

INDIE

JOIN THE ART CLUB

BUY TICKET RIGHTS

GET RETURNS

IN A NUTSHELL



**INDIE
CONNECTS
ARTISTS TO THE
ART CLUB**



**ARTISTS SHARE
THEIR BUSINESS
PLANS**



**THE ART CLUB
FUNDS THEIR
ART**



**ART CLUB AND
ARTISTS SHARE
THE TICKET
REVENUE &
PROFITS**

We are INDIE.

**We connect Artists to Art Clubs that
fund their work, for the benefit of both.**

HOW IT WORKS

1. **Artists Build an Art Club**, giving details of their craft and the performances they would like to bring to life.
2. **The Art Club buys rights to their ticket sales**, helping them raise capital for their work.
3. **Artists Host the Performance** according to the details they provided.
4. **Artists and Art Clubs Share Proceeds** from the Ticket Revenue.

**Please see our Profit-Sharing Model on
Page. 3 Below**

CONTACT

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JOIN THE ART CLUB: SEP - OCT ROUND 2024

PIANO HOUSE EXTREME



About: The third Installment.

Afro-Centric Electronic and Amapiano Music Events

Venue: The Shelter, 33 WoodVale Grove,
Nairobi

Artist Ranking: Middle to Low Risk
(Break-Even to Profit Range)

Total Budget: Kes. 250,000

Price/Purchasable Ticket Right (1% - 100% Budget):
Kes. 2,500 - Kes. 250,000

Event Date: October 18

Projected Turnout: 200 - 300 Pax

Attendance Costs: Ksh. 1,500

Total Projected Return: Kes. 300,000 - Kes. 450,000

Funding Round Closes: 30 September, 2024

When to expect Returns: 25 October, 2024

OUR PROGRESSIVE PROFIT-SPLIT MODEL

The better the artist’s performance does, the more of the profits they get to keep. However the Profit Split Below only applies once the Art Club has recouped its initial funding.

Returns come back on an exact date, within 1 month after initial funding.

After Ticket Sales, The Art Club first takes back its Initial Funding, then Artist and Club split the profits according to how well the Performance did. Please see our progressive Profit-Split Model Below		
Progressive Split Model	% of Profit Artist Keeps (After Art Club recoups initial funding)	% of Profits Art Club Takes (After recouping initial funding)
Up to 10% Profit	35%	65%
Up to 20% Profit	40%	60%
Up to 30% Profit	45%	55%
Up to 40% Profit	50%	50%
Up to 50% Profit	55%	45%
Above 50% Profit	60%	40%
Performances Breaks Even or Makes a Loss	In case of loss, Art Club takes back all Revenue	In case of loss, Art Club takes back all Revenue

DISCLAIMER:

The Art Club stands to make great Returns on its initial funding, HOWEVER, returns are not always guaranteed. We are asking art-lovers to take a risk on the artists they believe in, and to share this risk with the artist.