

BEN SORENSEN'S BBC

MICF VENUE | 2024

INVITATION ONLY | 5th YEAR RUNNING



Text

0407302544



Email

ben@bseaustralia.com



Social

@bensorensen1

Optional Marketing Fund: \$200 per show title.

- Poster and social art for your show (add \$100)
- Premium positioning on venue/group poster
- Poster in venue window
- Joint social video interview.
- Individual show listings on event websites
- Inclusion in joint social videos
- Promoting your show + other non-competing shows at the same time.

Cancellations

Cancellations are charged at 150% the room minimum per show, per day, to cover admin cancellation procedures + any hard costs incurred from ticket refunds.

Belgian Beer Cafe.

Features the finest range of beers, and great food in a central Southbank location.

A friendly note:

All of Ben Sorensen's events are to be inclusive, all abilities, all gender, LGBTQIA+ friendly, safe events. Everyone MUST be vaccinated.

This is not negotiable.

Here's a basic outline of the need to know "nut & bolts" for the BBC idea without giving too much away:

Ben Sorensen's BBC Upstairs (18+ only venue)

\$350 per performance or \$5 per ticket whichever is greater.

(80 pax. upto 50min show)

Venue times:

Thursday and Friday 6-11:30pm

Saturday and Sunday 1pm-11:30pm

3 weeks of festival, with the exception of the Easter weekend.

\$1100 non-refundable deposit per show title, this includes MICF rego.

Promoter and venue fee includes:

- FOH Audio, Microphone, Stage, Drapes, Trussing and basic lighting
- Ticketing/door/all rounder person
- Projector and screen / 60" LCD TV (\$25 per show extra)

If you need additional tech or a designated technician for the whole of your show, or rehearsal time please let me know.

TICKETING + BASIC MARKETING + PR:

Single show tickets: \$3 + 2.5% per ticket, free tickets incur a \$1 admin fee.

Basic PR package: \$1900 + GST per title

Ticketing is managed by Ben Sorensen via BenSorensen1.com and includes:

Basic Google Map Marketing, Basic SEO Marketing, web listings.

Possible show or group promotion Ben's list mailer (1200+), socials (50k)

You will need to do your own marketing and promo to sell tickets!

1. All fees are taken from ticket sales, with the remainder going to the artist.
2. Should there not be enough ticket sales to cover fees, the artist will be invoiced for the difference and required to pay upon invoice.
3. Discount and promo codes can be used however there is no reduction in hard costs. Some bulk ticket sales opportunities may be available.
4. All posters and marketing must mention: "Presented by Ben Sorensen" or "Ben Sorensen Presents," MICF and Venue Logo if applicable.
5. Final poster artwork must be approved by Ben Sorensen or his team.

Sound good? Email ben@bseaustralia.com ASAP with your show info and we will contact you with more information should we feel it a mutual fit!