



## **PATTERSON HOUSE CONCERT PLANNER**

**Thanks for hosting! We're looking forward to serving you and your community. We want to make this process as easy as possible. If you read everything in this document, you will be ready to roll!**

### **WE WILL CALL YOU! WE NEED YOUR PHONE NUMBER!**

Either Barry, Michelle or Melissa (the wonderful assistant) will call you by next week to nail down the details for your event, so please make sure to email us at [ascensionarts@mac.com](mailto:ascensionarts@mac.com) with a good phone number for you right away and the best time to reach you.

### **MERCHANDISE**

We will need one small table set up near the entryway (not in the stage area) for product sales.

### **STAGE AREA**

We would love it if you could create a warmly lit, cozy atmosphere. Lamps, candles, pillows and artwork are our friends. Florescent lights are our mortal enemies. It's best to have the stage area so our backs are to a wall or the inside of a corner, where people don't have to walk near us to access a bathroom or an entrance. We will travel with a small sound system that we promise will not overwhelm your house. We will need the stage to be set near a grounded outlet. Oh yeah, ceiling fans should be off in the stage area. Believe it or not, they make an acoustic instrument sound out of tune.

### **TIMELINE FOR EVENT**

Be sure to tell us your timing desires for the evening. We like to arrive in enough time to set up, sound check and eat with you, if that works for your schedule. If your timeline will differ from the following, please let us know.

4:00 we load in, set up and sound check  
6:00 dinner  
7:00 guests arrive  
7:30 music  
9:00 concert finished, mingle, cd's etc.

### **HONORARIUM**

We try to make \$500/event plus travel expenses. When we call you, we will discuss with you the different options available, ie. selling tickets, taking an offering, covering the honorarium yourself and we will work with you to make the event possible for you. We know that we approached YOU about doing a house concert and we don't want that number to scare you off, so have no fear--we will work it out. If you do end up needing to write us a check, please make it payable to "ASCENSION ARTS" and it will be due upon the completion of the concert.

**Ascension Arts - 646 Kingston Drive, Florissant, CO 80816**  
**[ascensionarts@mac.com](mailto:ascensionarts@mac.com) - 719/964-4649**

# **PATTERSON HOUSE CONCERT PLANNER**

## **ADVERTISING IDEAS:**

We have found a combination of evite, posters, announcements in your church bulletin and web announcements to be a great advertising combo.

## **EVITE**

We have found evite to be a huge help in promoting house concerts. [www.evite.com](http://www.evite.com) is a site where you design your own e-invitation, send it to the email addresses of your choice and monitor your rsvp's online. There is a link below to a sample house concert evite to give you an idea of how that would work. You can copy the format entirely, with your specific information, The evites can be printed out to work like a super-informative poster. We consider ourselves to be evite pro's, so call us if you need any help with that.

## **SAMPLE HOUSE CONCERT EVITE**

<http://www.evite.com/app/publicUrl/TKCKWLQCDHTMRJVHOHSQ/samplehouseconcertevite>

## **PROMOTIONAL MATERIALS**

Go straight to <http://www.barryandmichelle.com/site/contact-us.html> to take a look at our electronic press kit. It has the little Sonic Bids icon on it and you should find everything you need to advertise there. You'll find a bio, downloadable pics and even song samples and videos that you can use in your advertising process. We do also have a simple poster that we can email to you, upon request.

If you have any questions or if we can help you in any way, please give us a call at 719/964-4649 or email us at [ascensionarts@mac.com](mailto:ascensionarts@mac.com).

We are excited to be on the road again, and so looking forward to being with you!

Barry & Michelle

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