

REVENUE

3 MAIN REVENUE STREAMS

PRIVATE SECTOR

FOUNDATIONS
SPONSORSHIPS
DONATIONS



PUBLIC SECTOR

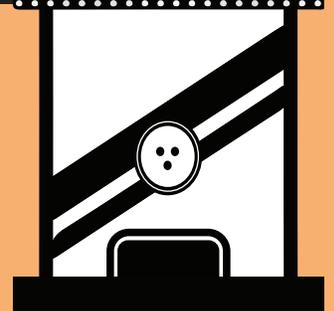
MUNICIPAL
PROVINCIAL
FEDERAL



EARNED

BOX OFFICE
PRESENTATION FEES

BOX OFFICE



PRIVATE SECTOR

COMES FROM INDIVIDUALS OR BUSINESSES THAT ARE CONTRIBUTING GENERALLY TO YOUR PROJECT OUTSIDE OF BOX OFFICE



SPONSORSHIPS

PROGRAM / AD

CORPORATE

FOUNDATIONS

PRIVATE FUNDERS



DONATIONS

IN-KIND

CROWDFUNDING

ARTIST PRODUCER
RESOURCE.COM

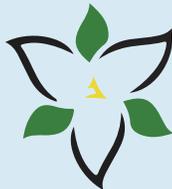
PUBLIC SECTOR

FUNDING CONTRIBUTED TO YOUR PRODUCTION THROUGH GOVERNMENT AGENCIES AND INSTITUTIONS

MUNICIPAL



Ontario Trillium Foundation



PROVINCIAL



ONTARIO ARTS COUNCIL

FEDERAL



Canada Council for the Arts



Canadian Heritage

EARNED

REVENUE YOU'LL RECEIVE AS A RESULT OF PUTTING ON YOUR WORK

POTENTIAL **BOX OFFICE** FORMULA

OF PERFORMANCES

×

OF SEATS IN THE VENUE (MAX)

×

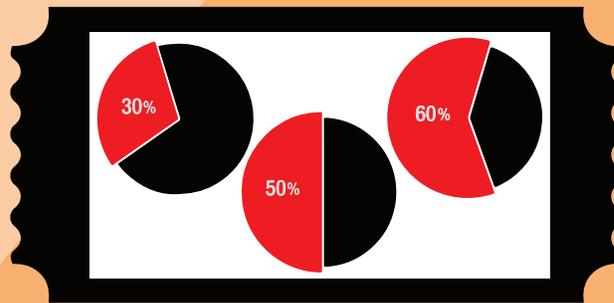
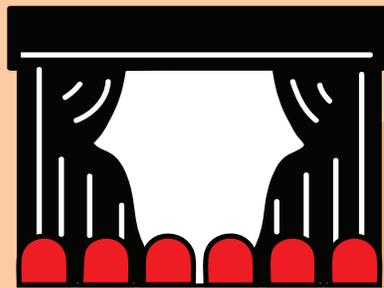
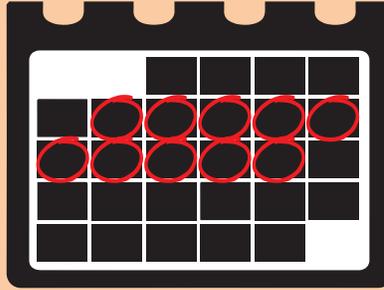
% OF SEATS ESTIMATED TO BE SOLD

×

\$ OF TICKET

=

POTENTIAL BOX OFFICE



KNOW YOUR TOTAL AUDIENCE POTENTIAL

PAST SALES OF SHOWS

SALES ON SIMILAR SHOWS

YOUR BEST GUESS

SET A REALISTIC GOAL FOR THE % OF TICKETS YOU'LL SELL

WHAT IF THERE ARE MULTIPLE TICKET PRICES?

×

×
%
×
\$
SENIOR

+

×

×
%
×
\$
ARTS WORKER

+

×

×
%
×
\$
STUDENT

PRESENTATION FEES

A THIRD PARTY HIRES YOU TO PUT ON A SHOW



A PRESENTER USUALLY IS NOT INVOLVED IN THE CREATIVE PROCESS

YOU NEGOTIATE FAIR COMPENSATION WITH YOUR PRESENTER



WHAT TO CONSIDER WHEN NEGOTIATING FEES?

YOUR BUDGETARY NEEDS: MAKE A BUDGET INCLUDING ALL GRANTS, REVENUES, AND EXPENSES.

FIGURE OUT THE MINIMUM WEEKLY FEE OR PER GIG FEE.

WHICH PARTY WILL RETAIN THE BOX OFFICE REVENUE? CAN IT BE INCLUDED IN YOUR BUDGET?

IF YOU'RE GOING TO LOSE MORE MONEY THAN YOU CAN AFFORD, WALK AWAY.

THE STANDARD RATES THAT ARE CHARGED BY SIMILAR ARTISTS. ASK AROUND!

THE MARKET: FEES VARY BY COUNTRY AND PROVINCE (URBAN AND RURAL, TOO).

CAN THE PRESENTER PROVIDE ACCOMMODATIONS OR TRAVEL ASSISTANCE?

DO THEY BRING IN ENOUGH MONEY TO ALLOW THEM TO LOSE MONEY ON SMALLER SHOWS?

DO THEY HAVE SPECIALIZED FUNDING THAT OFFSETS THE COSTS OF ARTISTS FROM THEIR OWN REGION?