

Connect Together: A Touring Project

Victoria Perez

OBJECTIVE

To learn an agent's role in the music touring industry by successfully routing a strategic [mock] fall tour for a client.

CRITICAL COMPONENTS:

Tour Routing

Holds & Offers

Post Tour



CLIENT - GAYLE

NASHVILLE BASED

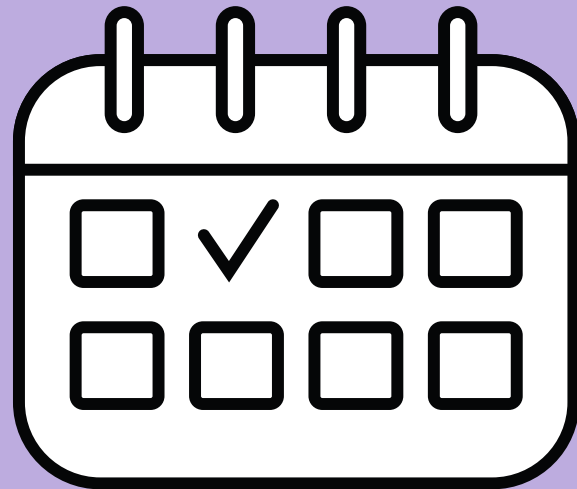
ARTIST + SONGWRITER

LASTEST RELEASE: ORANGE PEEL



TOUR SPECS

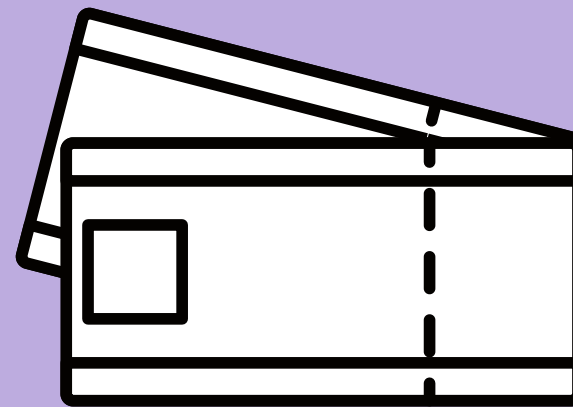
AT A GLANCE



Fall Tour

Start Date: Oct 1, 2020

End Date: Nov 14, 2020



Average Venue

Size: 330

1 Music Festival



Press

2x LA & NYC

1 x Promo

ROUTING

Thu 10/01/20
Fri 10/02/20
Sat 10/03/20
Mon 10/05/20
Tue 10/06/20
Wed 10/07/20
Thu 10/08/20
Fri 10/09/20
Wed 10/14/20
Thu 10/15/20
Thu 10/15/20
Fri 10/16/20
Sun 10/18/20
Mon 10/19/20

Nashville, TN
Louisville, KY
Chicago, IL
Washington, DC
Press Day NYC
Allston, MA
Toronto, ON
Detroit, MI
Press Day LA
Press Day LA
Los Angeles, CA
San Francisco, CA
Seattle, WA
Seattle, WA

Exit/In
Zanzabar
Subterranean
SongByrd

Great Scott
Drake Underground
Underground at DIME

Moroccan (late show)
Brick & Mortar
PROMO KEXP
Crocodile

ROUTINE

Tue 10/20/20
Thu 10/22/20
Sat 10/24/20
Mon 10/26/20
Thu 10/29/20
Thur 10/29/20
Fri 10/30/20
Sun 11/01/20
Mon 11/02/30
Tue 11/03/20
Thu 11/05/20
Mon 11/09/20
Thu 11/12/20
Fri 11/13/20
Sat 11/14/20

Portland, OR
Salt Lake City, UT
Denver, CO
Minneapolis, MN
Press Day NYC
Brooklyn, NY
Philadelphia, PA
Chapel Hill, NC
Charlotte, NC
Atlanta, GA
New Orleans, LA
Las Vegas, NV
Dallas, TX
Dallas TX
Houston, TX

Holocene
Urban Lounge
Larimer Lounge
7th Street Entry

Baby's All Right
Milkboy
Local 506
Neighborhood Theater
Aisle 5
Gasa Gasa
Life is Beautiful Festival
Club Dada
Radio Show
White Oak

TOUR PROCESS

ESSENTIAL STEPS IN BOOKING A TOUR



DETERMINE MARKETS

Secure a list of potential venues per market, venues should make sense based on size, venue type, location, etc.



ROUTE TOUR

Route tour in a way that minimizes mileage between cities, on average 500 mi or less. There should be a complete flow overall.



DETERMINE AVAILS

Connect with venues and promoters for avails, evaluate each offer, and adjust tour as necessary to fit with venue offers.



BOOK TOUR

Secure offers based on adjusted tour, connect with venues and promoters for a firm date if not a 1st hold. Deal memo is sent.



POST SHOW

After show, TM or venue will settle with agency.

THANK YOU

Connect TogetHer program organized
and facilitated by She Is The Music.

Valuable mentorship, insight, advice,
and support graciously provided by
Marissa Smith, WME.

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