



SUPERMARKET ARTIST GIG GUIDE

Production Manager: Sebastian Cook | sebastiancook@gmail.com | 416-573-8055

Sound Engineer: Byron Patterson | wbpatterson93@gmail.com | 905-220-9565

Whether we came to you or you found us, whether it's your first gig here or you've been here before, welcome to Supermarket! We've put together this Artist Gig Guide to help ensure that your overall gig experience here is as smooth and positive and well-promoted as it can be. Please read it thoroughly and get in touch if you have any questions.

PROMOTION AND PUBLICITY

Supermarket is a destination venue with very limited walkup traffic, and we host 25-30 events every month. As such, we do primarily rely on artists and/or promoters to bring the audience. That said, we strive to do our venue-side promotion part to the highest standards possible. Here's what we offer to help promote your event:

- Monthly press release (distributed one week before the start of the following month) that lists all shows with a short artist description that goes out to our Toronto and GTA-area media list, which is mostly focused on the CBC, community radio, blogs and online tastemakers, and whatever print still exists
- Weekly e-blast to our Supermarket email list
- Weekly Facebook/IG posts every Monday that lists all shows happening that week
- Dedicated daily Facebook and Instagram post for the event happening that evening
- Daily tweet for your show that evening
- Calendar listing on our website, www.supermarketto.ca, with short artist bio and photo
- 75 x 11"x17" posters distributed in the west end of Toronto that list all events for the month
- For out-of-town/touring artists ONLY, we can help connect you with a street team to distribute promotional materials, and local printing suppliers, at artist expense. Email sebastiancook@gmail.com or call 416-573-8055 to make arrangements

Here's what we need from you to execute our side of promotion and publicity:

Required:

- 100-word artist bio (we reserve the right to edit for style and brevity)
- High-resolution (300 dpi) AND web-resolution (72 dpi) artist photographs
- Your artist website and social media links
- Links to Facebook events or other online promotions you create

Nice to have:

- 1080x1080 Instagram image
- Facebook cover image (1920px wide x 1080 high)
- 1-2 mp3s for publicity purposes and posting on our website

ADVANCING

Please send your tech rider (stage plot and input/patch list) to our lead sound engineer **Byron Patterson** at wbpatterson93@gmail.com no less than ONE WEEK before your show, and CC production manager **Sebastian Cook** at sebastiancook@gmail.com.

If you don't have a rider, get in touch with Byron and he'll let you know what he needs to provide your band with the best possible sound experience.

LOAD-IN/SOUND CHECK

For single-band shows, load-in time is typically 5:30pm with a 6pm sound check. We can be flexible for shows that have multiple acts or events that start earlier in the night. If you can't make it for that time, let us know in advance and we'll ensure that you get a line check right before your show.

SOUND CURFEW

For events Sunday to Thursday, the room is yours from 7pm to 1:30pm, although we don't necessarily recommend going that late on school nights.

For Friday and Saturday live music events, the room is yours from 7:00pm to 10:30pm. We have DJ parties that start at 11pm on weekends, so 10:30pm is a hard curfew.

HOSPITALITY

We offer 2 domestic beers OR rail mix drinks per artist. If the room is packed, maybe we'll be a little more generous. Meal buyouts of \$20 per artist are provided for touring artists only. Absolutely NO outside alcohol is permitted in the club.

BACKLINE & TECH SPECS

See our club tech & backline rider on the following page for what we offer:



SUPERMARKET - BACKLINE & TECH SPECS

<p>Stage dimensions: 16' wide x 12' deep x 2' high</p>	<p>DJ gear: 1 x Pioneer DJM-750 mixer 2 x CDJ-900s 2 x Technics SL-1200 turntables</p>
<p>Mixing console: Midas M32 digital + 24-channel XLR snake</p>	<p>Instruments: Yamaha Maple Tour Custom drum kit: -22" kick, 14" snare, 16" floor tom, 10" rack tom Sabian cymbal pack:-BB 20" rock ride, AA 18" thin crash, AA 17" stage crash, BB 14" hi-hats Roland FP-3 digital piano</p>
<p>FOH speakers: 2 x Yorkville U2158 suspended 4 x Yorkville L5808 subs</p>	<p>Amps: Fender Hot Rod Deluxe guitar amp Traynor YCV50Blue Yorkville Bassmaster sm200 Traynor k2 Keymaster keyboard amp</p>
<p>Monitors: 4 x Yorkville E12 wedges 1 x Yorkville E10p</p>	<p>Lighting: 1 x Elation Stage Setter 24 Controller 4 x ADI LEDPar64 2 x Orca LEDPar 64 7 x Parabolic Par 64s</p>
<p>Microphones & DIs: 5 x Shure SM58 3 x Shure SM57 2 x Sennheiser e604 2 x Sennheiser e609 1 x Shure Besa 52 4 x ART PDB 2 x Radial Stagebug 5-B2 1 x Radial DI Duplex 1 x Yorkville YDI</p>	<p>Advancing contacts: Byron Patterson (FOH) wbpatterson93@gmail.com Sebastian Cook (Production Manager) sebastiancook@gmail.co</p>

TICKETING, GUEST LIST & FINANCES

Supermarket sells advance tickets for our shows through Eventbrite. Bands are also allowed to compile a reasonable guest list which entitles them to the advance ticket price. Our guest list policy is 2 guests for the bandleader and 1 for each additional artist in the band. Media guest list spots must be approved by the club.

All bands that are being paid a guaranteed fee will be paid by electronic money transfer ONLY, as we need to maintain proper records for our funding partners. We will do our best to pay bands out in full at the conclusion of your show. However, if there are ticket proceeds that need to be transferred from Eventbrite to our bank account in order for us to be liquid enough to pay out, there may be a delay of 3-4 days in settling up your account. We very much appreciate your understanding in this respect.

Generally speaking, bands playing for door deals will receive 100% of the door AFTER \$250 is deducted for sound & security costs. There will be some flexibility in this policy for door shows that do particularly well.

PARKING

VERY limited free street parking is available on Augusta Avenue after 9pm. There is a municipal "Green P" parking lot on the east side of Bellevue Avenue which is just south and west of Augusta Avenue. This lot is approximately a 3-4 minute walk from Supermarket. We strongly recommend that you load in through the front of the club on Augusta, then park in the lot.