



American Venue & Promoter Code of Conduct

Independent Venue Week | July 10 - 16, 2023

Independent Venue Week is a celebration of independent music venues; they are crucial to developing talent, and they're immeasurably valuable to their communities. We thank **you**, not just for your interest in participating, but for the tireless work you do all year-round. This document covers the most important aspects of your involvement. **Please share the information with all relevant members of your team.**

Independent Venue Week 2023 will feature shows from hundreds of venues all over the country and shine a spotlight on independent venues, nationally and locally.

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

Marauder

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Venue Eligibility

- To be eligible to participate in 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 consist primarily of original live music, comedy, or other performance arts.**
- Participating venues and promoters must host **at least one show/event** during July 10 - 16, 2023 that is part of Independent Venue Week.
 - The deadline to submit shows is **July 1, 2023**
 - Show submissions must be done via a form provided by Independent Venue Week. The form will be distributed well in advance of the event.
 - Venues and promoters are responsible for booking, organizing, and producing their own programming
 - Programming must abide by any local law and restrictions, including local COVID-19 restrictions

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

- Venues pay **no fee or charge** to participate in Independent Venue Week
- Venues cover their **regular costs** for talent, staffing, production, etc. during Independent Venue Week



Booking for Independent Venue Week 2023

- Venues **must** appropriately compensate participating artists/performers. Door deals are acceptable while a tip jar is *not*. Please inquire if you have any questions.
- 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](#). We encourage venues to keep gender parity in mind when booking talent for Independent Venue Week.

Marketing and Messaging

Participating venues and promoters **must promote** Independent Venue Week to their community as follows:

- **Online:**

Participating venues and promoters are expected to echo Independent Venue Week announcements and messaging on their social media, in email blasts, etc. Materials will be provided by Independent Venue Week in advance and accessible through the Venue & Promoter Hub.

Please tag the American accounts when posting. We're on [Facebook \(@IVWUS\)](#), [Twitter \(@IVW_US\)](#), and [Instagram \(@IVW_US\)](#). The only official hashtag is **#IVW23**

- **In-Person:**

Participating venues and promoters are expected to display provided Independent Venue Week signage in their venue throughout the event. These include:

- Prominent banner* placement. This could be on the stage, on the marquee, etc.
- Digital signage where applicable (projectors, TV screens, LED displays, etc.)
- Have venue staff wear Independent Venue Week t-shirts* throughout the week.



Marketing and Messaging (Con't)

- **Local Media:**

Independent Venue Week will provide localizable press releases for participating venues and promoters to share with their local media outlets to highlight their programming.

- **Show-Specific Marketing:**

All shows as part of Independent Venue Week 2023 must be labeled “part of Independent Venue Week” through digital and print. Independent Venue Week artwork will be provided for use on promotional material.

Venues and promoters are expected to communicate Independent Venue Week messaging to all artists and performers taking part in the event. Suggested social media copy and graphics will be provided by Independent Venue Week.

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.

*T-Shirts and Banners will be provided to participating venues based on an order form we will send out before the event.



Sponsorship & Branding

Independent Venue Week would not be possible if it weren't for the financial support of our partners. We appreciate your help in bringing more value to their participation.

- All sponsorship related to Independent Venue Week, whether it is during the week (July 10 - 16, 2023) or other Independent Venue Week 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 their events that are **specific to Independent Venue Week**. This includes drink specials and previous brand partners. This **does not** include already-existing general sponsorships for the venue or promoter. If unsure, please ask.
- Any opportunity to work with a local sponsor on Independent Venue Week specific programming needs to be cleared with Independent Venue Week and will be considered on a case-by-case basis.

Important Dates

Subject to change

- **Late April / Early May 2023**
First announcement to media
- **May 2023**
Deadline to order complimentary signage + t-shirts
- **July 1, 2023**
Deadline for programming to be submitted via a form provided by Independent Venue Week
- **Week of July 3, 2023**
Final media announcement with all details to media + Independent Venue Week program goes live
- **July 10 - July 16, 2023**
Independent Venue Week 2023