

Masterworks

C H O R A L E

— *Fine music in the finest venues* —

Director: Tim Knight

www.masterworkschorale.org.uk

CONCERT INFORMATION SHEET

The Masterworks Chorale Choir, based in Leeds, is a choir with one purpose: to make live choral music available to any venue in our region, or indeed, further afield to any venue that shows an interest in hosting a concert. We have packages to suit everyone, and they are all designed to be beneficial and rewarding for everyone ... just pick the option that suits you best.

1. **Promoted Concerts**

These are concerts that we promote ourselves in venues that we approach for specific reasons. If we have approached you about a concert, this is because we consider your venue to be of special significance, in a great location and would make a wonderful concert venue, or maybe because choral music might be under-represented in your area. If this is the case, then we would offer one of the following options:

(a) **Hire Package**

The choir would pay a hire charge for the venue. If the venue has a set charge, we would need to know this in advance to make a judgement as to whether the concert would be a success (we would normally expect hire charges to be in the region of £250-300).

The choir would deal with all publicity, organise a banner, news releases and selling tickets for the concert. Additionally, we would normally take responsibility for arranging refreshments during the performance (obviously within the conditions of use of the venue). There may be additional guests by invitation and we may want to use the concert to support a charity.

(b) **Split door take**

In this arrangement, the venue and the choir would split the door takings 50/50 after deduction of all expenses (which would include cost of publicity materials, banners, advertising, production of tickets – if the choir were to provide these, we would anticipate the cost to be in the region of £100).

We would promote the concert as widely as possible (see below) but the venue would also be expected to be very active in promoting the event to its local community, any social media channels and regular visitors. Refreshments would normally be sold by the venue as a way to increase funds.

Here are ways we will promote our concerts – if you have any ideas as to local venues we could partner with, please let us know:

- Concert event details will be promoted on our website and social media pages
- Ticket sales would be promoted online on our website, social media pages, locally to the venue and at the venue.

2. Requested Concerts

This is where we, the choir, have been requested to perform a concert by you at a specific venue and would simply be turning up on the day. In this instance, there would be a set fee:

£350 within a 50 mile radius of Leeds

£450 over a 50 mile radius of Leeds

A £50 reduction is made if the concert is for charity (please provide details). We would obviously provide the programme details and any promotional photographs etc that were required.

Expectations

We never know what to expect – and that's the truth!

For example, we provide the same level of publicity and promotional activity for all our promoted ones and, at some venues, the results are a sell-out concert and the proceeds substantial for all concerned, but others may only result in us just breaking even! This can be as simple as clashing with other local events on the same day, so careful planning is key.

It is, as any concert provider will tell you, an unknown risk, but we believe it is worth it because live choral music should be available to all and we strive to fulfil our vision of providing *'the finest music in the finest venues'*.

If you have any further questions, please contact:

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