

October Ember

House Concert Host Guide



***We are thrilled that you are interested in
hosting a house concert!***

In our experience, the house concert is the ultimate atmosphere to connect artist and audience. They provide an intimate setting where music and community returns to the foreground of our daily lives. And house concerts help to create a lasting bond between listeners and performers, providing memories that will remain long after the last notes are played.

In this guide (~ 5-minute read), we will lead you step-by-step through what hosting a successful house concert entails.

**Whether you are a house concert veteran
or this is your first time hosting,
please read through this entire guide so that we
are all on the same page as we begin planning.**

At the end of the guide, we will ask you a few questions to determine the specifics of your house concert.

Let's get started!



1. The “House”

The only requirement for the location is that it must be a space that you have access to **where your guests can gather and remain seated for the entirety of the concert.**

Inside your home is certainly one option, but house concerts can also be hosted on patios, in garages, in backyards, in condos or apartments, at wineries, in studios, etc. If you have a creative idea for hosting, by all means let us know!



To help foster the sense of intimacy between audience and performer, we recommend avoiding table seating and instead providing a mixture of chairs and floor seating. If not enough chairs are available, pillows or carpet squares work well inside, and picnic blankets are great for an outside show.

Before and after the concert, guests will likely mingle and may spill into other rooms or areas, but for the concert itself, it is best to keep everyone gathered in one room to provide the best atmosphere.

2. The Date



We will work with you to lock down a date and time that works for both of our schedules. The weekend is often the first part of the week that comes to mind when planning an event. But because the concert itself only runs for 2-3 hours, weeknights are valid choices as well, and a weeknight show can help provide something exciting to your friends and family to break up the work and school week.

At the end of the guide, we will ask you to provide us with dates that you would be **unavailable to host a concert.**

If you know that you have a wedding or vacation coming up, or a weekly commitment that makes a certain day impossible, let us know that so we can plan our show schedule accordingly!

3. The Guests

We find that **a minimum of 20-30 guests** is important for a successful house concert. A fewer number of attendees makes the concert seem less like an exciting and unique event, and more like an ordinary hangout or gathering. Ensuring that 20 or more people attend makes the event financially feasible for us as working musicians.



**The attendee to invite ratio is typically around 1:2.
This means that if you would like to have 30 people attend,
it is best to invite at least 60 to the concert.**

Make sure to ask guests to RSVP!

If you don't think you'd be able to get at least 20 people to attend, some hosts find that adding a **co-host** is helpful, giving them access to a wider network of friends and family who would enjoy the house concert.

If your space can hold more than 20-30 people, feel free to invite additional guests! We love playing to audiences of all sizes, as long as the space can remain intimate and provide the unique atmosphere that a house concert creates.

We ask that the concert remain an **"adult-only"** setting, as it is rare that children can sit quietly without distracting other guests for an hour straight. Although we love kids (and have taught them music for decades!), it is important to ensure all guests attending can enjoy the experience in a focused way.

4. Paying the Artists

Playing music is our passion and we love to share our work with others! But music is also our career, so booking house concerts needs to be financially sustainable. So we provide hosts with two different types of fee structures to offer flexibility.

Option 1 - Host Pays the Artists

Some hosts like offering the concert for free to their guests and opt to pay us directly for the performance so that attendees can enjoy the experience with no financial obligation. For this option, we ask the host for a payment of \$300 for the performance.



We will still accept donations from the audience if they feel so inclined, and will of course have a merchandise table where guests can purchase our wares.

Option 2 - Host and Guest Donation

With our second payment option, we will accept donations from the audience. We will discuss this more further in the guide.

5. The Concert

You've sent out the invites. The refreshments are laid out. The chairs are set up. Everyone is ready for a captivating experience!

Here's how the event typically progresses ...



1. Artist Arrival

We will arrive around an hour before the official event start time. At this point, we will unload our equipment, set up the stage, and do a soundcheck. During this time, we will also go over the short introduction and closing speeches you will give that frame our performance.

2. Guest Arrival

As attendees arrive, we will all have around an hour to mingle and settle in. Guests can scope out their preferred seating and enjoy refreshments either via potluck or host-provided food and drink.

3. Performance

You will signal the start of the concert to the guests, and everyone will make their way to the performance area. After a brief introduction from you, we will perform for about an hour.



4. Closing and After-Party

As soon as we play our last notes, you will come to the stage (**with a donation box/basket if you chose Option 2 for artist payment**), thank the guests for being a part of this unique experience, and invite everyone to come hang out with us at our merchandise table while we enjoy the rest of the evening together. This usually runs about an hour.



So a possible schedule might look like:

6:00	Artist Arrival
7:00	Guest Arrival, Meet and Greet
8:00	Performance
9:00	After-Party

6. The Speeches

We will help to make the public speaking portion of the event simple. Here are a couple of sample speeches you could use:

If the host is paying the artist (Option 1):

"Thank you all so much for coming tonight! I hope you enjoyed this as much as I did. Please head over to October Ember's merchandise table to hang out with Jennifer and Kevin before they get back on the road. If you feel so inclined, they have their music as well as other forms of merch available that you might enjoy. This is what they do for a living, so everything directly benefits their work and shows them how much you appreciated the evening. Thanks again!"

If the artist is being paid via donations (Option 2):

"Thank you all so much for coming tonight. I hope you enjoyed this as much as I did. I want to remind you that this is a donation-based concert. Your donations tonight will all directly benefit our artists, and will show them our appreciation for this unique experience they brought us tonight. I'm going to leave this vessel right here and encourage you to give generously. Jennifer and Kevin will be at the October Ember merchandise table offering their music and merch, so head over there to hang out with them before they get back on the road. Thanks again!"

A note regarding donations and merchandise ...

It is so important to us that **anyone** who is interested in attending one of our house concerts is able to. So we ask you **not give a suggestion on how much people should donate**. If someone cannot afford much, we still want them to be able to enjoy the experience. Conversely, if guests are feeling especially generous, we are grateful if they are able to provide a little extra to help support our continued success.

Your enthusiasm for us and the event is directly related to the quality of donations and financial support we receive!

We are very thankful to you!



7. Ready to Book!

When you're ready to move forward on booking an amazing evening of artistry, comraderie, and fun, we have just a few questions for you to get the ball rolling.

Please read through the questionnaire on the following page, and send us an email at octoberemberband@gmail.com to start the booking process.

We are so excited to provide you with a wonderful evening of music, and can't wait to hear from you!

Jennifer and Kevin
octoberember.com



Questionnaire

- 1) In what city and state do you live?
- 2) Describe the space where you plan to host the concert. (e.g., your living room, backyard, winery, etc.)
- 3) Would you like to pay the artists directly (Option 1) or provide the artist fee through donations (Option 2)?
- 4) Can you assure a minimum of 20-30 guests will attend? If not, do you have a co-host in mind?
- 5) Can you confirm that the event will be adult-only?
- 6) Please inform us of any dates you'd be **unavailable** to host (weekly commitments, travel plans, etc.).
- 7) Please provide a reliable email address and phone number.



Please send the answers to the above questions to:
octoberemberband@gmail.com

***Thank you! We cannot wait to plan
a house concert with you!***