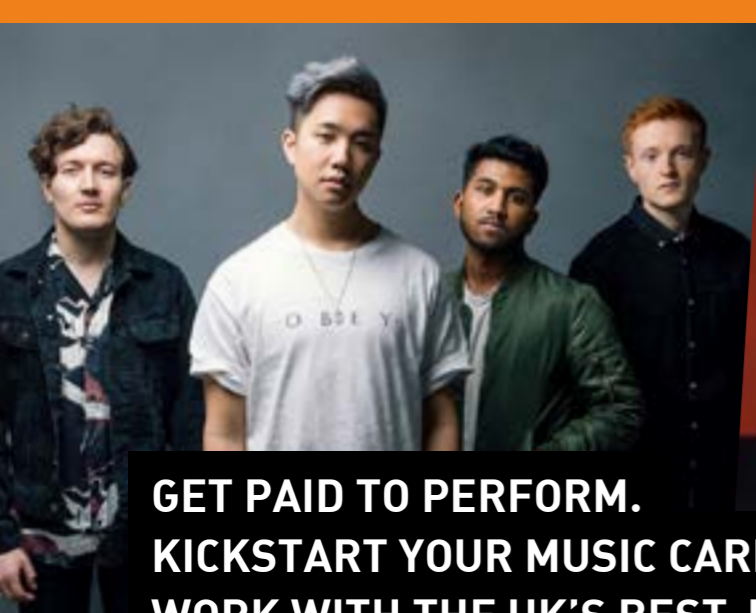


LEARN. GIG. EARN.

WITH THE ALIVE-BIMM PERFORMANCE PARTNERSHIP





**GET PAID TO PERFORM.
KICKSTART YOUR MUSIC CAREER.
WORK WITH THE UK'S BEST-LOVED LIVE MUSIC AGENCY.**

#LEARNGIGEARN #LIFEINMUSIC

**THE ALIVE-BIMM
PERFORMANCE PARTNERSHIP**



WHAT'S IT ABOUT?

ALIVE NETWORK IS THE UK'S MOST SUCCESSFUL LIVE ENTERTAINMENT AGENCY.

WE'RE LOOKING FOR CANDIDATES TO JOIN OUR TOP TIER OF MOST POPULAR ARTISTS.

Our partnership with BIMM offers students and graduates a fast track to paid work in live performance.

We'll help you create a band or solo act that our customers will want to book. You'll get access to work opportunities that typically include: weddings (70%), corporate events (10%) and private parties (15%).

There's no cost to join, and you get seen, heard and paid while doing what you love.

Long term, you'll learn how to take control of your own career, and start a successful life in music.

FIND OUT MORE AT... ALIVENETWORK.COM/BIMM



WHO ARE WE?

**WE BOOK LIVE MUSIC FOR PRIVATE EVENTS.
WE'RE THE UK'S BIGGEST AGENCY, BUT
WE'RE MOST PROUD TO BE THE BEST LOVED.**

Alive Network was founded in 1999, by musicians for musicians, to help create sustainable careers in music.

Since then, we've helped our artists earn over £100 million.



KEEPING IT LIVE

We believe in the power of live music.

We value the talented musicians that create it, and think they should have access to a sustainable music career.

By bringing together musicians with paying music fans, we help live music and music talent thrive.

- ✔ We help 6,500 artists earn money from music.
- ✔ We provide entertainment for 10,000 events each year.
- ✔ We produce world-leading promo for our artists. The Silk Mill, our recording studio, is one of the best recording facilities outside London.
- ✔ We also support original music, subsidising, producing and recording new and award-winning music.



WHAT'S IN IT FOR ME?

SUPPORT. INVESTMENT. WORLD-CLASS PROMO. THE BEST HEAD START.

Performing at private events can be a lucrative source of income. But it's competitive.

Becoming a successful live music act takes talent, energy, and commitment.

Working with Alive means you have the UK's market leaders in your corner. We'll help you get there fast, with an unparalleled level of support.

JOINING OUR TOP TIER

If you audition successfully, you'll be offered a place on our Artist Development Programme.

Reserved for our top tier artists, the programme provides extra help and resources for those with the most potential.

It's designed to give you the edge over your competition, and is hugely successful: Development Artists get 10x more work from us than non-Development Artists.

BENEFITS INCLUDE:

- ✓ High ranking on our site
- ✓ High visibility with our clients
- ✓ Professional recordings in our top spec studio
- ✓ Photography & video production
- ✓ Dedicated band website & at-gig promo materials
- ✓ Management, advice & support
- ✓ Performance statistics & admin tools
- ✓ Seminars & workshops
- ✓ Coaching & mentoring



AND THE DEVELOPMENT DOESN'T STOP THERE...

We'll connect you with other artists and the wider industry. We'll help you with all the business knowledge you need, and provide the skills that will help you throughout your music career – with Alive and beyond.

WHAT'S THE CATCH?

Our success is yours, so we want to give you the best platform. Simply, if we think you have potential, we'll invest in you.

There's no cost to join. You're not tied into any long-term management contracts. And there are no financial catches.

WHAT WE'RE LOOKING FOR

We link up musicians with a paying audience. So, it's important you have a good idea of the artist types our clients are looking for.

If you can tap into what clients want, you'll have a much better chance of success.

The next few pages provide some insight into what makes our most booked artists so popular.



PARTY BANDS

Rock and pop party bands are our most popular artist type. The majority of work goes to bands that fit the following description:

Format: 3, 4, or 5 piece

Style: Rock // Indie // Chart // Classics

Members: Vocalist // Guitars // Bass // Drums
(It will help if your vocalist can play an instrument!)

NOTES ON VOCALISTS:

- Most bands get booked based on the strength and style of their singer. So get a great vocalist with bags of personality.
- You need someone who's reliable. Again, your singer plays a big part in why a client chooses you. So vocalists should not be depped unless they're ill.

THE LOOK:

Cool & Contemporary. Think signed artists, not 'function band'!

THE VIBE:

You're going to be leading the party... so be dynamic, interactive, and have stage presence.

THE REPERTOIRE:

2 x 60 minute sets or 3 x 45 minute sets - chart hits from every decade, from '50s to now.

THE ESSENTIALS:

Good quality instruments and backline. Own PA system, stage lighting, and transport.

THE UPGRADES:

Our most successful bands offer upgrades like acoustic sets for daytime performance and DJ sets (from a laptop) in between their live performances.

PARTY BAND EXAMPLES:

Search our website for: Season, Party Starters, Hipster, Switch, The Nightliners, The Upstarts

SOLO ACOUSTIC SINGERS

Format: 1 x vocalist & acoustic guitar

Style: Acoustic Chart // Indie // Soul // Classics

THE LOOK:

Cool & Contemporary.

THE VIBE:

At some events you're going to be the centre of attention, and at others you'll be providing background music, so you need to be flexible with your performance style and song selection.

THE REPERTOIRE:

2 x 60 minute chillout sets +
2 x 60 minute upbeat party sets.
Classic songs that everyone knows from '50s through to current hits.

THE ESSENTIALS:

Good quality instruments and backline. Own PA system, stage lighting, and transport.

THE UPGRADES:

Offering the option of extra performers (eg. percussionist) and DJ sets (usually just a playlist on your laptop) in between your live performances can be popular with clients.

ACOUSTIC SINGER EXAMPLES:

Search our website for: Kelly Barnes, James Hunt, Marcello Michael, Jason Christopher, LJ





MODERN-VINTAGE BANDS

Format: 3, 4, or 5 piece

Style: Pop in a Retro, Jazz, Swing, or Folk Style

THE LOOK:

Era-appropriate costumes. Look is key as artists may be chosen to complement an event theme.

THE VIBE:

Your performance style needs to reflect the era you represent (eg. high energy Rockabilly).

THE REPERTOIRE:

2 x 60 minute sets or 3 x 45 minute sets of classic rock / indie / pop hits but in your chosen retro / alternative style.

THE ESSENTIALS:

Where possible, instruments should be era-appropriate (eg. double bass, vintage mic etc). Good quality instruments and backline. Own PA system, stage lighting, and transport.

THE UPGRADES:

Our most successful bands offer upgrades like acoustic sets for daytime performance and DJ sets (usually just a playlist on your laptop) in between live performances.

MODERN-VINTAGE EXAMPLES:

Bella and The Bourbon Boys, Retro Station, Evelyn and The Vipers





MUMFORD-STYLE / ACOUSTIC BANDS

Format: 3, 4, or 5 piece

Style: Chart // Indie-Folk // Acoustic Jazz & Swing

THE LOOK:

Mumford-style / boho. Look is key as artists may be chosen to complement an event theme.

THE VIBE:

If you're the event headliner - fun & high energy; for background music - more subtle. If you're unplugged and able to roam, you'll need to interact with guests.

THE REPERTOIRE:

2 x 60 minute sets or 3 x 45 minute sets. Classic songs that everyone knows from '50s through to current hits, performed in an Indie-Folk / Acoustic Jazz & Swing style.

THE ESSENTIALS:

Where possible, instruments should be style-appropriate (eg. double bass, banjo, acoustic guitar etc). Good quality instruments and backline. Own PA system, stage lighting, and transport.

THE UPGRADES:

Our most successful bands offer upgrades like extra sets for daytime performance and DJ sets (usually just a playlist on your laptop) in between live performances.

MUMFORD / ACOUSTIC BAND EXAMPLES:

The Futuristic Gramophones,
The Stringfellows



SUCCESS STORIES

Our bands feature some of the best musicians working in the industry today. They perform with the world's biggest-selling artists. They're in demand as touring and session musicians. Most are using their function work to fund and support their original music careers.

Here are some bands realising their music ambitions with Alive... all of them BIMM graduates.

“PLAYING IN A FUNCTION BAND WITH ALIVE NETWORK HASN'T HARMED MY MUSIC CAREER. IT'S ENABLED IT”

Andy, Alive band member and original recording artist



BREAKTHROUGH / THE MODERN WAY

- ✓ 4-5 piece Rock & Pop band
- ✓ Joined Alive 2012
- ✓ 95+ gigs per year
- ✓ Earned over £750K to date

Band members also work as regular session musicians and tour with platinum-selling artists.



DIRTY WEEKEND / THE NIGHTLINERS

- ✓ One band – two lineups
- ✓ Joined Alive 2014
- ✓ 80+ gigs per year
- ✓ Earned over £500k to date

A great example of a band maximising their chances of success by developing three separate shows. Members also tour internationally as original artists.



KELLY BARNES

- ✓ Female singer-guitarist
- ✓ Member for 6 years
- ✓ Over 250 bookings to date
- ✓ £300+ per booking

Debut EP produced at Alive Network's recording studio, currently working on her first album with our producer Jamie Ward.



SEASON

- ✓ 4 piece party band
- ✓ Members for 5 years
- ✓ Over 250 gigs to date
- ✓ £300k earnings

Check out their video of Perm by Bruno Mars, which was an instant hit with customers.

SEE MORE AT... ALIVENETWORK.COM/BIMM

WHAT NEXT? THE PROCESS

We use a six-step process to find the best candidates and get you performance-ready, able to compete with established performers.

You need to successfully complete each step in order to move on to the next.

It takes commitment, but we'll be here for you all the way.

STEP 1 IS IT FOR YOU?

Check this programme is right for you:

- Read this booklet from cover to cover!
- Register your interest at AliveNetwork.com/BIMM and we'll help you get started.

**QUESTIONS? CALL JIM AT
ALIVE NETWORK ON 01782 740 839**

STEP 2 REHEARSAL

Rehearse for your first showcase and get your act tight.

You'll need to learn at least FIVE songs from our recommended track list before your first audition.

Download our recommended track list at AliveNetwork.com/BIMM

STEP 3 PERFORM A SHOWCASE

Have five gig-ready tracks? Sign up for an audition at:

- AliveNetwork.com/BIMM
- Or call Jim at Alive Network on 01782 740 839

We'll arrange a date for your first live showcase, where you'll perform your five-track set for us.

STEP 4 DEVELOPMENT

Following feedback from your first live showcase, you'll work with us to put together a two-hour set and refine your performance. We'll set up further showcases if required to give feedback on your progress.

STEP 5 JOIN ALIVE

When we're sure you're 100% gig ready, we'll invite you to join our prestigious Artist Development Programme, and you'll become represented by our agency.

STEP 6 PROMO PRODUCTION

We'll invite you to visit us at Alive HQ to record your promo videos and attend a photoshoot. We'll get to work promoting you to clients on our website and building your career as a working musician.

SEE MORE AT... ALIVENETWORK.COM/BIMM



SPEAK DIRECTLY WITH ALIVE NETWORK

by calling Jim Hodgkinson
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jjim@alivenetwork.com

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