



The 2023

Arielle
SILVER

House Concert Host Guide

for a magical & memorable event in
your home or backyard

THE HOUSE

I have staged "house" concerts in living rooms, backyards, back patios, wineries, music stores, art galleries, yoga studios, and gift stops.

In other words, the "house" can be any space you have where your friends can gather, sit, and enjoy a concert.

The only requirement for the space is that everyone in attendance must be able to gather in the same space, seated, for the entirety of the hour-ish-long concert.

Pre- and post-concert mingling can, of course, spill into other areas. At concert time, everyone sits, gathered close together, directly in front of where I am to perform.

I realize that in COVID-times, folks might be comfortable wearing masks or seated in small "clusters." The closer the whole audience is together, the more intimate and meaningful the experience is for all.



THE GUESTS

How Many?

The best possible scenario for a successful show has a minimum of 20-adults in attendance, and the more the merrier.

There are two reasons for this:

1) Twenty people feels like a magic number that makes the intimate live concert the exciting event that it should be.

2) As a donation-based concert model, 20 or more adults contributing donations and purchasing merchandise is what starts to make it a financially viable night in this unconventional career as an touring indie songwriter.

Adults Only

Many of my artist friends advise that house concerts be adults only. The reason is because these intimate shows have a lot of quiet parts and maintaining an uninterrupted focus for the whole concert is important for both my performance and the audience's experience of it.

That said, when I was a kid, one of the first concerts I ever attended was a house concert, and it obviously made a big impact.

So if your 10+ child can display good concert etiquette, and if you don't mind if they later pursue a folksinging career, they are absolutely welcome to hang with the adults.

When in doubt, err on the side of caution. Thank you for understanding that the experience quality impacts my job income!

ProTips

- Invite double the number of guests you hope will attend. The typical scenario is that about half attend, so if you're aiming for 20, invite 40.
- Not enough chairs? Carpet seating in the living room or blankets on the lawn are fine. Or do what we do every Thanksgiving and ask folks to "B.Y.O.C."
- Got a kid situation? Have a babysitter or adult volunteer take the kids to a physically and sonically separate space during the concert. This way, you can sit down and enjoy the show! (Guests tend to take their cue on concert etiquette from the hosts.)

THE INVITATION

Invite a bunch of your friends!

On the next page is a sample invitation that you are welcome to use exactly or as a guideline. Most importantly, have fun connecting with your friends and telling why you want them to come to the awesome event you're hosting.

However you choose to write your invitation, please include this precise language so that guests are aware that it is a donation-based concert:

This will be a donation-based concert.
Please come prepared to make a donation to the artist at
the conclusion of the show.

Please notice that I do not specify a donation amount because:

- I believe the gift of live music should be accessible to everyone, regardless of financial status.
- A life in music has taught me that people are kind and generous and that it will all work out in the end.
- I have found I do better financially at shows where people can donate without any previous expectations.



SAMPLE INVITATION

If you'd like to use prepared language for your invitation, you are welcome to use the following.

You are welcome to use the photo at this download link: found.ee/ariellesilverpresspic

Or download a poster and bio at: www.ariellesilvermusic.com/presenterkit

You are invited to a house concert by Los Angeles-based performing songwriter, Arielle Silver, at our home on _____, as part of her East Coast tour promoting the release of her new album, Watershed. Please arrive at _____. The concert will start promptly at _____.

Her fifth album WATERSHED is an earthy, luminous, and literate collection of songs that emerged from the watershed moments of daily living. This follows her 2020 album, A THOUSAND TINY TORCHES, which has been heard regularly on SoCal tastemaker station 88.5 FM, featured in American Songwriter, was a Top 10 Albums of 2020 in Americana Highways, and featured on NPR stations around the country.

Learn more about Arielle at her website, ariellesilvermusic.com, where you can find links to stream and watch her latest videos.

This is a donation-based concert; please come prepared to make a donation to the artist after the show.



A NOTE ON DONATIONS

These donation-based concerts are possible for anyone to host, which is one of the things I love about them. But since the donations are how I make my living and pay expenses while on tour, it's obviously super important that my hosts are fully enthusiastic about that aspect of the event.

The success of the donations is directly related to the enthusiasm of the speech that the host gives at the conclusion of the concert.

I've discovered that guests are always really receptive and super happy to be a part of supporting the unique and memorable event that they've just experienced.

On the day of the concert, as I am setting up, I'll coach you a little on the donation speech. I'll can even give you a cheat sheet of things to say in case you get nervous in the moment.

By the end of the night, you will have helped bring more peace, love, and understanding into the world by hosting an event built entirely on humans being humans together.

It's gonna be a really special event. Thank you for creating it.

THE CONCERT

So you've invited everyone, RSVPs are in, and you're ready for the show!

The Flow

I arrive 60-90 minutes before the guests arrive, to set up the equipment and soundcheck.

Guests arrive and mingle for about an hour.

After the mingle-hour, people find their seats and the host (you!) gives a brief hello and introduction.

Depending on the format that we've previously discussed, I play either one set (60-70 minutes) or two sets (45 minutes, 15 minute break, another 30 minutes).

As soon as I've played the last note of the concert, you get up front next to me with a vase or basket or box to make the donation announcement.

Timeline

Here's a sample timeline just to give you a sense of it:

- 4:00pm - I arrive and setup
- 5:30pm - Guests arrive and mingle
- 6:30pm - Concert begins
- 8pm - Concert ends
- ... and afterward we hang out for as long as you'd like!

Stage Set-Up Needs

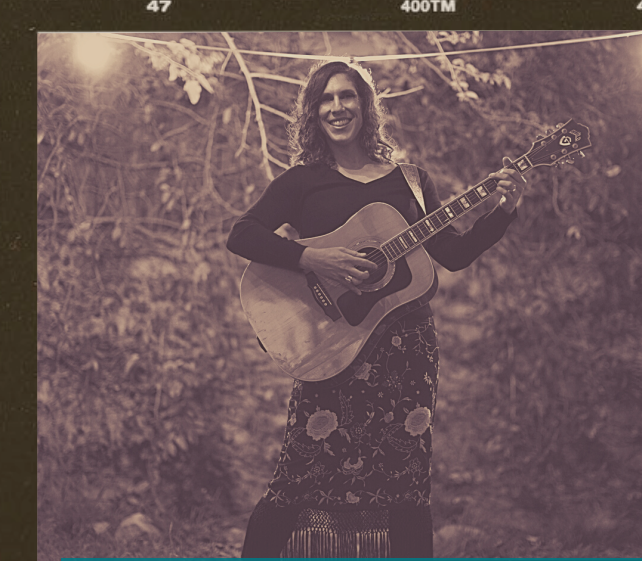
- Electricity: Nearby outlet and/or extension chord.
- Lighting: a couple of table or floor lamps are perfect!
- Props: A stool or table for my water/tea

Announcement

As soon as my last note rings, you stand up (with vessel in-hand) to make the donation announcement that goes something like this:

"Thank you all 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 directly benefit our artist, and will show her our appreciation for this amazing experience she brought us tonight. I'm going to leave this vessel right here and encourage you to give generously. Thanks again!"

And then you place the vessel at the front (on a stool or little table on the "stage").



Noms

You may want to let your guests know that you'll have drinks and snacks, if that will be the case.

Or, you may ask everyone to bring a little something to share.

Or, you may suggest they BYO - perhaps bring a picnic for before the concert. Remind them that the music will start promptly on the hour that we've previously determined.

RSVP

There's a much better turnout rate when guests are asked to RSVP, as opposed to a "come by if you can."

A note about the "mingle hour":

I've found that it's important that the pre-show mingle hour should really be an hour. Shorter and people don't have enough time. Longer and focus of the night (the concert) gets fuzzy.

This is definitely one of the most fun nights of the year, and a fundamental part of the specialness is that it's a concert, not a party.

Other Format

Some hosts prefer to collect donations from their RSVPs prior to the night of the concert, to help the host plan and to guarantee commitment from attendees.

Some hosts have preferred not to ask their guests for donations at all, and prefer instead to pay an upfront guarantee.

Either is fine with me! If the latter approach interests you, let me know and we'll discuss a fee structure for scheduling a non-donation show.

I can't wait to do a house concert with you.
Thank you for your support!

Arielle Silver



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