

I'm so excited you want to know more about hosting a concert for us as we go out on tour.

We've called the series "A Pit Stop On the Kings Highway". What is that?? An intimate concert also may go by the following names....house concert, sofa concert, living room concert.

They are without fail, an amazing unforgettable experience for everyone involved, host, artist and audience.

This guide is designed to take all the guesswork out of hosting a successful concert that will be fondly remembered by everyone who is there. It will take you step by step through the process.

Please read this guide all the way through, even if you've hosted a house concert before, so we are all on the same page as we start planning together.

Once you finish reading the guide and you decide that this is something you want to do, I'll have a few questions for you that we'll use to pick a concert date for you.

The Concert Space

It could be a living room, a backyard, a patio, an apartment, a winery, a hairdressing salon, a yoga or dance studio, an office, a parlour, a local theatre.

We can create a concert in any space you have access to where your friends can gather, sit comfortably and enjoy a concert.

The Only requirement for the space to work, is that everyone attending the concert must be able to fit in the same space, seated, for the entire duration of the 1-hour long concert

Pre and post concert mingling can spill into other areas, but for the actual concert, it's important that everyone is gathered close and seated directly in front of the performance. This is the BEST way to create an intimate concert experience. Carpet seating in a packed living room or blankets on the lawn if it's a backyard concert works also well as seating options for the flexible.

THE CONCERT DATE

I will work with you to pick a concert date. In an ideal world there would be 7 weekend days in a week, but there aren't and I would be on tour for a year so I could only play weekends, but I'm not. I usually play at least 5 shows a week when I'm on tour. Friday and Saturday only account 2! of 5!

for 28% of the week, so in reality, your concert will have a 72% chance of falling on a 'week' night

In my experience, weekend and week day evening shows work equally well. The Pit Stop On the Kings Highway concert we are proposing is NOT a lengthy event. the whole event lasts about 2 hours, (keep reading for more details on this) so it is perfect for a unique weekday evening get together. If you REALLY want a weekend date, I will do my best to work with you, however, the shortage of weekends and the travel logistics mean that it may not be possible.

Thank you in advance for being flexible on this matter so I can accommodate as many potential hosts as possible. The questions at the end of the guide will make the date choosing clearer.

The Guests

In order to create the best possible scenario for a successful show, I ask that you have a minimum audience of 20 - 30 people in attendance.

There are a couple of reasons for this.

- Fewer than 20 people and it doesn't have the excitement of a 'concert experience'

- We are using a 'donation based model' for these concerts. That means it takes about 20 adults contributing to donations and purchasing merchandise for the evening to begin to be financially viable for us.

In our experience, you need to invite double the number of people you would like to have at the concert If you want 20, invite 40 and so on.

If you don't think you can get 20 adults at the concert on your own, 'co-host' the show with a friend who also has a group of friends to invite and increase your overall attendance.

If your space can hold more people and you want to host a larger event, that's great. We love performing for large crowds as much as we love smaller crowds. Just let us know what you have in mind for your event and we can work together to make it happen.

Audience Age Requirements

The show has a large dynamic range and subject range. In order to create and maintain uninterrupted focus for the entire concert, it is our experience that the concert is not appropriate for children under the age of 10. While none of my songs are R rated, our songs and on stage banter cater to adults.

NOW If you have young children or you want to invite friends who have young children, I suggest you chip in for an on-site baby sitter or have an older child take responsibility for the kids in a separate space for the concert hour. Kids are more than welcome to hang out before and after the concert!

The Concert invitation: What to include

Invite a bunch of your favourite people!

On the invitation use these words.

- This is a donation-based concert. Please come prepared to make a donation to the artist at the conclusion of the concert. Donations can be made with cash or by card

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Please tell your friends why you want them to come to your house concert event include an RSVP on your invitation. Be sure to ask your guests to RSVP. This tends to lead to a much better turn out rate

Sometimes concert hosts prefer not to ask their guests to make a donation and prefer to pay an upfront guarantee. If this is something you prefer, let us know and we can discuss a fee structure for your concert.

CONCERT DAY

We'll arrive 1 hour before the guests are due to arrive to set up and get settled and do a sound check if the show is an amplified one.

Guest arrival time is typically 1 hour prior to the show start time, so we can all hang out and mingle and eat some food and have a drink.

After an hour of pre show socializing, people gather in the performance space and take their seats. The host (that would be you) does a brief introduction and then we perform for an hour.

As soon as we have played the last note of the concert, you (the host) gets up the front next to us with a lovely donation vessel and you make a donation announcement that goes like this. "Thanks so much for coming out tonight. I hope you enjoyed this concert as much as I did. I want to remind you that this is a donation-based concert. Your donations tonight will all go directly to the artist and will show them our appreciation for the amazing experience they brought to us tonight. I'm going to leave this vessel right here and I encourage you all to give generously. Thanks again" Then we all hang out a bit more until the guests start to go home.!

About the donation model of The Pit Stop On the Kings Highway concerts

It's really important to us to make these concerts possible for anyone to host and the way we do this is by doing the shows on a donation basis. It's important to

understand, we are on tour and these donations are how we earn a living and pay our expenses. So it's super important that all the hosts of the concerts put their full enthusiasm behind this aspect of the event.

I am happy to coach you through this and I will also give you a cheat sheet in case you get nervous and forget what to say.

The success of the donation collection is directly related to how enthusiastic the host's speech is at the conclusion of the concert. If you are excited about it, the guests will be excited about it.

Typically guests are super receptive to this part of the show and they love being part of supporting such a memorable and unique event. The best way we can describe the vibe in the room at the end of a Blues Preachers house concert is "giant happy fest"

Typical Show timeline for an evening show

5:30 arrival and set up time 6:30 guests arrive (eating and drinking happens)
7:30pm concert begins 8:30 Concert ends

All of the above details, from the invitations, to the set up, to the event flow, to the donation speech, serve 1 singular goal.

To create an unforgettable night of music, friendship and connection

A house concert is a unique and intimate concert experience that creates an unforgettable night of music, connection and love. (because music is the language of love after all)

If you have read all the way through this guide and it looks good to you and you want to host A Pitt Stop On The Kings Highway concert with us, the next step is to get you to answer a few questions so we can sort out concert routing and scheduling in a logical fashion!

LETS BOOK A CONCERT!!

Copy and paste your responses to the following questions and email them to me soapboxrecordsau@gmail.com

- 1) where do you live? city, state and country please.
- 2) what is the space you have in mind for the concert. Inside your house? out doors? in your barn? studio? cafe? Etc.
- 3) Do you want to host a donation based concert or do you want information about paying a guarantee for the show?
- 4) a. Can you get a minimum of 20 - 30 adults to come?

b. What's the total number of people you might expect to come.

5) Please list any dates that you are NOT AVAILABLE to host a concert (include recurring weekly commitments, holidays. weddings etc.) so I can avoid offering you a date that you are NOT available for.

6) send me your best email address, phone number, skype, whatsapp or Facetime number so I can efficiently communicate with you.

Answer all these questions and email them back to me by Feb 30th, 2022 and I will get on with tour scheduling. Craig Lyons - soapboxrecordsau@gmail.com
Once I have a couple of date possibilities I will contact you back, we'll lock in a date, book and confirm your concert.

Very Exciting. I can't wait.