



MOREHEAD STATE UNIVERSITY
**CONCERTS & LARGE
EVENTS GUIDE**

Planning and executing a concert on campus requires a large commitment from the RSO (Registered Student Organization) or group that is sponsoring the event. It is critical to understand the preparation, costs and procedures required to ensure a successful event. This guide is intended to help you understand the committed required for a concert event and help you assess the possibility of sponsoring an event of this size.

WHAT YOU NEED TO PREPARE FOR PLANNING THE CONCERT

Before you begin making plans for your event there are critical factors that you should consider:

- ◆ Planning for the event
- ◆ Space requirements
- ◆ Costs and budgeting
- ◆ Booking the talent
- ◆ Marketing of the event
- ◆ Event timeline

Creating a planning timeline is an important start to your concert as it will give you an idea of the time required to begin the planning process. A planning timeline is different from an event timeline as the planning and execution of the event are two different aspects.

Creating a plan for the event

1. Planning for the event should begin at least 6 months prior to the planned date of the event.
2. During this phase these questions should be considered and answered
 - a. How big do I want this event to be? Be realistic about the capabilities of the campus spaces that are available for your event.
 - i. Spaces such as the AAC (Academic Athletic Complex) require additional approval in writing from Athletics as that is the primary practice and event space for many sports.
 - ii. Jayne Stadium also requires additional approval in writing from Athletics.
 - iii. The Intramural Fields requires additional approval in writing from Recreation and Wellness.

- iv. All other spaces on campus requires a reservation through Student Center and Event Services.
- b. Does the RSO or group have all of the financial resources to execute the concert up front without relying on ticket sales to fund the event?
 - i. Financial Commitment – the total amount of money required for the show, including the talent fee, production needs such as lights and sound, and other fees such as the representative/agent fee, defined in the contract must be available from the organization/group before asking for the contract. It is possible that the money may be encumbered from the account up to 4 months prior to the event and continuing until all the bills are paid for the event. **DO NOT RELY ON TICKET SALES TO FUND THE EVENT!** Ticket sales rarely pay for the talent fees alone, the group/organization must have all the money available for the event prior to pursuing the talent. The sponsoring group/organization must first get an official quote for the cost of the talent. This must also include other costs (see technical rider) and ensure they can cover all the costs before proceeding.
- c. What is a contract?

One of the most commonly misconceptions about hosting large events/concerts is the contract. The contract is a legally binding document that commits the sponsoring group/organization to fulfil the all the obligations that are defined in the contract.

- i. The show must be secured with a contract from the representative/agent of the talent. We recommend a guaranteed fee be secured as this will limit any additions to the cost after the contract is signed by all appropriate personnel.
- ii. If the contract is all inclusive all the costs for the additional requirements are included in the cost of the contract. This can be items such as additional sound and lighting, accommodations, meals and any other requirements the contract defines.
- iii. **READ THE CONTRACT!** Read every word of the contract and make sure you understand each part of the document. If you have questions reach out the representative and ask for clarification. Use the contract to develop your needs list and timeline for the event. Everything in the

contract once it is signed, is the responsibility of the sponsoring group/organization.

- iv. You can ask for reasonable requests to be met and unreasonable requests be removed from the contract. This is the area where you should consult Student Activities, Student Center and Event Services or Student Affairs if you feel there are things in the contract that are unreasonable or cannot be met by the sponsoring group/organization.
 - v. Pay attention to details! The contract may state something as unique as the type and/or brand of snacks that must be provided for the speaker/talent during the performance. It may be a good idea to go through the contract thoroughly and make a list of all demands to use with the to do list for the event.
- d. What is included in a contract?
- i. Most groups that are entering into the idea of hosting the event may think a contract is simply the amount of money required to secure the talent. However the contract may include (and usually does) a rider and/or technical rider for the event.
 - ii. A technical rider is a document that lists all technical and other requirements of the talent. An all-inclusive contract may include the cost for some or all of these items. Some things that are commonly listed on a technical rider are:
 - a. Sound and lighting requirements – the technical rider may stipulate requirements that would require more sound and lighting that can be met with university resources. If that is the case the sponsoring group/organization must also provide additional sound and lighting to fulfill the technical rider which may be an additional cost.
 - b. Stage – size of stage required for the performance
 - c. Dressing rooms requirements
 - d. Backline sound requirements such as additional speakers and amplifiers
 - e. Marketing and promotional requirements
 - f. Transportation requirements
 - g. Hospitality/catering requirements - Any food needs for the event has to be provided by the sponsoring

group/organization. Since any venue the sponsoring group/organization would use is a campus facility, you are either obligated to use Aramark or complete a food exemption waiver. To begin, Aramark must be the first place you approach about catering needs. If they cannot provide the catering requirements, you must submit a food exemption waiver to Auxiliary Services.

- h. Hotel requirements
 - i. Contact information for people from the talent management to exchange information between the talent and the group/organization
 - j. Additional items such as taxes that are attached to the cost
 - k. Ticket sales and complimentary tickets
 - l. Insurance requirements for the event, this would include liability insurance as well as workers compensation for anyone working the event
- e. Are there other considerations the sponsoring group/organization should be planning for the event?
- i. Security - security for the event is the responsibility of the sponsoring group/organization. The University Police Department is not obligated to provide security for your event. You should include that in the possible cost of the show and know what type of security is mandated from the contract. If it is required for you to provide security, what type of security is defined in the contract? Security can be as basic as volunteers with designated clothing such as t-shirts that have security on the back to detailed such as hiring of off duty police officers which is the responsibility of the sponsoring group/organization.
 - ii. ADA accommodations- other factors to consider are items such as reasonable ADA accommodations for attendees. This can include seating, sound, lights, interpreters, access to venue and any other considerations that could prohibit attendance.
 - iii. Fire Safety- planning of the event must account for adhering to all health and safety regulations on campus. The sponsoring group/organization is required to consult the Director of Environment Health and Safety to ensure compliance of all safety regulations.

- iv. Liability – the sponsoring group/organization is required to meet all liability requirements through the Office of Environment Health and Safety. The host group is required to meet with the Director of Environmental Health and Safety to ensure they understand the liability of hosting the event.
 - v. Outdoor events – it is recommended that outdoor events have a contingency plan such as a weather site or cancellation plan ready in case of inclement weather.
 - vi. Management of audience behavior – organizers should also have a plan of how to address behavior that is disruptive or breaking university policy such as drinking, smoking etc.
- f. Is there space on campus for an event of this size?
- i. Depending on the size of your concert, MSU may or may not be able to accommodate the event. Remember we are limited in what spaces are available as large spaces such as AAC require additional approval. Laughlin Health Building and Wetherby Gymnasium are not available as spaces that RSOs or campus groups have access to as they are under the jurisdiction of the city of Morehead and Rowan County not MSU.
- g. Will your RSO advisor serve as the responsible MSU representative for the event?
- i. One of the critical pieces of the planning process is to ensure your advisor is willing to serve as the person responsible to oversee all parts of the concert particularly the costs and budgeting. You will also need someone to sign off on the contract as the MSU representative which should be your advisor. Students cannot serve as the MSU representative for RSOs for contractual purposes.
 - ii. The contract should be previewed by several people to ensure there are no other costs associated with the talent that is the responsibility of the organization.
3. Marketing your event
- a. If you have a plan to market your event and that plan includes Communications and Marketing, there are some additional considerations for the sponsoring group/organization.
 - i. What type of marketing is being considered?

1. Posters/flyers – all posters/flyers used for marketing and promotions that use any trademarks of MSU including offices and departments must be submitted, created and approved through Communications and Marketing. It is recommended that the sponsoring group/organization plan for this to take up to four (4) weeks.
2. Social Media – any social media accounts included in the plan that are official university accounts must also be submitted, created and approved through Communications and Marketing. It is recommended
4. An actual timeline for the event should be created to stay on track with tasks that need to be completed prior to, during and after the event.
 - a. It is recommended that you begin at least 4 months prior to the event to begin the timeline and use month increments to create the timeline until the last month then weeks and days should be used for the timeline.
 - b. For example
 - ◆ 4 months out
 - ◆ 3 months out
 - ◆ 2 months out
 - ◆ 4 weeks out
 - ◆ 3 weeks out
 - ◆ 2 weeks out
 - ◆ 7 days out
 - ◆ 6 days out
 - ◆ 5 days out
 - ◆ 4 days out
 - ◆ 3 days out
 - ◆ 2 days out
 - ◆ Day of timeline
5. Once there a plan created for the event, you need to submit a completed Host Request Form to the Office of Student Activities and schedule a meeting with Student Center and Event Services, Student Activities, and Environmental Health and Safety to propose the event. Representatives from those offices are required to sign off on the event before proceeding with the concert plan. There may factors that you

may be unaware of in planning for an event of this size, these offices can help you work through the plan and make suggestions before moving forward.