American Venue & Promoter Code of Conduct

Independent Venue Week | July 6 - 12, 2020

For one week and beyond, Independent Venue Week unifies hundreds of venues across the country. That’s no small feat, which is why this document was created; to cover the most important aspects of your involvement. Please share the information with all relevant members of your team.

Independent Venue Week is a seven-day celebration of independent music venues as well as the people that own, run, and work in them. These rooms are crucial to developing talent, and they’re immeasurably valuable to their respective local communities. We thank you, not just for your interest in participating, but for the tireless work you do all year round.

The American iteration of Independent Venue Week is run exclusively by Marauder. Feel free to reach out should you have any questions.

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Venue Eligibility

- To be eligible for Independent Venue Week, venues must **not** be owned, sponsored, run, or exclusively booked by a multinational corporation or publicly-traded company.

- Participating venues’ **year-round programming must primarily consist of original live music** (as opposed to other forms of entertainment or cover/tribute nights).

Fee, charge, price (spoiler alert: There is none)

- Venues pay **no fee or charge** to participate in Independent Venue Week.

- Venues do cover their **regular costs** for talent, staffing, etc. during Independent Venue Week.

Booking Independent Venue Week shows

- Venues **manage and run their own nights**. In some cases, and with mutual approval, Independent Venue Week can act as a promoting partner to help place artists or partner curators.

- There must be a **paid ticket or cover charge** for shows to be part of Independent Venue Week. No free shows will be featured.

- Venues must **pay artists fairly**. Door deals are acceptable, but there can be no artists performing for free and absolutely no pay-for-play.

- Each venue is encouraged to host multiple shows during Independent Venue Week. That said, the aim is to create unity rather than competition within the same market. Please **program sympathetically to neighboring venues in terms of genres and nights**. The main goal is for everyone to have busy nights.

- We suggest planning special Independent Venue Week shows on nights that are normally quiet to draw people in on a night where they might not otherwise go out. Special or creative engagements are always welcome as well.

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independentvenueweek.com
Independent Venue Week was the first multinational event to join the Keychange initiative, which invests in emerging female talent whilst encouraging festivals to sign up to a 50:50 gender balance pledge by 2022. We encourage venues to keep gender parity in mind when booking talent for Independent Venue Week.

Marketing and messaging

- The name of the event is Independent Venue Week. Incorrect variations are Independent Venues Week, Independent Music Week, Independent Music Venue Week, Indie Venue Week, Independent Music Venues Week, etc.

- All Independent Venue Week shows are to be promoted within the venue and across online platforms as “part of Independent Venue Week.”

- Independent Venue Week’s website, www.independentvenueweek.com, is inclusive of both the UK and American events. The social media handles are specific to each territory. Please tag the American accounts when posting. We’re on Facebook (@IVWUS), Twitter (@IVW_US), and Instagram (@IVW_US).

- The official hashtag is #IVW20.

- Media coverage will be pursued across print, online, and broadcast media. Any assistance in connecting with local outlets with which your venue has strong relationships is welcome.

- Respect the announce dates. No venue or promoter is to announce Independent Venue Week shows prior to the official announce dates, which will be circulated well in advance. We realize some tours might not give the same courtesy, please do everything possible to abide and let us know when shows are announced so that we can coordinate.

Sponsorship & Signage

- All sponsorship related to Independent Venue Week, whether it is during the week (July 6 – 12, 2020) or other promoted activity throughout the year, is handled by Independent Venue Week directly. This avoids potential brand conflicts and confusion while allowing Independent Venue Week to operate year-round.
- No venues are to negotiate or secure sponsorship for any Independent Venue Week event. This includes drink specials and existing brand partners. Any opportunity to work with a local sponsor needs to be cleared with Independent Venue Week and will be considered on a case-by-case basis.

- Any provided Independent Venue Week signage is to be displayed prominently (preferably behind the stage), and T-shirts are to be worn by staff for every Independent Venue Week show. If there are physical, business, or legal restrictions to inhibit compliance, this must be brought to the attention of the Independent Venue Week team prior to the event.

- Independent Venue Week would not be possible if it weren’t for the financial support of companies whose logos are included in the materials provided. We appreciate your help in bringing more value to their participation.

- Conflicting banners or stage backdrops with unofficial partners’ logos must be covered or removed during Independent Venue Week shows.

Important Deadlines

- **Mon, January 27**: Venue submissions due prior to first media announcement
- **Mon, March 30**: Show submissions due for next media announcement
- **Fri, June 12**: Cutoff date for signage and shirts
- **Mon, June 22**: Submissions for final media announcement due