

LEARN. GIG. EARN.

WITH THE ALIVE-BIMM PERFORMANCE PARTNERSHIP





**WE BELIEVE IN THE POWER
OF LIVE MUSIC, AND YOUR RIGHT
TO A SUSTAINABLE MUSIC CAREER.**

#LEARNGIGEARN #LIFEINMUSIC

**THE ALIVE-BIMM
PERFORMANCE PARTNERSHIP**



WHAT IS 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 whilst 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](https://alivenetwork.com/bimm)



WHO ARE WE?

WE'RE ALIVE NETWORK, THE UK'S BIGGEST AND BEST-LOVED AGENCY BOOKING LIVE MUSIC FOR PRIVATE EVENTS.

We were founded in 1999, by musicians for musicians, to help create sustainable careers in music.

Since then, we've helped our artists earn £75 million.



KEEPING IT LIVE

We believe in the power of live music.

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

We help live music to thrive by bringing together musicians with paying music fans.

- ✓ 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 of London.
- ✓ We also support original music, subsidising, producing and recording new and award-winning music.



WHAT'S IN IT FOR ME?

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

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 and investment.

JOINING OUR TOP TIER

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

It's reserved for our top tier artists, and provides extra help and resources for those with the most potential.

Designed to give you the edge over your competition, it's hugely successful: Development Artists make up the top 1% of our roster, and get 10x more work from us than non-Development Artists.

- ✔ 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 and admin tools
- ✔ Seminars & workshops
- ✔ Coaching and mentoring on styling and repertoire (if you need it...)



AND THE DEVELOPMENT DOESN'T STOP THERE...

We'll connect you with other artists and the wider industry. We'll help you out with all the business knowledge you need, and give you 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 ARE LOOKING FOR

We link up musicians with a paying audience. So it's important that we give you a good idea of the types of artists our clients are looking for.

We've provided some insight on our most booked artists.

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



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 / 5 piece

Style: Rock/Indie/Chart/Classic

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

TIPS FOR VOCALISTS:

- Most bands get booked based on the strength and style of their singer, so get a great singer with bags of personality.
- Because customers book based on the singer, they can't be depped unless they're ill. You need someone who's reliable.
- Male-fronted bands get booked more often than female-fronted bands (Bride envy!)

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, self contained with 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: Breakthrough, Party Starters, Season, Hipster

SOLO ACOUSTIC SINGERS

Format: 1 x vocalist & acoustic guitar

Style: Acoustic Chart/Indie/Soul/Modern 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, self contained with 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, Owen H



MODERN-VINTAGE BANDS

Format: 3 / 4 / 5 piece

Style: Pop in a Retro / Jazz / Swing / 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, self contained with 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.

VINTAGE MODERN EXAMPLES:

Bella And The Bourbon Boys, Retro Station, Evelyn and The Vipers, The Long Straws





MUMFORD-STYLE / ACOUSTIC BANDS

Format: 3 / 4 / 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, self contained with 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 Nameless Three, Futuristic Gramophones, The Stringfellows



SUCCESS STORIES

Our function 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 and Pop band
- ✓ Joined Alive 2012
- ✓ 95+ gigs per year
- ✓ £590K over first 6 years

Other work includes multiple session work and tours with platinum-selling artists.



TEENAGE KICKS / DIRTY WEEKEND / THE NIGHTLINERS

- ✓ One band, three lineups
- ✓ Joined Alive 2014
- ✓ 80+ gigs per year
- ✓ £400k to date

A great example of a band maximising it's chances of success by developing three separate shows. Members also part of international touring acts.



KELLY BARNES

- ✓ Female singer guitarist
- ✓ Member for 2 years
- ✓ 115 gigs 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 15 months
- ✓ 110+ gigs to date
- ✓ £120k 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!
- Attend one of our BIMM Masterclasses
- Find out more at AliveNetwork.com/BIMM

**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 5 songs from our recommended track list before your first audition.

**Get advice and track lists at
AliveNetwork.com/BIMM.**

STEP 3 BOOK & PERFORM SHOWCASE #1

Have 5 gig-ready tracks?
Sign up for an audition at:

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

We'll arrange a date for your Showcase, where you'll perform your 5-track set for a small panel.

STEP 4 DEVELOPMENT & SHOWCASE #2

Following feedback from Showcase #1, you'll work with us to put together a 1-hour set and improve your performance.

You'll showcase a full 1-hour set for a small panel.

STEP 5 FINAL SHOWCASE #3

Complete a second 60-minute set of songs, fine tune your showmanship, and prove yourselves to be 100% gig-ready.

You'll perform your new 1-hour set for a small panel.

STEP 6 JOIN ALIVE

You'll join our Artist Development Programme, visit us at Alive HQ for your studio sessions & photoshoots, and get your act set up on our industry-leading website, ready to take gigs.

SEE MORE AT... ALIVENETWORK.COM/BIMM



SPEAK DIRECTLY WITH ALIVE NETWORK

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