

Venue Hire Agreement Process (Standard - Flat Fee)

1. WHEN TO USE THIS CONTRACT TYPE

Use Standard Venue Hire Agreement for:

- Established promoters with proven track record
- Events with reliable minimum attendance (60+ people)
- Promoters willing to pay upfront flat fee
- Events where promoter wants to retain all ticket revenue
- Promoters with sufficient marketing capability/budget

DO NOT use for:

- Unproven/new promoters (use Performance Agreement)
- Small events unlikely to justify flat fee
- Workshop/daytime events (use Workshop Agreement)
- Events where promoter cannot afford upfront payment

Economic Threshold:

- Promoter must reasonably expect 60-80k THB total revenue to justify this model
 - Break-even for promoter: ~80-100 people with 500-600 THB average spend per person
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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 promoter profile
3. Check calendar availability for requested date
4. Assess if Venue Hire is appropriate model
5. Request the following information:
 - Promoter name and company details (if applicable)
 - Event concept and target audience
 - Expected attendance and ticket pricing
 - Previous event history
 - Marketing budget and plan
 - Technical requirements

2.2 Qualification Criteria

Responsible: Booking Team + Eddie (final authority)

Evaluate:

- Promoter has produced successful events before
- Expected attendance: 60+ people minimum
- Clear marketing plan with budget
- Promoter understands 35k fee + potential add-ons
- Event concept fits Speakerbox brand

Strong Candidate Indicators:

- Established event series or promoter brand
- Social media proof of previous events
- Realistic attendance projections based on history
- Professional communication and preparedness
- References from other venues (if new to Speakerbox)

Red Flags (Decline or Require Eddie Approval):

- No previous event production experience
 - Unrealistic attendance expectations
 - Insufficient marketing plan or budget
 - Cannot afford 35k upfront
 - Event concept doesn't fit venue brand/license
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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)
 - Venue hire fee: 35,000 THB + 7% VAT = 37,450 THB
 - Security bond: 5,000 THB (refunded 7 days post-event if no damages)
 - Payment schedule:
 - 50% deposit due upon signing
 - 50% balance due 3 days before event
 - Security bond due 7 days before event
 - What's included:
 - FOH engineer + lighting operator (from 16:00)
 - Full backline, PA, lighting
 - Door staff and 2 security guards
 - Fully staffed bar
 - Potential add-ons:
 - Extra security (if >100 guests): 1,500 THB per guard
 - Front room ticketing desk: +15,000 THB
 - Load-in/load-out extensions: 3,000 THB per hour
 - Graphic design: 1,500 THB per hour (optional)
 - Promoter retains ALL ticket revenue
 - Marketing: Promoter responsible, venue can collaborate
 - Next steps: contract to follow

3.2 Contract Generation

Responsible: Operations/Admin Team

Actions:

1. Open Venue Hire Agreement template (35k version)
2. Fill in the following fields:
 - **Section 1 (Parties):**
 - Venue Representative: Eddie Mellor
 - Promoter Name: [Full legal name or company]

- Promoter Tax ID/UEN: [If company]
 - Promoter Address: [Full address]
 - 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]
 - **Section 3 (Fees):**
 - Venue Hire Fee: 35,000 THB (+ 7% VAT)
 - Security Bond: 5,000 THB (no VAT)
3. Review accuracy of all standard clauses
 4. Add any special terms agreed verbally (document in separate line item)
 5. Save contract as: `VENUE_HIRE_AGREEMENT_[PROMOTER_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 contract
 - Request for countersignature
 - Deadline: Sign and return within 5 days to hold date
 - **Payment instructions:** Deposit due upon signing (18,725 THB including VAT)
 - Bank account details for transfer
 - Contact for questions
3. Log in booking system (Noco):
 - Contract sent date
 - Contract status: "Awaiting Signature"
 - Payment status: "Awaiting Deposit"
4. **Follow-up:** If no response within 2 days, send reminder
5. **If unsigned after 5 days:** Date is released unless extension agreed

3.4 Deposit Payment Processing

Responsible: Operations/Admin Team

Critical: Date is NOT confirmed until deposit is received AND contract is signed.

Actions:

1. Monitor for deposit payment (bank transfer)

2. Upon receipt:
 - Verify amount: 18,725 THB (or 50% of total hire fee + VAT if different)
 - Match payment to event booking
 - Issue receipt/tax invoice via FlowAccount:
 - Line item: "Venue Hire Deposit - [Event Name] - [Date]"
 - Amount: 18,725 THB (including VAT)
 - Send receipt to promoter via email
3. Update Noco booking system:
 - Payment status: "Deposit Received"
 - Payment date
 - Payment method
 - Receipt number
4. If signed contract also received:
 - File contract in Google Drive: `Contracts/Venue Hire/[YEAR]/[PROMOTER_NAME]_[DATE].pdf`
 - Contract status: "Signed & Deposited" (CONFIRMED)
 - Add event to master calendar
 - Create event folder: `Events/[YEAR]/[DATE]_[PROMOTER_NAME]/`

If deposit NOT received within 7 days of contract signing:

- Send payment reminder
- Date remains on hold but NOT confirmed
- After 14 days: Date released if no payment

4. PRE-EVENT REQUIREMENTS & COORDINATION

4.1 Balance Payment Collection (T-minus 7 to 3 days)

Responsible: Operations/Admin Team

Actions:

1. **T-minus 7 days:** Send reminder email:
 - "Remaining balance due in 4 days (3 days before event)"
 - Amount:
 - Bank details
 - Security bond also due: 5,000 THB
 - **Total due:**

2. T-minus 3 days deadline:

- Monitor for payment
- If NOT received by deadline:
 - **Immediate action:** Contact promoter
 - **Grace period:** 24 hours
 - **If still unpaid:** Event may be cancelled per contract Section 4

3. Upon receipt of balance + security bond:

- Verify amounts
- Issue receipt/tax invoices via FlowAccount (separate invoices):
 - Invoice 1: Venue Hire Balance
 - Invoice 2: Security Bond (5,000 THB, no VAT)
- Send receipts to promoter
- Update Noco: Payment status "Fully Paid"

4.2 Marketing & Promotion Coordination (T-minus 30-14 days)

Responsible: Marketing Team + Promoter

Actions by Venue:

1. **If requested/paid:** Graphic design services (1,500 THB/hour)
2. Add event to:
 - Speakerbox website calendar
 - Facebook event (if promoter provides content)
 - Instagram (cross-promotion)
3. Provide promoter with:
 - Venue branding guidelines (if they're creating content)
 - Social media tags (@speakerboxlive)
 - Event hashtags

Actions by Promoter (Their Responsibility):

1. Create all marketing materials (unless paying for venue design)
2. Handle all social media promotion
3. Manage ticket sales and pre-sales
4. Keep venue informed of ticket sales progress

Monitoring:

- Check in with promoter at T-minus 14 days
- Ask for attendance estimate
- Flag if numbers look very low (potential cancellation discussion)

4.3 Ticketing Desk Location Confirmation (T-minus 14 days)

Responsible: Operations Team (Kop) + Promoter

Critical Decision Point:

Standard (Included in flat fee):

- Ticketing desk at Live Room entrance (backstage doors)
- Security guards at Live Room entrances checking tickets
- Front room ("Speakeasy") remains open to general public

Front Room Option (+15,000 THB):

- Ticketing desk at front entrance (main door)
- Entire venue becomes ticketed event
- Additional security and staff required
- Loss of front bar revenue
- **Requires confirmation and payment of additional 15k**

Actions:

1. Contact promoter: "Confirm ticketing desk location"
2. Explain cost implications if they want front room
3. If front room requested:
 - Issue additional invoice: 15,000 THB + VAT = 16,050 THB
 - Payment due 3 days before event
 - Update total event cost in booking system
4. Update event runsheet with ticketing setup location

4.4 Technical Requirements (T-minus 14 days)

Responsible: Operations Team (Kop) + FOH Engineer

Actions:

1. Contact promoter to request:
 - Stage plot
 - Input list
 - Technical rider for each act
 - Backline requirements (beyond venue standard)
 - Special requests (fog, lighting cues, pyro, etc.)
2. Review requests against venue capabilities:

- **Included:** Standard backline, PA, lighting
 - **Possible with notice:** Special effects (fog, hazer)
 - **Not available:** Any gear beyond venue inventory
3. Communicate any limitations or additional costs
 4. Confirm load-in schedule:
 - Venue available from 14:00
 - Load-in time: [Usually 14:00-16:00]
 - Soundcheck time: [Usually 16:00-19:00]
 - Doors open: [Usually 19:30-20:00]
 - Show start: [Usually 20:00-21:00]
 - Curfew: 01:30 (hard stop, non-negotiable)
 - Load-out completion: 02:00
 5. **Extension requests:**
 - If promoter needs extra time (before 14:00 or after 02:00)
 - Rate: 3,000 THB per hour
 - Must be agreed and paid in advance

4.5 Attendance & Security Planning (T-minus 7 days)

Responsible: Operations Team (Kop)

Actions:

1. Request attendance estimate from promoter:
 - Pre-sale ticket count
 - Estimated door sales
 - Total expected attendance
2. Calculate security requirement:
 - Formula: (Expected Attendance ÷ 50) = Guards needed
 - Example: 150 guests = 3 guards needed
 - **Included:** 2 guards (covers up to 100 guests)
 - **Additional cost:** 1,500 THB per extra guard
3. If extra security required:
 - Notify promoter immediately
 - Issue invoice for extra guards
 - Payment due before event
 - Book security guards
4. Log security cost in event budget tracker

4.6 Under-18 / Under-20 Policy Briefing (T-minus 7 days)

Responsible: Operations Team (Kop)

Critical Legal Requirement:

Actions:

1. Send formal reminder to promoter:
 - **Under-20s:** NOT ADMITTED (Speakerbox policy)
 - **Under-18s:** MUST EXIT BY 20:00 (Thai law, non-negotiable)
 - **Enforcement:** Door staff will check IDs strictly
 - **Liability:** If venue raided with minors present after 20:00, promoter liable for fines (per contract Section 8)
2. Confirm promoter understands and accepts
3. Document confirmation in event notes

4.7 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 (02:00)
 - Staff schedule:
 - FOH engineer (from 16:00)
 - Lighting operator (from 16:00)
 - Bar staff (full team)
 - Door staff
 - Security guards (2 included + any extras)
 - Ticketing desk location (Live Room OR Front Room)
2. Distribute runsheet to:
 - Promoter
 - All venue staff working the event
 - Eddie (for awareness)
3. Post physical copy in green room and backstage

5. EVENT DAY OPERATIONS

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

Responsible: Operations Team + Technical Staff

Actions:

1. **Load-in (14:00):**
 - Meet promoter/crew at load-in entrance
 - Provide access to stage and green room
 - Monitor equipment handling
 - **Damage inspection:** Note any existing damages to protect security bond
2. **Soundcheck (16:00-19:00):**
 - FOH engineer conducts soundcheck per schedule
 - Lighting operator programs cues as needed
 - Address any technical issues immediately
 - Promoter/artists coordinate soundcheck order
3. **Bar & Venue Prep:**
 - Bar fully stocked and staffed
 - POS system ready
 - Venue cleaned and prepared
4. **Door/Ticketing Setup:**
 - **If Standard (Live Room):**
 - Ticketing desk at backstage Live Room doors
 - Security positioned at Live Room entrances
 - Front room open to public
 - **If Front Room (+15k):**
 - Ticketing desk at main front entrance
 - Security at front door only
 - Entire venue is ticketed event
 - Test POS for door sales (if applicable)
 - Prepare guest list (if promoter provided)

5.2 Event Execution (Doors ? Show End)

Responsible: Operations Team + All Event Staff

Actions:

1. **Doors Open (Usually 19:30-20:00):**
 - Door staff check IDs strictly:
 - **Under-20:** Turn away (Speakerbox policy)
 - **Under-18:** Admit BUT they must leave by 20:00
 - Ticket scanning/collection
 - Guest list management (if applicable)
 - Security monitors crowd

2. **20:00 - Minor Expulsion:**

- **Critical:** Security actively checks for under-18s
- All under-18s **MUST** be escorted out
- Document compliance (legal protection)

3. **Bar Operations:**

- Bar fully staffed
- POS tracking all sales (this is promoter's bar revenue)
- **Note:** Promoter keeps 100% of bar sales (unlike Performance Agreement)
- No outside beverages allowed (confiscate if found)

4. **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, non-negotiable)

5. **Promoter Responsibilities:**

- Managing their own event flow
- Coordinating artists
- Box office/ticket sales (if doing door sales)

6. **Incident Management:**

- Any damages documented immediately with photos
- Rule breaches logged
- Intoxicated/disorderly guests removed by security

5.3 Post-Show Load-Out (Show End ? 02:00)

Responsible: Operations Team + Promoter/Crew

Actions:

1. Promoter/crew removes all equipment from stage
2. Green room and stage area cleaned
3. **Damage assessment (CRITICAL for security bond):**
 - Operations team conducts thorough inspection:
 - Stage and equipment
 - Green room
 - Bathrooms
 - Bar area
 - Any broken furniture, equipment, or fixtures
 - **Photograph any damages immediately**
 - Document in damage report:
 - Description of damage
 - Photos

- Estimated repair/replacement cost
 - If damages found:
 - Inform promoter immediately
 - Explain security bond implications
 - 4. Load-out completed by 02:00
 - **Extensions:** If promoter needs more time, 3,000 THB per hour
 - Must be agreed in advance or paid immediately in cash
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6. POST-EVENT FINANCIAL SETTLEMENT

6.1 Security Bond Assessment (Within 3 days)

Responsible: Operations Team (Kop) + Eddie

Actions:

Scenario A: No Damages

1. Conduct final venue inspection
2. Confirm no damages or excessive cleaning required
3. Process security bond refund:
 - Amount: 5,000 THB
 - Method: Bank transfer to promoter
 - Timeline: Within 7 days of event
4. Send refund confirmation email to promoter:
 - "Security bond refunded: 5,000 THB"
 - Transaction date and reference
 - Thank you message
5. Update Noco: Security bond status "Refunded"
6. File transaction record in event folder

Scenario B: Damages Occurred

1. Compile damage report:
 - Description and photos of each damage
 - Obtain repair/replacement quotes
 - Calculate total damage cost
2. **If damage cost < 5,000 THB:**
 - Deduct from security bond
 - Refund remainder

- Example: 2,500 THB damages → Refund 2,500 THB
- Send itemised statement to promoter:
 - Security bond: 5,000 THB
 - Damages: -2,500 THB
 - Refund: 2,500 THB
- 3. **If damage cost > 5,000 THB:**
 - Security bond covers first 5,000 THB
 - Issue additional invoice for excess
 - Example: 8,000 THB damages → Invoice 3,000 THB
 - Send itemised statement:
 - Security bond applied: 5,000 THB
 - Additional damages: 3,000 THB
 - Total owed: 3,000 THB
 - Invoice due within 7 days
- 4. **If damage cost >> 5,000 THB (major damage):**
 - Eddie handles negotiation
 - May involve insurance claims
 - Legal action if necessary

6.2 Excessive Cleaning Fee (If Applicable)

Responsible: Operations Team (Kop)

Trigger Conditions:

- Venue left in unacceptable state
- Requires additional deep cleaning beyond normal
- Examples: Vomit, broken glass, spills, graffiti

Actions:

1. Document condition with photos
2. Calculate additional cleaning cost:
 - Staff overtime: [hours × rate]
 - Cleaning supplies/services
3. Invoice promoter within 3 business days
4. May deduct from security bond if total < 5,000 THB

6.3 Internal Reporting & Analysis (Within 7 days)

Responsible: Operations Team + Eddie

Actions:

1. Compile event summary:

- Attendance (actual vs. estimated)
 - Bar sales (good indicator of event success)
 - Any incidents or issues
 - Damages and costs
 - Security bond outcome
 - Extensions or add-ons charged
2. Update master event profitability tracker:
 - Event date and name
 - Venue hire fee collected: 35,000 THB
 - Add-ons collected: [front room fee, extra security, extensions]
 - Bar sales: [amount] (venue keeps 100%)
 - Security bond: [refunded/retained amount]
 - **Net venue revenue:** Hire fee + add-ons + bar sales
 3. Conduct brief post-event debrief:
 - Promoter performance assessment
 - What worked well?
 - What went wrong?
 - Would we work with this promoter again?
 - Lessons learned
 4. Update promoter quality scorecard
 5. File all documents in event folder:
 - Contract
 - Payment receipts (deposit, balance, security bond)
 - Damage report (if applicable)
 - Financial summary
 - Post-event debrief notes
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7. ISSUE MANAGEMENT & ESCALATION

7.1 Common Issues & Resolutions

Issue: Balance Payment Not Received by T-3 Days

- **Detection:** Automated check in booking system
- **Action:**
 - Contact promoter immediately
 - Explain contract requirement (Section 3)
 - 24-hour grace period
 - **If still unpaid:** Event may be cancelled, deposit forfeited per Section 4
- **Escalation:** Eddie makes final call on cancellation

Issue: Promoter Requests to Cancel (>14 days before event)

- **Detection:** Cancellation request received
- **Action:** Reference Section 4 of contract:
 - Deposit refundable ONLY if venue successfully rebooks date
 - Attempt to rebook date
 - If rebooked: Full refund minus admin fee (if any agreed)
 - If not rebooked: Deposit retained
- **Process:** Document outcome in booking system

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

- **Detection:** Cancellation request received
- **Action:** Reference Section 4 of contract:
 - Deposit is non-refundable (stated clearly in contract)
 - Balance payment obligation remains
 - Balance may be waived at Eddie's discretion if date can be rebooked
- **Escalation:** Eddie decides on balance payment enforcement

Issue: Under-18s Present After 20:00

- **Detection:** Security or door staff observe minors
- **Action:**
 - **Immediate:** Request ID check
 - **Immediate:** Escort minors out of venue
 - **Critical:** Document in incident report (legal protection)
 - Warn promoter of legal risk
 - Reference contract Section 8: "Promoter liable for fines if raided"
- **Escalation:** If police raid occurs, promoter liable per contract

Issue: Promoter Wants to Extend Load-in or Load-out Time

- **Detection:** Request during event or in advance
- **Action:**
 - Explain rate: 3,000 THB per hour (Section 9)
 - If agreed in advance: Add to invoice
 - If requested day-of: Collect payment immediately (cash preferred)
 - Update runsheet and notify staff
- **Document:** Extension hours and payment in event report

Issue: Damage to Venue or Equipment

- **Detection:** Damage discovered during/after event
- **Action:**
 - Photograph immediately
 - Document in damage report
 - Inform promoter immediately

- Obtain repair/replacement quote
- Apply against security bond
- Invoice for excess if damage > 5,000 THB
- **Escalation:** If promoter disputes, Eddie handles negotiation

Issue: Promoter Brings Outside Food/Beverages

- **Detection:** Security or staff observe violation
- **Action:**
 - Security confiscates items immediately (Section 10)
 - Verbal warning to promoter
 - Reference contract prohibition
 - Document incident
 - If guests violate: Ask guests to leave
- **Escalation:** Repeated violations may result in event termination (no refund)

Issue: Low Attendance / Event Not as Successful as Promoter Hoped

- **Detection:** Observation during event
- **Action:**
 - **No action required** - This is promoter's risk
 - Venue already collected hire fee
 - Promoter keeps all ticket + bar revenue (both high or low)
 - Reference contract Section 11: "Venue not liable for low attendance"
- **Note:** Be empathetic but clear on terms

Issue: Promoter Disputes Invoice or Refuses to Pay Additional Charges

- **Detection:** Dispute communication or non-payment
- **Action:**
 - Review contract clause supporting charge
 - Provide itemised breakdown with evidence (photos, timestamps, etc.)
 - Reference specific contract section
 - Offer to discuss but maintain position if contractually sound
- **Escalation:**
 - Eddie negotiates if promoter has legitimate dispute
 - Withhold future bookings until settled
 - Legal action for significant amounts (Eddie decision)

7.2 Escalation Path

1. **Payment issues:** Admin team → Eddie (immediate)
2. **Operational issues:** Staff → Kop → Eddie
3. **Damage disputes:** Kop documents → Eddie negotiates
4. **Safety/legal concerns:** Immediate escalation to Eddie + document everything
5. **Cancellation decisions:** Eddie has final authority

8. RISK MITIGATION CHECKLIST

Before Signing Contract:

- Promoter has track record or strong plan
- Expected attendance justifies 35k fee (60-80+ people)
- Promoter can afford upfront payments
- Event concept fits Speakerbox brand
- No red flags in qualification assessment

Before Event:

- Deposit received (18,725 THB)
- Balance received by T-3 (18,725 THB)
- Security bond received by T-7 (5,000 THB)
- Ticketing desk location confirmed (standard or +15k)
- Extra security calculated and paid (if needed)
- Technical requirements confirmed
- Event runsheet distributed
- Under-18/20 policy communicated to promoter

During Event:

- Under-18s exit by 20:00 (document compliance)
- Under-20s not admitted
- Security ratio maintained
- Curfew strictly enforced (01:30)
- No outside food/beverages
- Any damages documented immediately
- Load-out completed by 02:00

After Event:

- Damage inspection completed
- Security bond processed (refund or deduction) within 7 days
- Any additional invoices issued within 3 days
- Post-event summary completed
- Promoter scorecard updated
- All documents filed

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

Revenue Structure for Venue

Venue Hire Agreement = Fixed Revenue Model

Unlike Performance Agreement (50/50 split), venue revenue is **fixed and guaranteed** regardless of event success:

VENUE REVENUE (FIXED):

- Venue hire fee: 35,000 THB (+ VAT = 37,450 THB)
- Bar sales: [Variable, 100% to venue]
- Add-ons:
 - Front room ticketing: +15,000 THB (if applicable)
 - Extra security: +1,500 THB per guard (if applicable)
 - Extensions: +3,000 THB per hour (if applicable)

VENUE COSTS:

- Fixed daily operational: ~14,000 THB
- Staff (FOH + Lighting): Included in hire fee
- Security (2 guards): Included
- Bar COGS: ~25% of bar sales

NET PROFIT TO VENUE:

Base: $35,000 - 14,000 = 21,000$ THB

+ Bar profit: [Bar sales \times 0.75]

+ Add-ons: [Any extras]

Example A: Average Event

VENUE REVENUE:

- Hire fee: 35,000 THB
- Bar sales: 45,000 THB
- Front room ticketing: 0 (standard location)
- Extra security: 1,500 THB (1 extra guard for 120 guests)

TOTAL: 81,500 THB

VENUE COSTS:

- Fixed operational: 14,000 THB
- Bar COGS (25%): 11,250 THB
- Extra security: 1,500 THB (cost neutral)

TOTAL: 26,750 THB

NET PROFIT TO VENUE: $81,500 - 26,750 = 54,750$ THB

Example B: High-Performing Event

VENUE REVENUE:

- Hire fee: 35,000 THB
- Bar sales: 80,000 THB (busy night!)
- Front room ticketing: 15,000 THB (full venue)
- Extra security: 3,000 THB (2 extra guards for 200 guests)

TOTAL: 133,000 THB

VENUE COSTS:

- Fixed operational: 14,000 THB
- Bar COGS (25%): 20,000 THB
- Extra security: 3,000 THB (cost neutral)

TOTAL: 37,000 THB

NET PROFIT TO VENUE: $133,000 - 37,000 = 96,000$ THB

Example C: Event with Damages

VENUE REVENUE:

- Hire fee: 35,000 THB
- Bar sales: 40,000 THB
- Security bond: 5,000 THB (received upfront)

TOTAL: 80,000 THB

DAMAGES:

- Broken stage monitor: 3,500 THB
- Damaged green room furniture: 2,000 THB

TOTAL DAMAGES: 5,500 THB

SECURITY BOND SETTLEMENT:

- Security bond: 5,000 THB (applied to damages)
- Additional invoice to promoter: 500 THB
- Promoter receives: 0 THB refund

VENUE COSTS:

- Fixed operational: 14,000 THB
- Bar COGS: 10,000 THB
- Repair costs: 5,500 THB (covered by bond + invoice)

TOTAL: 29,500 THB

NET PROFIT TO VENUE: $80,000 - 29,500 + 500 = 51,000$ THB

Key Insight: Venue Hire model provides **revenue certainty** for venue. Promoter takes all attendance/ticket risk but also keeps all upside.

DOCUMENT VERSION: 1.0

CREATED: January 2025

OWNER: Operations Team

REVIEW FREQUENCY: Quarterly or as needed

NEXT REVIEW: April 2025

Revision #3

Created 2026-01-30 07:39:32 UTC by Aaron Winning

Updated 2026-01-30 07:43:20 UTC by Aaron Winning