



Music Network/ Partner Promoter Agreement

In the spirit of mutual co-operation, Music Network offers an integrated package, based on the provision of a musician or ensemble, programmed by the Partner Promoter, to give an agreed performance, at an agreed location and at an agreed subsidised cost, which the Partner Promoter accepts. By purchasing the concert package the Partner Promoter accepts responsibility for local promotion, sourcing a local audience and local operation of the concert.

2015

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Introduction

The purpose of this document is to clarify the basis of the relationship between Music Network and Partner Promoters by outlining mutually agreed respective roles and responsibilities. It is designed to be a practical document, defining the elements within the Music Network/promoter partnership that contribute to high quality music promotion, with a view to enhancing the working relationship in the longer term.

This is not a legal document or contract. This Agreement forms the basis for receipt of Music Network's subsidised concerts, therefore where Promoters are in breach of this Agreement, Music Network reserves the right to withhold the applicable subsidy.

To succeed in developing music promotion around Ireland, Music Network and its Partner Promoters need to work effectively together. Agreement is therefore needed on:

- providing access to live music: catering for existing audiences and developing new audiences for live music regardless of location or circumstance
- sustainable music promotion: effective local promotion of high quality concerts, on a regular and ongoing basis

Definitions

Music Network was established by the Arts Council in 1986. It aims to make high quality live music available and accessible to people throughout Ireland, regardless of their location or circumstance, while supporting the career development of musicians.

A Music Network Partner Promoter is an organisation or committee actively promoting Music Network concerts in its area¹.

The Music Network National Touring Programme refers to the range of tours programmed annually by Music Network and delivered in partnership with Partner Promoters throughout Ireland. These tours involve both Irish and international musicians/ensembles, and are usually offered by Music Network to Partner Promoters via the Partner Promoter E-Bulletin in two seasons up to twelve months in advance.

The term 'artist' is used throughout this document to represent the range of musicians and ensembles Music Network works with.

Details of current tour offers are also available from Music Network's Programmes Manager (performance@musicnetwork.ie) at any given time.

¹ Music Network defines 'actively' to mean a Partner Promoter who has engaged with Music Network's Performance Programmes within the previous three years.

Audience Development and Audience Targets

As a national music development agency, Music Network's aim is to increase audiences for live music across the country. It provides a range of programmes and associated supports to its partners to assist in achieving this, including tours featuring international acts and curated projects designed to maximise audience appeal, PR and marketing supports, and access to its Learning and Participation Programme.

Music Network is required to provide audience figures from its National Touring Programme to its principal funder the Arts Council. These are used by the Arts Council to assess its annual performance and allocate funding for each subsequent year accordingly.

In line with the Arts Council's own Touring policy, Music Network agrees a projected audience figure for each concert with its Partner Promoters in advance of confirming a booking request. These figures should be ambitious yet realistic in relation to the tour in question, the location of the Partner Promoter, stage of development of their music audience etc.

As the performance of its partners impacts upon Music Network's own funding, it will regularly monitor this and provide constructive feedback as appropriate. Conscious of the use of public funds, and of its own commitments to its main funder, where a partner promoter is consistently under-performing at a significant level, Music Network reserves the right not to supply further concerts until such issues have been successfully resolved.

New (or returning, as above) Partner Promoters are required to provide marketing and audience development plans to Music Network in advance of their first concert booking being confirmed.

1. What Music Network agrees to provide

Music Network provides subsidised concerts with the aim of assisting Partner Promoters to programme music of the highest quality. Subsidies cannot be provided for charity fundraising or free admission concerts.

1.1 Artistic Direction

Music Network will:

- consult with a range of Partner Promoters on programming ideas and plans in advance of contracting musicians, in order to ensure consensus on audience focus
- take into account the learning from prior tours in relation to audience attendance levels, audience and promoter feedback etc., when making artistic programming decisions
- provide a range of high quality tours and concert programmes designed to appeal to diverse audiences, including tours curated specifically for its National Touring Programme

1.2 PR & Marketing Support

As part of the concert package, Music Network provides PR & Marketing support in respect of each concert. In respect of locally produced promotional materials, all Partner Promoters are provided with web and print-friendly versions of the Music Network logo with guidelines for usage. All concert promotional tools including print and online facilities (e.g. website, social networking sites and other online information) must carry the introductory text 'Music Network presents' and, where possible, the Music Network logo.

Marketing Supports provided by Music Network	
Promotional Materials	<p>Music Network will provide the following materials sufficiently in advance of the performance, as agreed with Partner Promoters:</p> <ul style="list-style-type: none"> - a customised local press release and captioned picture(s) of the performing artist/ensemble, by email - where available, a CD recording of the artist/ensemble by post and/or MP3s of selected tracks by email/download link - agreed numbers of A3 concert posters and DL flyers. Alternatively, A4 posters and digital copies of posters can be provided if requested in advance of the print deadline. If the design or format of these materials is altered in any way, Music Network must be consulted before proceeding to use this altered material.
Print materials	<ul style="list-style-type: none"> - printed programmes for the concert, which will arrive on the evening of the concert with the artist/ensemble. Concert programmes are available for sale or distribution at the discretion of the Partner Promoter.
National Publicity	<ul style="list-style-type: none"> - national publicity in print and broadcast media through editorial content - national radio and press advertising through media sponsors, where possible - circulation of listings for forthcoming Music Network concerts to national media contacts on a monthly basis
Digital Marketing	<ul style="list-style-type: none"> - website listings on Music Network's site (www.musicnetwork.ie); links to websites and email addresses of the Partner Promoters will be provided, if appropriate - inclusion in the Music Network monthly general e-newsletter - inclusion in the Music Network social media schedules

Music Network requires Partner Promoters engaging with Music Network Tours to obtain local publicity coverage for their concert.

Where required, Music Network can provide advice and support on how Partner Promoters might best approach local media, and on how to make effective use of the promotional materials provided.

1.3 Financial Subsidy

Music Network offers concerts to Partner Promoters at a subsidised cost.

- There are Direct and Indirect costs associated with each concert. Direct costs to Music Network include artist fees, VAT on foreign artists' fees, artist flights and internal travel, artist accommodation, Irish Music Rights Organisation fees, the cost of piano hire if required and the cost of all promotional and publicity materials. Indirect costs relate to Music Network's administration.
- Music Network currently subsidises between 45% and 55% of the Direct Concert Cost
- The Promoter Fee refers to the remaining percentage (i.e. between 45% and 55%) of the Direct Concert Cost. It is quoted at the point of concert confirmation.

Additionally, in circumstances where a Partner Promoter does not have access to a suitable piano (see page 15) locally, Music Network can provide a piano at an additional subsidised cost to the Partner Promoter for relevant concerts.

1.4 Administration

Music Network will be responsible for the following, in relation to concerts:

- liaison between artist and Partner Promoters
- scheduling of concert dates: co-ordinating and scheduling dates between artist and Partner Promoter (every reasonable effort will be made to meet each Partner Promoter's specific scheduling requirements, subject to musician availability)
- international and domestic travel arrangements: Music Network is responsible for getting the artist to and from the Partner Promoter's venue on the day of the concert
- payment of the artist's fees
- booking and payment of the artist's accommodation
- invoicing Partner Promoters for the agreed Promoter Fee
- payment of associated suppliers/service providers, such as piano hire services and print service companies
- payment of IMRO fees
- payment of VAT on non-resident musician fees

1.5 Concert-related information

Prior to each concert, and giving as much notice as possible, Music Network will inform Partner Promoters of any relevant concert-related information, such as requirements regarding:

- Pianos
- Page Turners
- Amplification
- Specific artist requests e.g. complimentary tickets, artist rider, specific dietary requirements etc.

1.6 Feedback, advice and ongoing support

Music Network will offer advice to Partner Promoters in the event of problems arising around concerts. However, responsibility for the programming and promotion of the concert lies with the Partner Promoter.

Music Network will also provide regular feedback to promoters post-tour. This can range from sharing positive artist/audience experiences and discussion around met/exceeded audience targets, to issues of concern, such as level of local promotional activity, artist hospitality issues, and discussion on below-target audience numbers. Music Network will seek to assist promoters to build on previous performance, and find ways to resolve concerns, through regular dialogue.

Music Network provides specific Partner Promoter supports, including Audience Development, networking opportunities including artist showcase events, training opportunities and the Music Network Partner Promoter E-Bulletin, which includes details of upcoming musicians/ensembles available to the Partner Promoter via Music Network. Where Partner Promoters have a specific training need Music Network will endeavour to offer additional support in this area.

With the needs of audiences and priorities of our Partner Promoters in mind, Music Network will always seek to respond to, and enhance, the changing landscape of music development in Ireland.

1.7 Learning and Participation Programme

Music Network aims to provide Partner Promoters with Audience Development opportunities through its Learning and Participation Programme. This brings artists from its National Touring Programme together with non-professional music making groups and organisations, for workshops, masterclasses, informal group performances etc.

Music Generation (<http://www.musicgeneration.ie/>), the subsidiary company of Music Network with responsibility for the delivery of the National Music Education Programme, has stimulated the development of numerous Music Education Partnerships (MEPs) in counties across Ireland. With the support of Music Generation, these MEPs are in varying stages of rolling out vocal and instrumental tuition services in their local area. MEPs are a specific focus of the Learning and Participation Programme, as Music Network seeks to add value to its investment in this area of work, and encourage a holistic approach to the engagement of children and young people in music activity at local level.

Music Network's aim is to encourage attendance, through these activities, at the main/evening tour performance in that location. Accordingly, Partner Promoters will be required to supply reduced/group rate tickets for this purpose, upon request.

1.8 Cancellations

The cancellation of a concert has implications for all parties involved: the artist, the Partner Promoter, Music Network and the audience. Concerts will only be cancelled in situations where there is absolutely no alternative or in situations where cancellation is unavoidable. Music Network, the artist and the Partner Promoter should exhaust all possibilities before resorting to cancellation.

In the event that a cancellation is the responsibility of the artist:

In this instance, the Partner Promoter will be offered one of three solutions:

- the opportunity to re-schedule the concert with the artist (postponement), or
- to re-schedule the concert with a substituted artist, or
- where time and circumstance allow, a suitable substitution will be sourced by Music Network and offered to the Partner Promoter for the scheduled concert date.

In the event that a cancellation is the responsibility of Music Network:

Music Network will do its utmost to avoid cancelling a scheduled concert. All alternative possibilities will be explored, including artist substitution.

In the event that a cancellation is due to circumstances beyond human control: each instance will be considered on a case-by-case basis. In an instance where all alternative possibilities have been exhausted, the option of re-scheduling the concert, if necessary with an alternative artist, will be offered to the Partner Promoter. In these instances, fee payment will be considered on a case-by-case basis².

² Fees refer to both the musician fee and the Promoter Fee.

2. What Partner Promoters agree to provide

2.1 Introduction

Partner Promoters are required to provide Music Network with the following information:

- the name and contact details (email address, landline and mobile phone numbers and postal address) of a designated liaison person
- updates on any changes in designated liaison person or any other relevant information (e.g. change of contact information, change of principal concert venue etc.)

The Partner Promoter is responsible for:

- selecting Music Network tours in accordance with their individual music programming policy
- agreeing ambitious yet realistic audience projections with Music Network in advance of booking into tours
- promoting the concert locally and sourcing the audience
- making arrangements for professional and/or voluntary staff to carry out advance publicity, ticket sales and venue management with regard to the performance
- ensuring general awareness among other staff/committee members about the nature of the Partner Promoter's relationship with Music Network
- ensuring that in the event of an unavoidable change to the agreed concert arrangements, Music Network is informed in the first instance
- ensuring that concert programmes are obtained from the artists on arrival and made available for sale or distribution to the audience
- ensuring that Music Network's Banner is displayed in a prominent position in the venue on the evening of the concert

In the event of a change in designated liaison person, the Partner Promoter is also responsible for the handover of information regarding the Partner Promoter Agreement and any information on upcoming Music Network events.

2.2 Booking Concerts

Booking concerts involves three easy steps:

Step 1: Contact the Programmes Manager or Operations Administrator and provide them with preferred concert date(s) regarding the specific artist required. Please note that concert requests must be made within the specified time frame. We cannot guarantee that requests submitted after the stated deadline will be eligible for consideration. Information on musicians/ensembles available with Music Network is available on the Music Network website at <http://www.musicnetwork.ie/promoters/> or from the Programmes Manager (performance@musicnetwork.ie).

Step 2: Once a concert date has been confirmed, the Partner Promoter must supply full and accurate details of the venue, concert start time, ticket prices and any other relevant information required for publicity materials (e.g. details of local sponsors or funders, as appropriate) to the Operations Administrator. This information will appear on all printed publicity materials. It is the Partner Promoter's responsibility to ensure that it is accurate, with translation (if necessary) and supplied within the timeframe requested by Music Network.

Step 3: Exchange of signed Contracts - one signed copy of the contract should be returned to Music Network as soon as possible, the other retained for the Partner Promoter's reference.

Post-concert administration includes:

1: The issue of an invoice and Concert Return Form by Music Network to Partner Promoters. Partner Promoters should complete all sections of the form and return it as soon as possible after the event. The information contained therein, i.e. audience attendance numbers, ticket prices etc. is, in turn, required from Music Network by its funding agencies, and by IMRO.

2: The requirement for payment within one month of receipt of invoice, to facilitate smooth operation of the service. Music Network aims to pay the artist/ensemble immediately post-tour, and is required to pay other service providers within a one-month timeframe.

2.3 Artist-related issues

Partner Promoters should provide the name and mobile phone number of a designated liaison person for the artist on the day of the concert. Their responsibilities will include:

- meeting and greeting the musician(s) on arrival
- ensuring access to the concert venue for rehearsal in advance of the performance, as requested. The venue should be adequately lit and heated.
- extending a warm welcome, hospitality and care to the artist, providing as a minimum: complimentary still bottled water (in the dressing room and stage area), tea, coffee and fresh fruit (any additional reasonable requests made by artists must be met by the Partner Promoter)
- addressing the audience at the beginning of each concert, welcoming the musician(s) and acknowledging Music Network's contribution to the event

Sales arrangements relating to the sale of the artist's CDs must be made directly between the Partner Promoter and the artist on the date of the concert. If requested by the artist, the Partner Promoter must have a person available to sell CDs at the interval and for a period of 15 minutes after the concert. Music Network is not responsible for the pursuit of financial arrangements made directly between the Partner Promoter and the artist.

As referenced on page 18, Partner Promoters are required to allocate a number of complimentary tickets for Music Network artists. Music Network will notify each Partner Promoter of required numbers in advance of the event.

2.4 Venue-specific issues

The venue must be suitable for the type of music being presented. Venue suitability will be agreed in advance with Music Network, on the basis of:

Production values

Production values will naturally vary from genre to genre. Each of the following issues should be taken into account according to the genre of music being presented:

- acoustic of performance space
- ambience of performance space
- staging, lighting and ability to meet any technical requirements specified

- provision of a highly qualified sound engineer when amplification is required

Venue insurance

Partner Promoters are responsible for ensuring proper and adequate insurance cover for the performance including cover against all public liability claims and third party damage claims. Venues must hold both employers and public/product liability covers and must ensure that policies extend to provide an indemnity to Music Network (and where necessary, the Partner Promoter) arising out of negligence by the venue owner.

Facilities

It is essential that concert venues provide the following:

- adequate levels of comfort (toilet facilities, refreshments etc.), heat and light for the performance. Venues should be suitable, indoor, seated, listening environments
- an appropriate stage/performance area, of sufficient size for the artist, sufficiently lit to allow performers to read music as necessary, and with good sight lines for the audience
- adequate green room/backstage facilities in or adjacent to the venue, or at minimum an area within the venue which is partitioned from stage and audience
- complimentary still bottled water (in the dressing room and stage area), tea, coffee and fresh fruit (any additional reasonable requests made by artists must be met by the Partner Promoter)

Partner Promoters should make every effort to ensure that their venue is completely accessible and welcoming to all members of the community.

Some tours which Music Network programmes will not need amplification. In instances where musicians do request PA and/or sound engineer, this is the Partner Promoter's responsibility to provide at the required standard, and Music Network absolves itself from any financial cost involved. Music Network will provide details of amplification required as far in advance of the concert date as possible.

Pianos

For Music Network tours which require a piano:

Any piano intended for use in a performance must be a concert pitch, professional quality, grand piano (such as a Steinway B or comparable make/model) and agreed in advance with Music Network. In the event that a Partner Promoter cannot source a piano of appropriate

quality locally, Music Network will aim to provide one (together with a piano tuner) at a subsidised cost to the promoter.

Where a piano is not provided by Music Network, the Partner Promoter is responsible for hiring a professional to tune the instrument on the day of the performance to the satisfaction of the artist. Tuning must be done initially in advance of the rehearsal, with the tuner available for subsequent pre-performance fine-tuning

Where the piano is provided by Music Network, access to the venue must be agreed with the piano supplier/tuner/Music Network in advance of rehearsal time

- Partner Promoters must provide experienced/competent page turner(s) as required.
- If requested, Music Network will offer advice regarding suitable page turners, wherever possible.

2.5 Local Promotion

Each Partner Promoter is responsible for promoting their Music Network concerts locally. Partner Promoters should endeavour to create maximum local awareness of the event, and thereby attract and sustain a local audience for live music.

Distribution of Promotional Materials

Promotional materials are provided to the Partner Promoter on the understanding that they will be distributed as widely as possible, as part of a local marketing campaign. Outlined below are some recommended marketing strategies and distribution methods.

Media

Press packs should be sent to contacts in local print media and radio. Press releases are provided for editorial coverage. If resources permit, Partner Promoters are encouraged to place advertisements in local papers and/or with local radio.

General Publicity/Marketing

- Partner Promoters should distribute posters and flyers provided to public outlets (e.g. shops, public buildings, cafés, libraries etc.) local groups (e.g. community groups, schools, special interest groups etc.) and opinion leaders (e.g. other promoters, community/art group leaders, music teachers etc.).

- Partner Promoters are encouraged to undertake direct marketing initiatives (e.g. mail shots) using the promotional materials provided e.g. the press release.
- Partner Promoters should place listings on websites (where applicable), including those of the Partner Promoter, venue and locally related sites.
- All events are posted on the Music Network site with individual mention of Partner Promoters (www.musicnetwork.ie). Partner Promoters are required to reciprocate these web links.
- Partner Promoters are required to include Music Network events in any self-produced publications and/or publicity materials, e.g. season brochures, newsletters, signage and special promotional materials. Copies of self-produced materials should be supplied to the PR & Marketing Officer (email: publicity@musicnetwork.ie) for approval before they are distributed.
- Partner Promoters are required to ensure that Music Network is appropriately acknowledged on all print materials, using Music Network's logo. Concert information in brochures and on websites should carry the introductory phrase: 'Music Network presents'.
- Partner Promoters are required to ensure that the date of the performance does not clash with local events likely to have a detrimental effect on audience attendance numbers.
- Partner Promoters are encouraged to maximise the use of any digital audio-visual material, photographs, first night footage, vox pops etc., by sharing on social media platforms such as Facebook and Twitter.
- Partner Promoters are also encouraged to liaise with other promoters in their area on joint/complementary marketing strategies where possible.
- Partner Promoters cannot publicly announce Music Network concerts in advance of the launch of Music Network's season.

Acknowledgement and additional supports

- As above, all Music Network concerts must be billed as 'Music Network presents' with the Music Network logo on advertisements, websites, season brochures, newsletters, signage and any other material used as part of the Partner Promoter's publicity campaign.
- A verbal acknowledgement is also required during the concert introduction.

Ticket Prices

Music Network concerts are subsidised as part of a publicly funded resource. Partner Promoters are therefore required to adopt comparable, accessible ticket pricing. This must include provision of concessions, and family/group rates are also encouraged. For these reasons, price ranges must be discussed and agreed with Music Network in advance of final confirmation of concerts. Music Network does not provide subsidy to Partner Promoters for free concerts.

Ticket allocations

Partner Promoters are required to provide an agreed number of reserved tickets for Music Network funders/sponsors/musicians on request. These should be held until 5 minutes before concert commencement. Music Network will notify each Partner Promoter of required numbers in advance of the event. If the Music Network sponsor/funder/musician/guest(s) do not arrive within the allotted timeframe, then the tickets may be sold.

2.6 Administration

In order to ensure that the Music Network/Promoter partnership operates as smoothly as possible for both parties, dedicated managerial and administrative roles (Programmes Manager, Operations Administrator, Communications Manager and PR & Marketing Officer) provide support to the Partner Promoter in all aspects of concert promotion. These staff members are, therefore, the natural liaison points available to each Partner Promoter. In addition, other members of Music Network's staff are also available to assist, as required.

Please contact the:

Programmes Manager (performance@musicnetwork.ie) with issues relating to artistic programming, the role of the Partner Promoter including engaging with the Music Network Partner Promoter Agreement, Audience Development, the Music Network Promoter E-Bulletin and other Promoter support issues;

Operations Administrator (concertadmin@musicnetwork.ie) with issues relating to provisional/existing bookings, and all logistics concerning Music Network concerts; the PR & Marketing Officer (publicity@musicnetwork.ie) regarding all aspects of marketing and publicising Music Network concerts.

2.7 Cancellations

Music Network views the use of public funds to supplement high quality concert activity as a privilege and we are conscious of our responsibilities and the responsibilities of our Partner Promoters in this regard. Concert cancellation directly impacts the artist, audiences, local and national media, travel and accommodation arrangements, piano suppliers/tuners etc. As limited concert subsidises are available, it is essential that all parties honour confirmed concert bookings where humanly possible. In the unavoidable instance that the Partner Promoter wishes to cancel a confirmed concert, the following procedures apply:

- The Partner Promoter must notify the Programmes Manager as soon as possible.
- If a concert is cancelled by the Partner Promoter with 7 days or less notice to Music Network, the Partner Promoter will be liable for 100% of the Direct and Indirect Concert Costs³.
- In the event that a Partner Promoter cancels a concert with more than 7 days notice, the Partner Promoter will be liable for the Direct Concert Costs costs incurred and the piano hire fees (if applicable).
- The Partner Promoter will be required to discuss the reasons for the cancellation with the Programmes Manager.

³ See P 8 for definition of Direct and Indirect Concert Costs.