



TALENT BOOKING

THE VENUE | The End Lafayette is a charming 75-person live music venue nestled inside the recording studios of Dog House Music in Lafayette, CO.

THE VIBE | Our shows are intimate affairs where each guest is invited into the recording studio to experience small-batch performance right from the recording studio.

THE MISSION | We support and promote Colorado bands and artists who are creating and re-inventing the Colorado music scene.

COMPENSATION FRAMEWORK

**ONE HEADLINER
PERFORMING
TWO SETS**
80% of ticket sales

ONE HEADLINER
60% of ticket sales
+
ONE OPENER
20% of ticket sales

**TWO
HEADLINERS**
40% of ticket sales per
act

AVG TICKET PRICE | \$15-20

TICKET CAP | 75

PERFORMER REQUIREMENTS

HEADLINER

- Active social media presence (at least 2 posts per week)
- 1k+ followers (IG or FB or TikTok)
- ~50 likes per post
- Electronic Press Kit containing artist bio, photos, audio clips of recorded music, and video clips of recent performances or studio sets
- Active fan following in the Denver/Broomfield/Boulder region
- Recent releases of singles / EPs / albums within the past few months

OPENER

- Active social media presence (at least two posts per week)
- 250+ followers (IG or FB or TikTok)
- Electronic Press Kit containing artist bio, photos, audio clips of recorded music, and video clips of recent performances or studio sets
- Experience playing at ticketed venues (such as Lost Lake, Larimer Lounge, Globe Hall, Velvet Elk)



TALENT BOOKING

DESIGNING OUR LIVE MUSIC EVENTS

| A ticketed concert is a partnership between the venue and the artists |

VENUE PROVIDES

- **Graphic design** for event flyers + media assets
- **Marketing launch** of ticket sales
- **Online ticketing logistics** + ticketing portal at www.theendlafayette.com
- **Social media + email blast** to 5,000+ local music fans
- **Facebook event** management (with artist as invited co-host)
- **Event submission + press release** to local new + media outlets:
 - 303 magazine
 - Westword magazine
 - Boulder Weekly magazine
 - Boulder Daily Camera
 - Longmont Times Call
 - Denver Post
 - Rocky Mtn Mixdown podcast
- **Postering** within 10-mile radius of The End Lafayette



ARTIST PROVIDES

- **Social media posts** (1 per week upon show announcement) on all social media platforms with ticket link
- **Co-host Facebook event** (post in event once per week)
- **Provide electronic press kit** no later than 8 weeks before show date, including:
 - 15-30 second video clips of live performances or music video
 - 15-30 second audio clip of recorded music
 - 2-3 photos for use in marketing assets
 - artist's genre and biography
- **Provide stage plot** at least 1 week in advance of show
- **Perform live set(s)** with enthusiasm and appropriate levels of sobriety!

ADDITIONAL ADD-ON OPTIONS

Audio stems of the live performance

Mixed audio of the live performance

Video of live performance

INTERESTED IN A PRIVATE SHOW OR PARTY INSTEAD?

EMAIL INFO@DOGHOUSEMUSIC.COM