

Performance Agreement Process (Revenue Split Model)

1. WHEN TO USE THIS CONTRACT TYPE

Use Performance Agreement for:

- Original bands/artists seeking to build audience
- Emerging promoters with unproven track record
- Events where artist wants shared revenue upside
- Bookings where minimum guarantee cannot be met
- Artists willing to share financial risk

DO NOT use for:

- Established artists who can guarantee minimum revenue
 - Promoters with proven track record (use Venue Hire instead)
 - Workshop/daytime events (use Workshop Agreement)
 - Corporate/private events (separate agreement required)
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2. PRE-BOOKING QUALIFICATION

2.1 Initial Inquiry Assessment

Responsible: Booking Team (Eddie, Roy, or designated booker)

Actions:

1. Receive inquiry (email, DM, in-person, phone)

2. Determine event type and artist profile
3. Check calendar availability for requested date
4. Assess if Performance Agreement is appropriate model
5. Request the following information:
 - Artist/band name and social media links
 - Estimated draw/attendance
 - Previous venue experience in Bangkok
 - Marketing plan/promotional capability
 - Technical requirements

2.2 Risk Assessment

Responsible: Booking Team + Eddie (final authority)

Evaluate:

- Artist social media following and engagement
- Previous show history in Bangkok (if any)
- Realistic attendance projection
- Artist's marketing capability
- Financial risk to venue

Red Flags (Require Eddie Approval):

- No social media presence or very low following
 - Unrealistic attendance expectations
 - No clear marketing plan
 - History of poor attendance at other venues
 - Artist demands special terms beyond standard agreement
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3. BOOKING CONFIRMATION & CONTRACT PREPARATION

3.1 Verbal/Email Confirmation

Responsible: Booking Team

Actions:

1. Once date is tentatively agreed, send confirmation email containing:
 - Date and time confirmed (load-in, doors, show start, curfew)

- Performance Agreement model explained (50/50 after venue costs)
- Venue costs breakdown (estimate: 40-50k THB typical)
- Security requirements (ratio 1:50, 2 guards included, extras at 1,500 THB each)
- Marketing responsibilities (artist must promote)
- Payment terms (none upfront, settlement post-event)
- Next steps: contract to follow

3.2 Contract Generation

Responsible: Operations/Admin Team

Actions:

1. Open Performance Agreement template
2. Fill in the following fields:
 - **Section 1 (Parties):**
 - Venue Representative: Eddie Mellor
 - Artist/Promoter Name: [Full legal name or company]
 - Artist/Promoter Address: [Full address]
 - Artist/Promoter Representative: [Contact name]
 - **Section 2 (Event Details):**
 - Event Date: [DD/MM/YYYY]
 - Event Start Time: [Usually 20:00]
 - Curfew: [Usually 01:30 hard stop]
3. Review accuracy of all standard clauses
4. Save contract as: `PERFORMANCE_AGREEMENT_[ARTIST_NAME]_[DATE].pdf`

3.3 Contract Delivery & Signature

Responsible: Booking Team

Actions:

1. Send contract via email with signature platform (e.g., DocuSign, PandaDoc) OR via email for manual signature
2. Email should include:
 - Attached signed contract
 - Request for countersignature
 - Deadline: Sign and return within 7 days to hold date
 - Contact for questions
3. Log in booking system (Noco):
 - Contract sent date
 - Contract status: "Awaiting Signature"
4. **Follow-up:** If no response within 3 days, send reminder

5. **If unsigned after 7 days:** Date is released unless extension agreed

3.4 Signed Contract Processing

Responsible: Operations/Admin Team

Actions:

1. Receive fully executed (signed by both parties) contract
 2. File in Google Drive: `Contracts/Performance Agreements/[YEAR]/[ARTIST_NAME]_[DATE].pdf`
 3. Update Noco booking system:
 - Contract status: "Signed"
 - Contract file path/link
 4. Add event to master calendar
 5. Create event folder in Google Drive: `Events/[YEAR]/[DATE]_[ARTIST_NAME]/`
 6. Send confirmation email to artist/promoter:
 - "Your contract is confirmed"
 - Event date secured
 - Next steps and timeline
 - Pre-event requirements checklist
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4. PRE-EVENT REQUIREMENTS & COORDINATION

4.1 Marketing Assets & Promotion (T-minus 30-14 days)

Responsible: Marketing Team + Artist/Promoter

Actions by Venue:

1. **If agreed:** Design poster (separately invoiced at standard rate)
2. Create event listing on:
 - Speakerbox website calendar
 - Facebook event
 - Instagram posts/stories
3. Provide artist with:
 - Venue branding guidelines
 - Social media tags (@speakerboxlive)
 - Event hashtags

Actions by Artist/Promoter (Contractual Obligation):

1. Share event minimum 1x on Instagram feed
2. Share event minimum 1x on Instagram story
3. Engage in pre-sale/early bird ticket promotion
4. Provide venue with marketing content for cross-promotion

Monitoring:

- Booking team to check artist social media weekly
- Flag if artist is not promoting (contact immediately)

4.2 Technical Requirements (T-minus 14 days)

Responsible: Operations Team (Kop) + FOH Engineer

Actions:

1. Contact artist/promoter to request:
 - Stage plot
 - Input list
 - Technical rider
 - Backline requirements (beyond venue standard)
 - Special requests (fog, lighting cues, etc.)
2. Review requests against venue capabilities
3. Communicate any limitations or additional costs
4. Confirm schedule:
 - Load-in time: [Usually 16:00]
 - Soundcheck time: [TBD based on lineup]
 - Doors open: [Usually 19:30-20:00]
 - Show start: [Usually 20:00-20:30]
 - Curfew: 01:30 (hard stop)
 - Load-out completion: 01:00

4.3 Attendance Projection & Security Planning (T-minus 7 days)

Responsible: Operations Team (Kop) + Booking Team

Actions:

1. Review ticket pre-sales (if applicable)
2. Artist to provide estimated attendance
3. Calculate security requirement:

- Formula: (Expected Attendance ÷ 50) = Guards needed
 - Example: 150 guests = 3 guards (2 included, 1 extra)
4. If extra security required:
 - Notify artist/promoter of additional cost
 - Confirm acceptance
 - Book extra security guards
 5. Log security cost in event budget tracker

4.4 Event Runsheet Creation (T-minus 3 days)

Responsible: Operations Team (Kop)

Actions:

1. Create detailed event runsheet including:
 - Load-in time and access details
 - Soundcheck schedule (if multiple acts, specify order)
 - Doors open time
 - Show start time
 - Set times for each act
 - Curfew and load-out deadline
 - Staff schedule (FOH engineer, lighting op, bar staff, door staff, security)
 2. Distribute runsheet to:
 - Artist/promoter
 - All venue staff working the event
 - Eddie (for awareness)
 3. Post physical copy in green room and backstage
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5. EVENT DAY OPERATIONS

5.1 Pre-Event Setup (Load-in ? Doors)

Responsible: Operations Team + Technical Staff

Actions:

1. **Load-in (16:00):**
 - Meet artist/crew at load-in entrance
 - Provide access to stage and green room
 - Confirm hospitality rider delivered (2 drinks + 1 water per artist)
 - Monitor equipment handling (damage responsibility on artist/promoter)
2. **Soundcheck:**

- FOH engineer conducts soundcheck per schedule
 - Lighting operator programs cues as needed
 - Address any technical issues immediately
3. **Green Room & Hospitality:**
 - Confirm hospitality rider in place:
 - 2 free drinks per artist (house spirits/beer OR soft drink)
 - 1 free bottle of water per artist
 - Water refill available from Sprinkle supply
 - Brief artist on:
 - Venue rules (no outside food/bev)
 - Curfew (01:30 hard stop)
 - Stage access timing
 4. **Door/Ticketing Setup:**
 - Position ticketing desk at Live Room entrance
 - Confirm security positioned at entrances
 - Test POS system for door sales
 - Prepare guest list (2 per band member maximum)

5.2 Event Execution (Doors ? Show End)

Responsible: Operations Team + All Event Staff

Actions:

1. **Doors Open:**
 - Door staff check IDs (strictly 20+ years only)
 - Guest list managed by door staff
 - Security monitors crowd behavior
2. **Bar Operations:**
 - Bar fully staffed
 - POS tracking all sales
 - No outside beverages allowed (confiscate if found)
3. **Show Management:**
 - FOH engineer runs sound
 - Lighting operator runs lighting
 - Operations team monitors:
 - Adherence to schedule
 - Security ratios maintained
 - Any incidents or issues
 - **Curfew compliance:** Show must end by 01:30 (hard stop)
4. **Guest Management:**
 - Under-18s MUST exit by 20:00 (Thai law)
 - Intoxicated individuals removed by security
 - Any rule breaches documented

5.3 Post-Show Load-Out (Show End ? 01:00)

Responsible: Operations Team + Artist/Crew

Actions:

1. Artist/crew removes all equipment from stage
 2. Green room cleaned and checked for damages
 3. **Damage assessment:**
 - Operations team inspects venue for any damage
 - Photograph any damage immediately
 - Document in incident log
 4. Load-out completed by 01:00 (extensions at 3,000 THB/hour)
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6. POST-EVENT FINANCIAL RECONCILIATION

6.1 Revenue & Cost Calculation (Within 24 hours)

Responsible: Operations Team (Kop) + Bar Manager (Fai)

Actions:

1. **Pull data from systems:**
 - Ticket sales (online + door) from ticketing platform
 - Bar sales from GPOS
 - Security costs (number of guards × 1,500 THB for extras)
 - Staff costs (if applicable)
 - Any damage or cleaning fees
2. **Calculate Venue Costs for the evening:**
 - Fixed daily cost: ~14,000 THB (salaries, utilities, building)
 - Security: 2 guards included, extras at 1,500 THB each
 - Staff costs: FOH engineer + lighting op (included)
 - Additional costs: Any extensions, damages, cleaning
3. **Revenue Split Calculation:**

TICKET REVENUE (online + door): [A]

BAR REVENUE: [B]

TOTAL REVENUE: $[A] + [B] = [C]$

VENUE COSTS: $[D]$

If $[C] \geq [D]$: // Event covered costs

Net Profit: $[C] - [D] = [E]$

Artist/Promoter Share: $[A] \times 50\% = [F]$

Speakerbox Share: $([A] \times 50\%) + [B] = [G]$

If $[C] < [D]$: // Event did not cover costs

Shortfall: $[D] - [C] = [\text{NEGATIVE}]$

Artist/Promoter OWES: $[\text{NEGATIVE}]$ (invoice to be issued)

Speakerbox Share: 0

4. Create event financial summary:

- Use Daily Breakdown Excel template
- Fill in all revenue and cost line items
- Show calculation clearly
- Save in event folder

6.2 Artist/Promoter Settlement (Within 3 days)

Responsible: Operations Team + Eddie

Actions:

Scenario A: Event Made Profit

1. Calculate artist/promoter share
2. Create payment summary document:
 - Total ticket revenue
 - Artist/promoter 50% share of tickets
 - Bar revenue (venue retains 100%)
 - Total venue costs
 - Net amount due to artist/promoter
3. Send summary to artist/promoter via email
4. Process payment via:
 - Bank transfer (preferred)
 - Cash (if small amount, with receipt)
5. Request artist/promoter confirmation of receipt
6. File payment record in event folder

Scenario B: Event Had Shortfall

1. Calculate shortfall amount
2. Generate invoice (using FlowAccount):
 - Invoice date: Within 3 days of event
 - Due date: 7 days from invoice date
 - Line item: "Event Shortfall - [Event Name] - [Date]"
 - Amount: [Shortfall]
 - VAT: 7%
3. Send invoice to artist/promoter via email
4. Include supporting financial summary
5. Follow up on payment:
 - Day 3: Courtesy reminder if unpaid
 - Day 7: Formal notice if unpaid
 - Day 14: Consider collections or withhold future bookings

6.3 Internal Reporting & Analysis (Within 7 days)

Responsible: Operations Team + Eddie

Actions:

1. Update master event profitability tracker
 2. Log the following metrics:
 - Event date and name
 - Ticket sales (count and revenue)
 - Bar sales
 - Total attendance
 - Venue costs
 - Artist/promoter payout or shortfall
 - Net profit/loss for venue
 3. Conduct brief post-event debrief:
 - What worked well?
 - What went wrong?
 - Would we book this artist/promoter again?
 - Lessons learned
 4. Update artist/promoter quality scorecard
 5. File all documents in event folder:
 - Contract
 - Financial summary
 - Invoice or payment record
 - Post-event debrief notes
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7. ISSUE MANAGEMENT & ESCALATION

7.1 Common Issues & Resolutions

Issue: Artist Not Promoting Event

- **Detection:** Check social media weekly
- **Action:** Contact artist immediately, remind of contractual obligation
- **Escalation:** If no improvement, Eddie discusses future booking eligibility

Issue: Expected Attendance Lower Than Projected

- **Detection:** Low pre-sales, artist communication
- **Action:** Warn artist of potential shortfall in advance
- **Mitigation:** Suggest additional promotion, consider adjusting artist fee

Issue: Artist Requests to Cancel (<14 days before event)

- **Detection:** Cancellation request received
- **Action:** Reference Section 4 of contract:
 - If venue can rebook: Attempt to rebook date
 - If venue fails to operate: 15,000 THB fee
 - If venue able to operate: 5,000 THB fee
- **Process:** Issue cancellation fee invoice immediately

Issue: Damage to Venue or Equipment

- **Detection:** Damage discovered during/after event
- **Action:**
 - Photograph damage immediately
 - Document in incident report
 - Obtain repair/replacement quote
 - Invoice artist/promoter within 3 business days
- **Escalation:** If artist/promoter disputes, Eddie handles negotiation

Issue: Artist/Promoter Brings Outside Food/Beverages

- **Detection:** Security or staff observe violation
- **Action:**
 - Security confiscates items immediately
 - Verbal warning to artist/promoter
 - Document incident

- **Escalation:** If repeated, guest may be asked to leave

Issue: Under-18s Present After 20:00

- **Detection:** Security or door staff observe minors
- **Action:**
 - Immediately request ID check
 - Escort minors out of venue
 - Warn artist/promoter of legal risk
 - Document incident (critical for legal protection)
- **Escalation:** If police raid occurs, artist/promoter liable for fine per contract

Issue: Artist/Promoter Refuses to Pay Shortfall

- **Detection:** Invoice unpaid past due date
- **Action:**
 - Send formal demand letter
 - Explain contractual obligation (Section 3 of agreement)
 - Offer payment plan if genuine hardship
- **Escalation:**
 - Withhold future bookings until settled
 - Consider small claims or collections (Eddie decision)

7.2 Escalation Path

1. **Operational issues:** Staff → Kop → Eddie
 2. **Financial disputes:** Operations Team → Eddie (final authority)
 3. **Safety/legal concerns:** Immediate escalation to Eddie + document everything
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8. RISK MITIGATION CHECKLIST

Before Signing Contract:

- [] Artist/promoter has realistic attendance projection
- [] Artist/promoter demonstrates marketing capability
- [] Social media presence verified
- [] Previous show history checked (if applicable)
- [] Eddie approval obtained for high-risk bookings

Before Event:

- [] Artist/promoter actively promoting (verified on social media)
- [] Technical requirements confirmed and achievable

- [] Security ratio calculated and extra guards booked if needed
- [] Event runsheet distributed to all staff
- [] Hospitality rider prepared

During Event:

- [] Guest list enforced (2 per band member max)
- [] Under-18s exit by 20:00 (Thai law compliance)
- [] Under-20s not admitted
- [] Security ratio maintained
- [] Curfew strictly enforced (01:30)
- [] No outside food/beverages
- [] Any damages documented immediately

After Event:

- [] Financial reconciliation completed within 24 hours
- [] Artist/promoter settlement within 3 days
- [] Invoice issued for shortfall (if applicable)
- [] Post-event debrief completed
- [] All documents filed properly

9. KEY CONTACTS

- **Booking Authority:** Eddie Mellor (final approval)
- **Day-to-Day Booking:** Roy, Eddie, designated booker
- **Operations Coordinator:** Kop
- **Bar Manager:** Fai
- **Financial/Admin:** Operations team + Eddie

10. APPENDIX: FINANCIAL CALCULATION EXAMPLES

Example A: Profitable Event

TICKET REVENUE: 60,000 THB

BAR REVENUE: 45,000 THB

TOTAL REVENUE: 105,000 THB

VENUE COSTS:

- Fixed daily: 14,000 THB
- Security (2 guards included): 0 THB
- Extra guard (150 guests = 3 guards needed): 1,500 THB

TOTAL COSTS: 15,500 THB

NET PROFIT: 105,000 - 15,500 = 89,500 THB

SPLIT:

- Artist/Promoter: 50% of tickets = 30,000 THB
- Speakerbox: 30,000 THB (tickets) + 45,000 THB (bar) = 75,000 THB

CHECK: 30,000 + 75,000 = 105,000 ✓

Example B: Event with Shortfall

TICKET REVENUE: 15,000 THB

BAR REVENUE: 25,000 THB

TOTAL REVENUE: 40,000 THB

VENUE COSTS:

- Fixed daily: 14,000 THB
- Security (2 guards included): 0 THB

TOTAL COSTS: 14,000 THB

NET PROFIT: 40,000 - 14,000 = 26,000 THB

Since revenue < venue costs (actually false in this example, let me recalculate)

Actually: 40,000 >= 14,000 so event covered costs.

Let me redo with actual shortfall:

TICKET REVENUE: 8,000 THB

BAR REVENUE: 4,000 THB

TOTAL REVENUE: 12,000 THB

VENUE COSTS: 14,000 THB

SHORTFALL: 14,000 - 12,000 = 2,000 THB

ARTIST/PROMOTER OWES: 2,000 THB (invoice to be issued within 3 days)

SPEAKERBOX TAKES: 12,000 THB (to partially cover costs)

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