

Part I – THE CONCERT

Find a place to play...

The Booking Pitch

In order to present your recital, you're going to need to find a place that will offer you a stage. Let's pretend that your college does not have a recital hall or any other place to hold a concert. You need to approach a venue in the town where your school is located (this may be a cool idea even if your school DOES have a recital space). Depending on your music and the kind of vibe you'd like to have at your recital, possibilities might include a coffee shop, art gallery, public library, jazz club, book store, record store, or any other space (whether or not it traditionally presents concerts) that you could envision yourself playing and your audience enjoying the experience. You're then going to have to approach them and ask if you can present a concert. There are four main components of an e-mail sent to secure a gig – a booking pitch. You need to briefly establish credibility, state what you are requesting, and describe the value that you're able to offer to the venue. Then, close by letting the owner know where they can find out more about you and thanking them for their time. As discussed in Chapter 7, it's important to consider what you're offering, rather than just asking the owner to give you the thing that you need. Describing the value that you bring to the venue or presenter is the most important part of your pitch.

What are three to five things about you that establish your credibility as an aspiring professional musician?

My Answer:

Award-winner at Fischhoff Chamber Music Competition
Active in the North American Saxophone Alliance including
national conferences and solo competitions
Maintain private teaching studio of 15 students
Saxophone instructor at Interlochen Arts Camp

Your Answer:

What are you requesting?

My Answer:

A date to present my senior recital at the Finest Arts Art Gallery.

Your Answer:

What value can you bring to the venue/presenter? How will they benefit from having your concert in their space?

My Answer:

My students and their families will attend, along with my friends and family. I can bring a good-sized crowd and I'll have a reception after the recital so that they'll have time to look at the art as well. I can help the gallery attract an audience that hasn't been there before.

Your Answer:

Where can the venue owner find out more about you – where can they hear your music or see a photo, etc?

My Answer:

www.facebook.com/brianhornermusic
www.youtube.com/brianhornermusic

Your Answer:

Now, combine the answers to these three questions into a coherent book-
ing pitch.

My Answer:

Hello,

I'm a saxophone student at the University of Michigan School of Music. I was an award-winner at the prestigious Fischhoff Chamber Music Competition and am active in the North American Saxophone Alliance, attending national conferences and participating in their solo competitions. Additionally, I've been an instructor at Interlochen Arts Academy and I maintain a private teaching studio of 15 students.

I'd love to present my senior recital at your beautiful Finest Arts Art Gallery and am writing to find out if this might be possible. I would be able to attract a healthy crowd to your gallery. My students and their families would come, and they would be new visitors to your gallery since they live in Belleville, MI, and don't usually come into Ann Arbor. My friends and family will be there as well, and everyone will have time to enjoy the art during the reception I'm planning to hold after the concert. I hope that it might be beneficial for both of us!

You can read more about me on my Facebook page at www.facebook.com/brianhornermusic and can see my videos at www.youtube.com/brianhornermusic

Thank you for your time and consideration - please feel free to contact me with any questions you might have.

Sincerely,

Brian Horner

(xxx) xxx-xxxx

