

APPENDIX IV

Live Music

Tour sponsorships in US music industry are on the rise. Music sponsorship spending was \$575 million in 2003 and it is projected that the number will jump to \$695 million in 2004. According to Billboard Magazine, music is the fastest growing sponsorship category in US with an increase of 21% from last year. Although struggling record labels are less able to continue tour support, companies are constantly increasing their branding.

There is fierce competition between videogame and telecom companies for brand opportunities. In order to promote new products more efficiently, these companies often associate their products with an artists' tour. Top 10 sponsorship categories in 2003 consist of auto, beer/spirits, candy, credit cards, footwear/apparel, non-alcoholic beverages, personal care products and quick serve restaurants. In markets where one tour date has occurred, companies have seen an increase up to 25% in sales, trying and reaching downloading MP3 files and the young adult market.

What you should know about touring in the United States

Your budget should include the following:

- Salaries and per diems
 - Musicians
 - Tour manager
 - Roadies
 - Driver (if touring in a bus is required)
 - Hotel rooms
 - in order to economize, band members should try to share rooms, as well as seeing if accommodation in the same chain throughout the country is possible. Usually, the driver's contract will call for a separate room/day room so that he can sleep during the day/drive at night.
- Travel Costs
 - Bus buyout
 - Mileage
 - Insurance
- Airline tickets
- Train tickets
- Van rental
 - Gasoline
 - Inter- and intra-state toll payments
 - Freight / shipping costs for equipment
 - Equipment rental
- Entry Visas
- Expedited Visa Services \$100 per visa if applying directly to the US government. Higher if going through a middleman such as Traffic Control Group

ATA Carnets "Your Passport for Goods"

What is an ATA Carnet?

The ATA Carnet is an international customs document that permits duty-free and tax-free temporary import of goods for up to one year. The initials "ATA" are an acronym of the French and English words "Admission Temporaire/Temporary Admission."

ATA Carnets cover:

- commercial samples;
- professional equipment;
- goods for presentation or use at trade fairs, shows, exhibitions and the like.

That means almost anything: computers, repair tools, photographic and film equipment, musical instruments, industrial machinery, vehicles, jewellery, clothing, medical appliances and aircraft, race horses, old masters, prehistoric relics, ballet costumes and rock group sound systems are just some of the items that can cross borders duty-free and tax-free, thanks to ATA Carnets.

We recommend the following site (International Chamber of Commerce/World Chambers Federation) for all information on how to apply for an ATA carnet. < http://www.iccwbo.org/index_ata.asp >

		No.	Unit	Nights	Per Night				
Accommodation:									
Band Party	\$200 per day @1.8	59	200.00	1	11,800.00		\$11,800.00		
Crew Party	\$150 per day @1.8	98	150.00	1	14,700.00		\$14,700.00		
Day Rooms	\$100 per day @ 1.8	39	100.00	1	3,900.00		\$3,900.00		
Total Accom							\$30,400.00	\$ 30,400.00	
Transportation:									
Flights International	Flights from Paris	3	550.00		1,650.00		\$1,650.00		
	Flights from London	7	1,080.00		7,560.00		\$7,560.00		
	Flights from Other	1	450.00		450.00		\$ 450.00		
	Flights from Other	1	360.00		360.00		\$ 360.00		
							\$ -		
Flight Internal	Band (Dave & Earl)	2	500.00		1,000.00		\$1,000.00		
	Leif + Techs	3	500.00		1,500.00		\$1,500.00		
Truck Hire		1	20,000.00		20,000.00		\$20,000.00		
Truck Driver hotel allowances	approx \$60 per day buyout	1	60.00	33	1,980.00		\$1,980.00		
Bus Hire		1	32,190.00	2	64,380.00		\$64,380.00		
Bus Driver hotel allowances	approx \$90 per room	1	90.00	66	5,940.00		\$5,940.00		
Drivers meal allowances	\$10 per non show day	11	10.00	3	330.00		\$ 330.00		
Freight		1	12,600.00	1	12,600.00		\$12,600.00		
Misc. Transport	Eqpt/Ground Transport						\$2,000.00		
Misc. Transport	Public transport						\$1,000.00		
Misc. Transport	Travel						\$1,000.00		
Misc. Transport	Travel						\$0.00		
Misc. Transport	Train						\$0.00		
Total Transport							\$121,750.00	\$ 121,750.00	
Miscellaneous costs:									
Production rehearsal	Venue costs						\$ -		
Production rehearsal	Equipment delivery/return						\$ -		
Production rehearsal	Local crew						\$ -		
Rehearsal expenses	Transport to and from etc						\$ -		
Wardrobe expenses		1	75.00	5	375.00		\$ 375.00		
Insurance	Individual						\$2,200.00		
Insurance	Public Liability						\$2,200.00		
Insurance	Cancellation						\$5,500.00		
Insurance	Hired equipment						\$6,500.00		
Agency Com	Based on 10% of gross						\$27,500.00		
PD Mgnt Com	Based on 5% of gross								

