

10

step plan

How to hold a band night (battle of the bands)

A series of heats concluded with a grand final concert where heat winners compete for the grand prize.

Each heat is run by a committee, when recruiting helpers to run the heats they may require a percentage of the proceeds to go to their group. This will need to be discussed early and be transparent. MS Australia requires a minimum of 66% of the proceeds to endorse an event.

1. Set your goals

Set yourself a clear goal of what you want to achieve from the activities.

Be specific, I want to raise \$1,500 from ticket sales, \$400 for band registration for each heat. I will hold 5 heats, raising \$9,500 in total.

This will help you put your plan and budget together.

2. Plan, plan, plan

Prepare a checklist.

Think about all the jobs you will need to do in lead up to the event and during. Where will the event be held? What date and what time? How will you attract people to your event? How will you sell tickets? What are the prizes? How will you get the prizes to the venue? Do you need to hire equipment? Who is the MC? Who is the judge? Who is setting up the venue for the event? Do you need to consider any contingency plans – what could go wrong?

Include all of the things you need: refreshments, equipment, transport, prizes. This will help you remember what you have / haven't already done.

3. Delegate

Write a running sheet.

Break down your plan into steps of what needs to be done. If you have a group of people helping you, assign them jobs. Always think about what people are good at when allocating tasks. Be clear on the timetable for each job, some jobs can't wait. Always allow more time than you think. Don't do it all yourself!

What staff do you need for the event?

- Ticketing
- Finance
- Security
- Master of Ceremonies
- Event Management
- Equipment Crew
- Volunteer Coordinator
- Ushers
- Catering

4. Will this event raise money

Go through your plan and determine a budget.

List all of the costs and then subtract total costs from your fundraising target. What's left – is this the amount you want to raise. Rethink your plan if necessary. Your total fundraising should be at least three times the amount you are spending otherwise it may not be worthwhile.

- Suggested ticket charges \$15 for heats & \$25 for finals
- Bands pay an entry fee to enter into the competition
- Public pay to attend the performances
- Bands can create a fundraising website to raise additional money.

5. Plan your advertising

Think about how you plan to let people know about the event.

- Encourage schools to put up flyers
- Participates to spread the word
- Distribute flyers where your target audience are likely to "hang out" – music stores, skateboarding parks
- Place posters in venues or on community noticeboards in the area
- Local music and street press such as impress
- Media – local newspapers or radio stations
- Reality TV shows – so you think you can dance
- facebook

6. Get Support – donations and sponsors

How will you get prizes donated to you? Ask the manager of the venue if they will donate a prize.

When asking for a donation:

- be clear why you are asking for the donation
- give details about your event
- explain the money fundraised will go to MS Australia

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7. What are some of the things I need to think about for a battle of the bands

Prizes: need to be items that people would be keen to win - sound/music equipment, support act position, financial, airplay, recording time in a studio, concert tickets – this will be the draw card to get people to participate.

To encourage participants to fundraise there could be prizes for fundraising.

Categories: different categories for participants. Possible categories are average age, music styles: heavy, soft rock, all boys, all girls, original songs, professional.

Guest artists: would be a draw-card to people to attend the final concert and create additional publicity.

Location: ideally you want to hold the event in a venue that has existing infrastructure (stage, rooms to store instruments) and equipment to cater to your needs. Also the venue should be centrally located and easy to get to on public transport with plenty of parking.

Judges: an impartial committee needs to judge the competition. A set of criteria needs to be developed so it is fair between each heat. Can you arrange for a celebrity panel member?

Bump in / out: bands have what is known as “load in time”. This is usually a few hours before the event. It means bands don't arrive with their equipment when the audience are already there. The band that is on first should set their equipment up on stage while the bands following this should set up at the side of the stage in the black curtained off area.

Set time: strict time slots are needed for each band. Time needs to be factored into allowing the bands to change over. 10 mins slots (approx 2 songs) with 10 mins change over, this would average 3 bands per hour.

Filler music: should be played via a DJ or CD while bands are changing over.

Host: you will need a Master of Ceremonies. This person is responsible for announcing the next band and the prizes ect.

8. Equipment

You will need a PA system and sound engineer to control the PA.

You may need to arrange for lighting or have a person responsible to look after the lighting system.

9. Keep it legal

Investigate if you need any special permission, permits or licences. Will you serve food at the event? You require a permit to serve food. Do you require public liability insurance? Will people be making donations – do you need tax deductible receipts. Are people buying items from you – this requires a different type of receipt. Do you have permission to sell goods at the venue?

MS Australia recommends not serving alcohol at these events, in line with our health and well being community policies.

You also need your ‘authority to fundraise’ from us. If in doubt, contact us.

10. Bank & thank

Funds raised must be banked with MS Australia within 1 month of the event. Keep records of all the money spent and received. Return any receipt books you have requested. Thank everyone who helped and thank all your sponsors.