

WORKING MUSICIANS ALLIANCE

Artist Guarantee Evaluation Worksheet

EVENT INFORMATION

Artist / Band Name:

Venue / Event Name:

Event Date:

Promoter / Talent Buyer:

Contact Information:

GUARANTEE STRUCTURE

Type Of Offer:

- Flat Guarantee
- Guarantee Against Percentage
- Percentage Only
- Buyout
- Other:

Guaranteed Amount:

\$ _____

Backend Percentage Offered:

Percentage Based On:

- Gross Ticket Sales
- Net Revenue After Expenses

If Net, What Expenses Are Deducted?

TICKETING & ATTENDANCE ESTIMATES

Venue Capacity:

Ticket Price:

Estimated Attendance:

Estimated Gross Revenue:

\$ _____

Estimated Artist Percentage Earnings:

\$ _____

Does Percentage Exceed Guarantee?

- Yes
- No

Estimated Final Artist Payment:

\$ _____

EVENT EXPENSES

This section is intended to help artists realistically evaluate the actual cost of accepting the performance.

Fuel / Transportation Costs:

\$ _____

Hotel / Lodging Costs:

\$ _____

Food / Per Diem Costs:

\$ _____

Crew Compensation:

\$ _____

Parking / Toll Costs:

\$ _____

Equipment Rental Costs:

\$ _____

Merchandise Staffing Costs:

\$ _____

Additional Travel Expenses:

\$ _____

Additional Operational Expenses:

\$ _____

TOTAL ESTIMATED EXPENSES:

\$ _____

PROJECTED NET EARNINGS

Estimated Gross Artist Payment:

\$ _____

Minus Estimated Expenses:

\$ _____

Estimated Net Earnings:

\$ _____

MERCHANDISE CONSIDERATIONS

Merchandise Sales Allowed?

Yes

No

Merchandise Percentage Taken By Venue?

Yes

No

Merchandise Percentage Amount:

Estimated Merchandise Revenue:

\$ _____

Estimated Merchandise Net:

\$ _____

PROMOTIONAL RESPONSIBILITIES

Who Is Handling Promotion?

- Venue
- Promoter
- Artist
- Shared Responsibility

Is Paid Advertising Being Used?

- Yes
- No

Is The Artist Expected To Pre-Sell Tickets?

- Yes
- No

Support Acts Included?

- Yes
- No

Additional Promotion Notes:

SETTLEMENT INFORMATION

When Does Settlement Occur?

- Before Performance
- Immediately After Performance
- End Of Night
- Following Business Day
- Other:

Payment Method:

- Cash
- Check
- Digital Payment
- Bank Transfer
- Other:

Will A Settlement Sheet Be Provided?

- Yes
- No

EVENT VALUE CONSIDERATIONS

Not every performance opportunity should be evaluated strictly by the immediate payout.

Some events may also provide:

- exposure to new markets
- industry networking
- media opportunities

- festival visibility
- routing efficiency
- future booking potential

At the same time, artists should realistically evaluate whether:

- the compensation covers expenses
- the travel is sustainable
- the workload is reasonable
- the event supports long-term goals

Additional Strategic Value Notes:

IMPORTANT QUESTIONS TO ASK

- Is the guarantee clearly defined in writing?
- Are deductions clearly explained?
- Is the guarantee protected from expenses?
- Is the percentage based on gross or net revenue?
- Is settlement timing clearly confirmed?
- Are merchandise terms clearly defined?
- Are promotional responsibilities understood?
- Does the projected income realistically justify the expenses?
- Is the opportunity strategically valuable beyond the payout itself?

PERSONAL NOTES

FINAL REVIEW

A higher guarantee does not always mean a better opportunity.

A strong percentage deal in the right room may outperform a flat payout, while a poorly structured backend deal may leave artists absorbing most of the financial risk themselves.

The purpose of this worksheet is to help artists evaluate opportunities realistically, understand how compensation structures function, and make more informed decisions regarding touring, performances, and live event opportunities.