

# Band'Arte



## Brief description of the activity

Band'Arte is part of a show of musical projects developed by individual performers, bands or DJ's, resident and / or native of the municipality of Amarante and at least 16 years old.

## Band'Arte

### Topics, objectives and methodology:

“Live, Feel, Love Your City” is the Band'Arte slogan that aims to privilege the new talents of the local community.

This show aims to promote musical culture within the community of Amarante, while boosting the work developed by the artists of the municipality. It is also based on the promotion of the spirit of competitiveness, conviviality and sharing of experiences among the participants.

### Band'Arte aims to:

- a) promote musical culture within the Amarante's community;
- b) boost the work developed by the country's artists;
- c) promote the spirit of competitiveness among the participants;
- d) promote interaction among the various participants, encouraging the exchange of experiences;

### Duration:

Each performance must have a duration of 1h.

The show itself has a duration of 1 week.

### Costs:

Band Art is event promoted annually by the Municipality of Amarante, and applies artists, to shops of food and beverage, clubs, public spaces and other participants.

All the cost related to the organization, materials, coordination and locations are covered by the Municipality.

### Tip:

Try to find a promoter for the initiative to be able to cover most of the costs. You could contact an NGO, a cultural center, your municipality or other institutions interested in promoting cultural exchange in your city. Remember to have a clear plan and proposal to present to your potential promoters.

**Location:**

In the center of Amarante, spread around local shops, bars, clubs, restaurants and public places.

**Materials:**

- Instruments
- Concert facilitation (speakers, stage, microphones, lights, etc.)
- Staff needed and eventual specific skills required
- Production team (contact bands, contact potential partners/places to make the concerts)
- Audio team (for setting up the audio and the speakers)
- Light team (for setting up the lights for the show)

**Participants involved:**

Individual performers, bands and resident DJs from Amarante, over 16 years old. If under the age of 18, the partici-

pants must present the proper authorization from parents or tutors.



## Steps:

### Before

The promoter of the initiative will be in charge to open the application for performers, bands and DJ's. Once the promoter publishes the results of the selection, the planning and promotion of the initiative must begin.

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First, determine what the financial goal is. Will it be a for-profit concert or for charity?

Some items to consider in the initiative planning and **budget** are as follows:

- How many bands/groups will perform
- The venue rental fee
- How the venue makes money vs. how you make money
- Staff/security costs
- Production costs, sound system, lights, engineer
- If there is a ticketing company, what percentage do they take?
- Advertising costs
- Printing posters and flyers
- Cost to manufacture merchandise

### Global plan:

- Come up with a list of venues and contact information
- Rank them in order of how well they fit the artist's performances
- Choose the date and time wisely
- Factor in total costs, demographics, size, and relationship with promoter
- Know what you want before approaching venue/

promoter

- Be prepared to show your marketing plan
- Pitch your event
- Confirm date and budget

### **Set partners and sponsors:**

- Consumer Brands
- Clothing Brands
- Non Profit Organizations
- Equipment
- Beverage Companies
- Screen printers
- Press Partners
- Social Influencers

### **Street marketing**

- Old fashioned flyers and hanging posters
- Online street team marketing – digital flyers
- Contests and incentives for street team
- Spotify QR reader code can be printed on anything (sticker, business card size takeaway, etc). The code can lead back to a playlist of music from the artists that will participate in the activity.

### **During**

1. In the dynamization phase of Band'Arte , the six individual performers and/or bands and the six DJ's selected will perform 3 times each in 3 different locations.

### **Performances:**

- The first 2 performances will be in the selected commercial establishments and the Individual art-

ists and / or bands must be in acoustic format.

- The third performance will be on an outdoor stage.
- Each performance must have a duration of 1h.

### After

1. Each of the six individual performers and / or bands selected will be awarded with a voucher worth xx euros for the purchase of musical instruments.
2. Each of the six selected Dj's will have as a participation prize a voucher worth xx euros for the purchase of musical instruments.
3. In addition to the participation prize, individual performers and/or bands will also be entitled, at the expense of the municipality of Amarante, to record in studio two original songs.

### After the performances and initiatives:

1. Clean the place that welcomed the event. Make

sure you leave it in the condition you found it.

2. Plan an evaluation meeting with all the parts who have supported the initiative (volunteers, stakeholders, associations, etc.).
3. Ensure the clean-up operation was effective
4. Arrange for all equipment and materials to be returned to their proper places
5. Complete any financial transactions resulting from the event
6. Send thank-you messages to sponsors and volunteers. Use the same social network channels, press releases or articles in local newspapers to publicly thank the participants, sponsors and volunteers.

### Plan an evaluation

You may consider: who came? whether the audience was made up of the people you targeted? whether they enjoy the event?

In order to measure this data, you could send after the event a questionnaire to all the participants.

Plan evaluation also with the promoter and all the stakeholders, associations, volunteers that supported the initiative.

### **Dissemination:**

1. Share the results of the evaluation using the same social network channels, press releases or articles in local and national newspapers
2. Share videos and pictures of the initiative using the same social network channels
3. Invite all the participants of the initiative (Staff, volunteers, community, etc.) to share the publication in their own social channels

## **Do's and don'ts**

- Ask the promoter for their local press list. They will probably be happy to share it with you if they know that you will be helping with the promotion. And this shows them you know how to plan a concert.



## Innovative aspects for the promotion of interculture

508 Founded by Amarantino's musicians, performers, producers, and educators in 2015, Band'Arte is a cultural arts organization committed to empowering the community through performance and production. The people and artists at Band'Arte have worked with organizations and musicians from around Europe and specialize in a variety of styles.

Band'Arte works extensively with young people from Amarante with fewer opportunities giving them the freedom to perform their songs. This initiative played an essential role in boosting courage, inspiring participation and fostering a sense of community.

## Possible follow-up and link with other activities

Band'Arte is a follow up Thematic Jam Session and Music and Dance workshops, because many artists and musicians could be selected after the implementation of the two activities to be part of Band'Arte.

## Video, links and external resources

<https://www.bandarte.pt/>