



Chrome
STREET



HOSTING A _____ **HOUSE CONCERT**

Hi! First of all, we're so happy that you're interested in hosting a house concert.

It's important that you read this all the way through – even if you've hosted a house concert before – so that we're all on the same page as we start planning together.

At the end of reading through the guide, if all the parameters seem good to you, we invite you to answer the short list of questions at the end that we'll use to finalize the details of your house concert. We hope this will inspire you and get you excited for what is guaranteed to be one of the most unforgettable things we do all year. Ready?



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#1 The "House"

We can stage house concerts in living rooms, backyards, back patios; in small houses, big houses, condos, and apartments; at a winery, in a photography studio, and at a local theater, even a library. The point is that the "house" can be any space you have access to where your friends can gather, sit, and enjoy a concert.

The only requirement for the space is that everyone in attendance can gather and have a space to sit, since the show will be at least an hour-long concert.

Pre- and post-concert mingling can, of course, spill into other rooms or areas of the property. We just ask that for concert time, everyone is gathered close and seated together, in front of where we'll set up to perform.

We've learned that seating around tables interferes with the intimate experience we aim to bring to the audience. If there aren't enough chairs for everybody – carpet seating in a living room or blankets on the lawn can work great!

#2 The Date

We will work with you to pick a date for your house concert. This is fun and exciting, and it can also be a bit hectic on our end as we juggle our four individual schedules.

In a perfect world, every day would be the weekend (duh), and then we could do every house concert on the weekend.

However, a quick look at the calendar reminds us that Friday and Saturday only account for about 28% of the week – but we each play a lot of shows. **This means that, in reality, your concert will have about a 72% chance of falling on a "school night."**



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But don't despair! If you have a good group of people, you can't stop the fun from happening, no matter the day. And the event is typically only about two hours – making this the perfect event for a unique weekday evening get-together.

So, if you want a weekend date, keep in mind that there are only two per week. **Thanks in advance for being flexible** so that we can accommodate as many concerts as possible.

#3 The Guests

To create the best possible scenario for a successful show, we ask that you have **a minimum of 20-30 adults** in attendance.

There are two reasons we ask you have this minimum number of people at the show:

1. Fewer than 20 people and the concert doesn't feel like the **exciting event** it should be.
2. In our donation-based concert model, 20+ adults donating and purchasing merchandise is what makes it a **financially viable** night for us.

In our experience, making sure there is a minimum of 20 people there usually means that the host will need to **invite double the number of people** they'd like to have at the concert.

You could also "co-host" the show with a friend to increase your overall attendance. If your space can hold more people and you want to have more, then great, the more the merrier!

Generally kids age 10+ seem to display good concert etiquette. If you have small children, or if you have friends who want to come but would be unable to do so if their younger kids couldn't come along, consider arranging for someone to take charge of the kids on the premises but in a physically & acoustically separate space during the actual concert.



#4 The Invitation

Invite a bunch of your friends! **We will provide you with precise language for you to include in your invitations.** We want you to have fun telling your friends why you want them to come to the awesome event you're hosting.



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"This is a donation-based concert"



The language to use in the invitations will read something like this:

This will be a donation-based concert. Please come prepared to make a donation to the artists at the conclusion of the show via Cash, Check, Venmo, or PayPal.

We do not specify a suggested donation amount for our house concerts. The reasons for this are twofold:

1. In our experience, we do better financially at shows where people can donate what they are moved to in the moment, without any previous expectations.
2. Perhaps more importantly, if you have a friend who is cash-poor but a lover of music, it's important to us that they be able to enjoy the evening without feeling any pressure. While it is true that this is how we make our living, **sharing music with people is the most important thing.**

Occasionally we have hosts who prefer not to ask their guests for donations and prefer instead to pay an up-front guarantee for the show. Either way is fine, and we've done both ways. If this approach interests you, please let us know, and we'll discuss the fee structure for scheduling a non-donation show.

Other invitation items

You may want to let your guests know if you'll have drinks and snacks for them, or perhaps you'd like to do it potluck style. This is entirely up to you, and is not a requirement for hosting a house concert.

Please be sure to ask your guests to RSVP in your invitations.

We've discovered that when guests are asked to RSVP, there is a much better turnout rate as opposed to a "come by if you can" approach.



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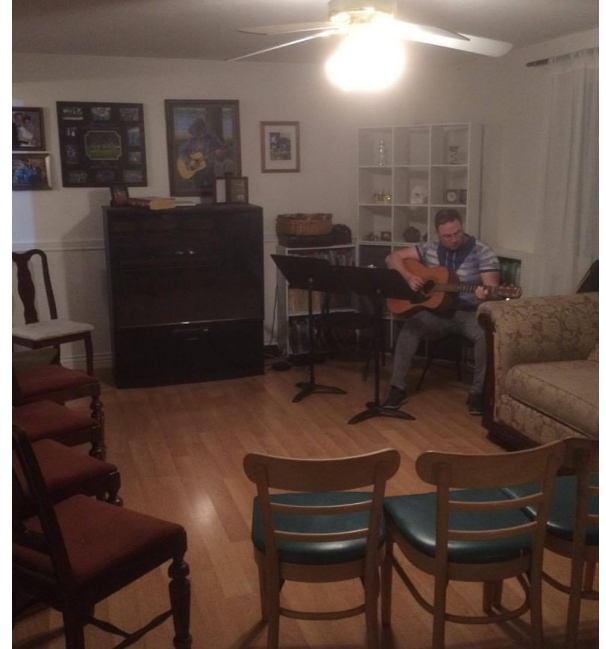


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#5 The Concert

You've invited everyone, RSVPs are in, and you're ready for the show! Here's how it goes down:

- We will arrive one hour before guests start arriving in order to set up our equipment and do a soundcheck.
- Guests arrive at the time the event officially begins. This is usually in the evening, but it could be in the afternoon if it's a weekend. As guests arrive, **we all hang out and mingle for about an hour.**
- After an hour of pre-concert hanging out, everyone gathers in the performance space, people find their seats, the host (that's you!) gives a brief introduction, and then **we perform for about an hour**
- As soon as we've played the last note of the concert, you get up front next to us with a vase or basket or box of some kind to make the **donation announcement.** It should go something like this:



"Thank you all for coming tonight. I hope you enjoyed this as much as I did! I want to remind you that this is a donation-based concert. Your donations tonight will directly benefit our artists and will show them our appreciation for this amazing experience they provided for us tonight. I'm going to leave this [basket] right here and encourage you to give generously. Thanks again!"

After that, we all hang out some more until the guests start heading home.

A note on the donations

It's really important to us that we're able to make it so **these concerts are possible for anyone to host**, and the way we do that is by doing the shows on a donation basis. Since donations are how we earn our living, it's obviously super important that we have our host's full support behind that aspect of the event.

Jason is really good at coaching hosts on their donation speech, and he will make a point of going over this with you as we're getting set up on the day of the concert. We'll even give you a cheat sheet of things to remember to say in case you get nervous and forget in the moment.

We've discovered that the success of the donations is directly related to the enthusiasm of the host at the conclusion of the concert.

We've also discovered that guests are always really receptive and super happy to be a part of supporting the unique and memorable event they've just experienced. It's kind of a big love-fest by the end of the night.



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A note on the flow of the event, and an example schedule

We've found that **the pre-show mingling time should be one hour** so guests can get comfortable without the focus of the event getting fuzzy.

It's one of the most fun nights of the year, but it's important to remember that fundamentally this isn't a party; it's a concert.

Let's say you want the performance to start at 7:30. In that example, here's how the schedule would go:

5:30 - we arrive and do our setup

6:30 - guests arrive

7:30 - concert begins

8:30 - concert ends

And then, of course, we can all hang out afterward for as long as you'd like!

All these details – from the invitations, to the set-up, to the flow of the event – serve the singular goal we have for this event: To create with you a truly unique and special night – an intimate concert experience, where magical memories and meaningful connections with your community will be made through music. It's going to be awesome.

Questions for you

If all of the parameters we've outlined in this house concert host guide seem good to you, and you'd like to host a house concert for us, then the next step for you is to answer the list of questions on the following page.

We'll need you to reply to each of these asap in order to factor your house into our schedule. It would be helpful if you could return your replies sooner rather than later. Please answer ALL questions. Thanks!



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1. In what city/state do you live?
2. What is the space you have in mind for the concert? (e.g., inside your house, an outdoor space, etc.)
3. Do you want to host a donation-based concert as described above, or do you want information about paying for the show instead?
4. Do you think you'll be able to get a minimum of 20-30 adults to come?
 - a. What is the total number of people you might expect to come?
5. Please list any dates in September and October that you're available to host a house concert.
6. What is the best email address and phone number for you?

We can't wait to do a house concert with you!

- Chrome Street



**THANK
YOU**



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