



The Venue Addendum: How It Benefits the Entertainment Program

by Bob Galombeck

Whether a casino property has a regular and consistent entertainment program or just the occasional concert, a venue addendum is a document that can save time and hopefully take a fair amount of the guesswork and inefficiency out of the extensive communications involved in processing each concert.

So what is a venue addendum? It's a document created either in house or with the help of an outside talent buyer that represents several aspects of a property that will be distributed and represented to each artist and their team when contracts are created. Think of it as a document that not only paints a concise description of a property, but also spells out a property's most important do's and don'ts in advance of a performance. It's a document that represents a good share of advance work and should be attached to the performance contracts being executed.

Without a venue addendum, artists and their teams show up on site and casino organizers may end up feeling like they are starting from scratch on many of the points that have been covered so many times previously. Riders have already been marked up, countless emails have been exchanged, many phone calls have been made, and yet, a lot of the important information in preparing a show with the artist is simply scattered somewhere thru out all these methods of communication. So it stands to reason that organizers can find themselves repeating a lot of information and readdressing points that may have already been settled. The venue addendum gives the act a nice condensed document of all the major information necessary, which they can review prior to their arrival rather than sift thru the entire rider or trying to review countless emails to get up to speed on their event.

Let's take a look at some of the details that should be included in this document. In describing a property, include information about the main facets that the artist and their management team will be interfacing with when on site.

Here are some of those points:

- **The showroom** – Provide information related to the concert room itself and the property's layout around it including the venue's capacity, size of the stage, trim height; whether the production is in house or brought in; details about load in, bus and trailer parking and whether shore power is available; information about dressing rooms including size and amenities and proximity to the stage; any special green room information; whether a production office is available for the artist's tour manager and if Wi-Fi is available backstage.

- **Preferred day of show schedule** – Include when sound check should be completed, when doors will be opening, what normal show start time is and what the preferred length of the performance is.

- **Accommodations** – Include whether a hotel is on site, and if so, its proximity to the showroom. If not, how far is the hotel from the venue? Will ground transportation be provided to and from the hotel? Will rooms be pre-keyed and pre-registered for the artist?

- **Security** – Include the layout for security during concerts.

- **Ground transportation** – How far is the main airport from the venue and will a 15-passenger van be available, etc.

- **Hospitality** – Describe what restaurants are on site, their hours, and note the alcohol policy. Some addendums even include what is normally put out for backstage hospitality.

- **Other on site amenities** – Is there a health club, swimming pool, and/or a kid's play zone?

The venue addendum can paint a picture of the property in advance of the artist's arrival and is a document that can easily be adjusted as a property evolves and it's policies change.

Now let's take a look at some of the do's and don'ts you should consider including in this document:

- Does the property provide alcohol to the artist and crew? If so, is it full scale or is it scaled back to just beer and wine, or none at all?

- How does the property handle artist and crew meals? Does the property strictly offer meal comps or offer a daily per diem for each band member and crew, room service, etc.?

- Does the property provide a runner as needed for an artist while on site?

- How many comp tickets does the property provide as a maximum and does the property issue hard tickets to them or will there be a will call list?

- Will there be a meet and greet scheduled? If so, when, and how many signed photos for VIP's will be requested?

- Can artists cash their settlement checks on site or not? Are there any check cashing policies the artist should be aware of in advance?

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A fair amount of this information will be covered in the full artist rider package or on the face of the contract and certainly in the advance work. But again, this is a nice way to put concise information regarding the property's policies in front of the artist, which they can quickly and easily refer to.

A few other ideas to consider for this document include the following:

- As a Native American property and a Sovereign Nation, it is important to spell out the property's Indemnity Agreement language.
- A statement regarding insurance; what the property carries and what the artist is expected to carry.
- A list of key personnel for the property and their contact information including email, office and cell phone numbers. Based on the size of the property, this should include the entertainment department, marketing department, food and beverage, security, in house event production department, any outside production and backline contacts, outside talent buyer contact information, etc.

The venue addendum should be a maximum of about three pages, and include a signature line so it is executed at the same time contracts are executed. The artist rider should still be marked up as usual as that is part of the legal binding contract for your engagement.

As much of the guesswork and gray areas that can be eliminated prior to concert day, the better. It is hectic enough once the artist is on site and the venue starts filling up with concertgoers. ♣

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