

To: Talent Utilizing Petra's Venue

From: Ownership/Management Group
Subj: General Information for Booking Events/Shows
Date: October 1, 2011

The owners and management at Petra's take great pride in the versatility that our business can offer, both as a neighborhood bar and as a performance space for the many talented patrons and their friends that frequent our establishment.

Over the past several months we have invested heavily in time and financial resources to revitalize the physical space and to streamline our operations. With that in mind, we would like to provide the talent that makes use of Petra's as much information as possible about what you can expect from us and, in turn, what we expect of those that use the venue for performance purposes.

Sound/Visual Equipment Available

Pearl River Baby Grand Piano (Tuned)
1 wireless, 2 corded microphones
2 microphone stands, 1 boom microphone stand
Four corner speaker system in the main room
6 channel mixer with 2 open channels
Female end quarter inch on stage running to mixer for guitars, keyboards or another mixer
Extra quarter inch cables available
Separate mixer for laptop or iPod that runs to the headphone jack on those devices
CD/DVD player
High Speed Internet
High quality LCD projector and motorized drop down AV screen adjacent to stage area
Stage and lighting for the piano are also provided

We typically do not provide a sound technician as the equipment we provide is relatively simple. However, if you feel that you need a sound technician on site, we can make arrangements to have our on-site sound technician available. The cost for doing so may need to be negotiated by you.

Compensation

We depend on our promoters/performers to set an appropriate price point for their target audiences. After the cover charge is decided, our typical arrangement for door proceeds is an 80/20 split, with 80% of the proceeds going to the promoter/performer. Petra's is a private club. In light of that, for some shows, we also ask the promoter/performer to discount the door cover for our members since those people have paid a membership fee.

We prefer to pay the 80% in the form of a check from Petra's, which allows us to better track our entertainment expenses. You may also be issued a 1099 for tax purposes.

Under certain circumstances, we do make other arrangements with promoters/performers and always reserve the right to do so.

Advertising/Promotion

The best form of promotion for shows at Petra's is a tandem approach, meaning that the responsibility for promoting the show falls on both the venue and the performer. Petra's is, for the most part, a live performance venue. It is almost impossible for us to promote both the venue and every individual show without the help of those artists who are actually producing the show. Petra's uses the following tools to promote events:

A high quality up to date web presence (www.petraspianobar.com)
A weekly e-magazine that highlights all the events coming up that week through ConstantContact. Presently we have around 2,000 subscribers.
Posters, flyers and other promotional material placed in strategic locations in the bar. If you provide posters for your performance, we will be happy to post them. However, they must be 8.5x11 or 11x14 in size so they will fit in the poster frames we provide.
Facebook updates each day. We don't guarantee Facebook invites as a way to promote shows because they are cumbersome and time consuming. We also operate from the belief that sending out Facebook invites to all our friends on the page actually causes them to become immune to the invites or ignore them altogether.
We are in the process of exploring a Twitter account but have not made a firm decision on that.
Below are some hyperlinks to sites where you can create accounts and add your events free. We would encourage you to utilize as many of these sites as possible in getting the word out about your show.

Creative Loafing

<http://posting.clct.com/charlotte/Events/AddEvent>

Eventful

<http://eventful.com/signin?goto=/events/new>

Charlotte Observer

<http://events.charlotteobserver.com/charlotte-nc/events/free+event+postings+charlotte+n>

Q-Notes Charlotte

<http://goqnotes.com/qguide/submit/>

Information that you would like included on our website and the weekly e-magazine may be sent to Bobby Cochran, our webmaster, at:

bcochran1@carolina.rr.com

Set Up/Break Down and Other Information Regarding Shows

Petra's normal operating hours are from 7 pm until 2 am. If you need time to set up prior to the start of a show, the bar manager is typically at the bar an hour before opening. If you require more time for setting up and performing sound checks, special arrangements can be made.

We prefer that performers not setup or break down while there are customers in the bar. Special circumstances may be taken into consideration.

Billed shows should start no later than ten minutes after the advertised start time. Show intermissions are encouraged to give audience members and customers an opportunity to get a drink, use the restrooms and/or have a smoke break on the patio.

Please understand that we depend on revenue from the bar to meet our operating expenses as the bulk of cover charges go to paying for entertainment. If your particular show does not generate sufficient revenue from the bar, we may need to look at alternative ways to generate that revenue such as imposing a two-drink minimum for some shows or additional proceeds from the door revenue. However, we would always make you aware of this before your show.

If you have questions regarding this spec sheet, please feel to email Jerry Brown, at jerryb@hotmail.com. You may also reach him by phone at 704 607 3062.

Thank you for working with and being a part of Petra's.