount of money once a show has covered pre-agreed costs. Best practice is that this is then split between the artist and the promoter to a pre-agreed % in the artists favour. **(see VERSUS DEAL)**

**PDs**: Per Diem is the general daily expenses given to the touring party by the tour manager.

**PENCILS** : If interested in a date at a venue, a promoter might ask for 'first pencil' or 'second pencil' and so forth - a sort of queuing system to determine who might hire the venue on that date. It's not unusual to hold several pencils at a venue for an artist, before finally confirming one and releasing the others.

**PLUS DEAL** : Where an artist is offered a guaranteed fee plus a percentage of the overage after agreed costs.

**PREMISES LICENSE** : The licence required to sell alcohol or offer entertainment at a venue.

**PRE-SALE** : The sale of tickets to particular groups of people - usually fans on the artist mailing list, or subscribers to the promoters mailing list etc - taking place before the remainder of the tickets go on sale to the wider public. Often a pre-sale is capped at a particular number of tickets so that there will be an allocation still available for the main sale.

**PRODUCTION RIDER** : **(also known as TECHNICAL RIDER)** A document which details the onstage set-up for the artist, including the equipment they are bringing, any additional equipment they may need, a stage plan showing how the artist sets up on stage, and contact details for all key crew.

**PROMOTER FEE** : An guaranteed fee for the promoter which goes into the agreed show costs. The promoter may then take additional monies if the show covers all costs **(see OVERAGE)**

**PRS**: Performance Rights Society. A collection agency that licenses on behalf of copyright holders for use of music. PRS will charge a % of the gross ticket revenue for the show, with a minimum fee, and a rate that differs depending on factors such as genre, collection method and whether the event is in a venue or a festival.

**REP (sometimes known as Promoter Rep)**: Representative of the promoter who looks after the touring party on the day of the show. They are the designated to lead the event on the day by the promoter and also act as go-between the venue and the touring party.

**RESTORATION LEVY** : **(sometimes known as 'building levy')** A venue specific charge where a direct contribution to the upkeep ('restoration') of the venue is charged directly to each ticket buyer and retained by the venue. Best practice is that this should only be charged for specific, defined and necessary work on old / listed buildings, and then removed once the target amount is reached in order to complete the work. The venue should also ringfence and protect the

money - as restricted income - so it can not be lost should the venue change hands or other creditors call on the venue.

**RUNNER** : An assistant to the Promoter, or Promoter Rep who runs errands on show day.

**SETTLEMENT:** When all the final income and expenditure is agreed and signed off after an event.

**TECHNICAL RIDER** : see **PRODUCTION RIDER**

**TOUR MANAGER / TM.** An individual hired by the artist who manages the show on their behalf acting as main point of contact between promoter and artist to advance and deliver the show.

**TOUR SUPPORT** : An artist who is supporting on many / every date of the tour.

**TENS** : Temporary Event Notice. When a venue or event space doesn't have its own licence you will be required to apply for a TENS. These allow you to offer licensable activity for up to 499 people at the event (subject to capacity restrictions). Lots more information [here](#).

**VERSUS DEAL** A deal between artist and promoter where the band gets a guaranteed fee and then a % of the balance after agreed show costs have been deducted. (see **OVERAGE**). It's called a 'Versus' Deal as the artist either takes the guaranteed fee (if there's not enough income to cover all the show costs) or the higher % (if the show covers show costs and there's some overage). So it's one fee versus the other.

**WALK UP** : Tickets bought on the day of the show.

## **The Association of Independent Promoters**

Championing the best independent promoters in the UK

[www.aiporg.com](http://www.aiporg.com)