

# SYMPHONIC

The Ultimate Checklist for  
**Throwing a Release Party**  
on a Budget



You're about to release a project that you've been working on for months and you couldn't be more excited, but you're worried that with your indie artist budget, you won't be able to afford a release party.

No matter how big or little your budget is, we're going to make sure you throw the most memorable release party! Whether you're releasing a full-length studio album or a single, a release party is a great way for getting your fans and potential fans, excited about what's to come!

Planning a release party isn't that much different than a gig. A lot of the behind-the-scenes details are similar but what happens at the event is what sets things apart.

## **Stick within Your Means**

First things first, let's talk money! Release parties tend to take huge cut out of your account than gigs. There isn't a cover charge for fans and press to be apart of this event simply because it is a party and not a gig.

You wouldn't charge your close friends to come hang out and enjoy things you like at your place, right? So don't charge your fans to come enjoy your music at a party with you. A free release party, if done well, can create more word-of-mouth buzz than you think.

Your main goal is to gather some of your closest fans, friends, and press to get a taste of what you've been putting your heart and soul into lately, your new music.

When putting together your budget, here are a few things to consider:

- Are you willing to pay a venue hire fee?
- How about a bar minimum in addition to that fee?
- How much do you want to pay for advertising and promotions?
- Is it an event that you can promote solely on Facebook or do you need posters printed?
- Do you plan on hiring a street team to help spread the word?
- People LOVE free things, do you plan on giving away free merch?
- Are you getting physical copies of your release made?
- Are you printing cards with the Spotify Code for it?



If you're iffy about what venue to book, think about the genre of your release. Does it have a Indie Alternative vibe? How about a coffee lounge that has late hours. Maybe it has a Neo-Soul feel to it? Check out local art galleries!

While you want to throw a memorable party, being realistic is key so that you have cash leftover to further promote your new release.

## **Make the Night Memorable**

The best thing about a release party is that you can have a lot of fun by doing something different at your event. Think about what's going to have your fans talking about it for the next few days or even months. Give your fans something to remember but keep in mind the venue's policies and, of course, the law.

Here are few ideas to make your night unforgettable:

- Create a contest to giveaway tickets for a private concert
- Mix up a signature drink or hor d'oeuvre
- Have a trivia contest to see who knows you and your music the best

Whatever you decide to go with, make sure that it brings people to the event, gives the press something to write about, and be the topic of many discussions after.



## Book Your Venue

Finding the right venue for your release party all depends on how many people you're thinking about having, how much of your budget you allocated for this, and accommodation.

Here are some things to do and keep in mind when searching for a venue:

Create a rough estimate of how many people you can pull in

- Don't forget that free shows tend to bring in more than paying shows

Find a venue with a decent price since you won't be making money from the event

- Be sure to ask about bar minimums to see if you can meet it without spending too much

Keep in mind the accommodations that you want to make at the event

- If you're booking a restaurant as the venue, they can probably help out with food

If you don't have enough for a venue, that's fine! You can always have the event at your place, a friend's home, or a park! Don't limit yourself.

## Create a Solid Itinerary for the Night

Your release party is your night to shine and show people why they should be excited about you, as an artist, and your new music! Having a solid schedule for the event will not only help things to run smooth but entertain your audience as well. Choosing some other well known, similar local acts can help to draw more fans to the event.

If you're doing a free event, some people might not be familiar with your music but they'll come out because it's free to experience something new. You can book a DJ to play in between sets and/or after the event while people are mingling and chatting.

Putting a solid itinerary together for the event before you book a venue can make it easier if you haven't done many events before. This gives the venue added confidence that you're going to have a good turnout.



## Promotion is Key

This is one of the most important things about planning your event. If you're not promoting it, how will people know? Having a free release party with perks can play up to your advantage when you're promoting. You can talk about all of the special things you plan on doing during the event and your release! Let fans and the press know why this project is important to you and why you've selected them to come out. **People love to feel special.**

If you're new to promoting a show, here are some tips:

Gather all of the details for your event

Refer to the itinerary you made

Take some promo photos if you haven't yet or use your release cover

Make sure the design is eye catching

Make a list of all of your contacts

Build a promo package to send to local press or bloggers/vloggers

- Include information about the where and when of the release party, other acts apart of it, accommodations, etc.
- The further in advance that you send this, the better!
- Make yourself available after the party for any press that wants to interview you
  - ♦ Special tip: Press members love free drinks

Go the extra length - if you need to personally manage the Facebook Event Page for the party, do so! Respond to comments, post regularly to remind people until the event, and be yourself!

Speaking of social media, you can run a contest to pump fans up before the event

Find something significant to your release and have fans post something in regards to it

- This also works as free promotion from your fans

Following up is CRUCIAL!

- Keep all of your lines of communication open at all times, especially as the release party draws closer
- Send out an email to your contacts reminding them of the show even if you've already posted about it on Facebook

## Don't Forget the Goods

Promotion and logistics for the release party are important but your music is the reason why you're throwing the party. Your new release should be available and on sale for fans at the show. You can get printed cards with the Spotify Code to your release, have physical copies on hand, or download cards.

Think about any merch that you want to sell at the party. You can get printed T-shirts with a graphic or special typography related to your release. If you have any merch that you regularly sell at shows, like dad caps or stickers, you can add those to your merch table too! This is your opportunity to make some money to help your pockets recover after the event.



## To Conclude...

Our marketing team would love to collaborate with sponsorships and even help with any of your printing needs. Reach out to [marketing@symphonicdistribution.com](mailto:marketing@symphonicdistribution.com) and let us hear about your next release party.

Symphonic Distribution also offers a multitude of marketing services that can assist you in planning your release party. Click below to learn more about our release campaign service, Symphonic Social, and all of our other marketing services.

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