



Music for All @ SMSG: Hiring SMSG as venue

Music for All @ SMSG (MfA) promotes access to a wide range of music performed by a broad range of talent, with an emphasis on performance opportunities for young, developing, and local musicians.

This note explains the tariff used for promoters wishing to hire SMSG as a concert venue.

Event Tariff

Many performers love using the facilities at SMSG including the piano, organ and the great acoustic. There are two options for doing so.

Option A: Performers choose to contribute their event profits (that is, retiring collection or ticket sales etc, less any event costs on the day such as fees) in order to support our enduring musical programme, the upkeep of the instruments and the building.

Option B: Where option A is not suitable – often for larger, ticketed events by bigger groups with ongoing overheads to cover – the following hire tariff applies:

1. There is a minimum hire charge of £100. This includes:
 - use of the Church and Parish Hall including both kitchens if required;
 - use of the organ and/or piano as required;
 - access on the day for rehearsal;
 - all normal utility and service charges.
2. To accommodate and support groups of all sizes and means, we ask to agree in advance of any event a share (30% or more) of event profits (ie all takings minus on-the-day event costs).
3. Profits are to be reported after the event, based on all takings from admissions to the event (ticket, programme, collection, etc) less event costs on the day (e.g. soloists, performing rights licences, staging).
4. Additional services are available on request:
 - Piano and organ tuning (we can arrange, promoter to pay at cost)
 - Additional rehearsals on other days (by arrangement, £25 charge per rehearsal day)
 - Homemade refreshments (a very popular option - provided by us at no cost to you, with all takings retained by MfA)

Our aim is to share risks and benefits with you, so that for small-audience events users will have a modest and predictable outlay, and that where events are very successful financially we both benefit. To help explain the workings of the tariff, some worked examples are provided overleaf.

Worked examples

Ticket Price	£5	£8	£10	£12	£12
Ticket Sales	55	60	72	95	140
Event income	£275	£480	£720	£1,140	£1,680
- MfA venue minimum charge	£100	£100	£100	£100	£100
- Other event costs on the day	£45	£60	£100	£150	£390
= Event profits	£130	£320	£520	£890	£1,190
MfA share of event profits (30%)	£39	£96	£156	£267	£357
Promoter share of event profits (70%)	£91	£224	£364	£623	£833
MfA effective hire charge	£139	£196	£256	£367	£457

If you have any queries or require any further explanation, please do not hesitate to contact us directly.

MfA Events Team

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www.musicforallsmg.org

January 2016/v7