

KYLE MATTHEWS' FEE-SETTING POLICY & PRACTICE

Thanks for your inquiry about my fee policy. Working with ministries of all shapes and sizes, it makes no sense for me to set one-size-fits-all fees. I typically ask people to make the offer they feel comfortable making (see Invitation Worksheet), taking into account there will usually be additional travel, lodging and meal expenses. It's been our experience that most event sponsors know what they can spend before they contact us. But if not, here's a transparent look at the factors we consider in coming to a decision about what that number should be.

One approach is to base your offer on the estimated attendance. We've found that offers based upon a \$5-to-\$7 value per person is a range that has consistently been both equitable and achievable. Fees for multi-day engagements and speaking/performing combinations depend upon a variety of factors: length of stay, number of sessions, attendance, preparation, etc... and have to be negotiated differently. Sundays are the most requested days, so for long-distance bookings averaging 300 people, \$1500 would be the low end, while 600 people would put it closer to \$3000. Saturdays are comparable to Sundays, while other days of the week tend to go for less. We are sensitive to the variables at work, and try to take into account the mission of the organization, the average income of the area, whether tickets will be sold or offerings taken, etc..., and we have learned some wonderful ways to fund a concert without taxing your budget.

By "expenses," I mean that the travel, lodging, and sometimes meals are the sponsor's responsibility, as well as the costs related to the performing space and equipment: the sound system, the tech to run it, the piano and its tuning, lighting if necessary, utilities. I do not travel with my own instruments, sound equipment or lighting.

Once we have come to an agreement with you, it is standard operating procedure for us to get busy looking for "piggyback" opportunities within a two or three hour drive, drawing from the supporters in our database. If two churches in the region to share a Sunday, for example, or a Sat pm/ Sun am combination, or if a school books a Monday onto a Sunday booking, it becomes possible not only for their expenses to be cut in half or more, but it's possible for their respective fees to be lower, and it gives me the chance to be the best possible steward of my time away from my family.

So, if you know of another church, school or organization that might be interested in having me while I'm in the area and you're willing to make a recommendation on my behalf, that will do more to cut your costs than anything else. I have special programs for corporate, college, and public schools. Please also consider that there may be other groups *within* your organization that might want a special program, which might enable you to pull from another budget.

If I still cannot accept your offer as-is, I will make every effort to provide helpful suggestions for piggyback bookings, creative fund-raising, cooperating with other organizations. I try to never just say "no." If we cannot come to some agreement, I can refer other artists or speakers I trust.

I tried a fee structure for years, but it usually failed us for three reasons. 1) I deal most often with ministries and I don't want to penalize any deserving organization on the basis of money. 2) It never serves my interests to push any organization beyond its means: my goal is long-term relationships. And, 3) Factors like attendance, location, day(s) of the week, number of days, number of duties, and even the economics of the community all play a part in our determination of what is fair, and we try to take all that into account.

I do, of course, operate with fixed expenses and try to set professional standards. So, if an offer is very low, it's usually an indication that either I'm not the right person or the sponsor does not feel confident that they will be able get enough people there to warrant the expense, even with our

help. For me to accept those events for selfish reasons would be to rob the right person of the opportunity.

Please go to www.kylematthews.com/bookings, then fill-out the no-obligation Invitation Worksheet. When we've worked out our terms, we will hold the date and send you an agreement, sound rider, and promotional materials. Once we get the agreement with your signature and a deposit check, the date is secured.

Of course, if you want to talk about all this in person, give me a call: (615) 812-3026.

Kyle Matthews