

Barzell Studios Financial Guidelines for Host Churches Working with Signed Bands

The following general guidelines are for local churches working with our signed bands on prescheduled tours. Durocher Family adheres to these general financial policies.

Generally our bands minister for a free will offering. In addition, we are asking the local churches to supplement that by promoting the event with the following promotional package and overhead fee. This package covers basic event promotion and a small amount toward overhead of road expenses. This package consists of the following:

- 100 Letter sized Glossy Posters
- 1200 Personal invites (mini version of the poster)
- 20 11x17 Large Glossy Posters
- Event promotion instructions / Media Kit
- High resolution PDF's for your additional written promotion
- Low resolution JPG and PNG for website, Sunday projection, facebook page, and email blitz, press releases, and press photos.
- All posters are professionally designed and printed on quality glossy paper and shipped right to your door. These have the churches information printed on them so they look great and there is no filling in dates and times. This is a huge convenience, not tying up church staff producing promotional literature, and will produce the highest quality materials to represent your church and the Gospel to your community.

The following tiered fee structure for the promotional pack is based upon church size for average Sunday attendance

- \$200 Plus a free will offering with two additional churches promoting for churches with a Sunday attendance under 100.
- \$300 Plus a free will offering with at least one additional church promoting for churches with a Sunday attendance 101-200.
- \$400 Plus a free will offering for churches with a Sunday attendance 201 -400.
- \$500 Plus a free will offering for churches with a Sunday attendance 401-800.
- \$600 plus a free will offering for churches with a Sunday attendance 801-1500.
- \$700 Plus a free will offering for churches with a Sunday attendance 1500 +.

For churches of 800 or more who, for whatever reason, do not want to receive a free will offering during the event, will agree to a flat rate fee of \$3 per person based on the average attendance on Sunday morning. A church with average attendance of 800 persons in attendance will pay \$2400 flat rate for the event.

We ask that checks will be made payable directly to the ministering group, and that the offering will be received by the band the evening of the event, including all cash and checks.

Offerings will be collected and received during the event in the manner that the regular church Sunday offering is received. If the regular church offering is collected with offering

Barzell Studios Financial Guidelines for Host Churches Working with Signed Bands

plates or received as a retiring offering, whatever manner is customary, this shall be the method during the concert/ ministry event.

For special events where receiving offerings is undesirable or impractical, such as perhaps a concert in the park or where a predominance of unbelievers are present, we will work with the local churches to determine an appropriate amount. If the event is not in a regular tour, but a special event initiated by the local church, then additional travel and overhead may be required.

Additional Considerations Regarding Financing Itinerate Family Ministries.

Churches should approach this subject with a mindset of mutual blessing and encouragement rather than thinking "How much is this going to cost us?" or "What's your bottom dollar?" Touring bands have large overhead and opportunity costs and are often supporting multigenerational families. The price of fuel and life on the road, transportation, and maintenance is very high. Mechanics shops are getting \$90 - \$110 an hour to work on vehicles. Very seldom can anything be done on a vehicle for under \$1000. Each tank of fuel is around \$600 and mileage is often between 4 and 6 MPG. Bands will spend on average \$200-\$800 in fuel and direct overhead alone for each event, not to mention many hours of administration in the office, practicing, and in the recording studio. These groups show up with likely between a quarter and a half a million dollars worth of transportation, gear, instruments, and sound equipment. But above all this, lets think for a moment about music, entertainment, and the church.

Many popular groups today that are supported by mainstream Evangelical Christianity such as Switchfoot or Thousand Foot Crutch, are charging between \$20,000 and \$100,000 per night per performance. These are mostly entertainment oriented performers, and some of these popular groups have little to no real "ministry". They seldom if ever minister in local churches and when they do they are very large churches and they always their prices. People in your churches pay \$40 to \$80 per ticket to see these groups. Southern Gospel groups such as Jason Crabb and Ernie Haase are \$10,000 - \$20,000 plus transportation, meals, lodging, and their specified hired out rented sound technicians. Secular music events like Lady Antebellam or The Eagles, etc, are getting between \$75 and \$200 per ticket! People in many evangelical churches are paying and taking their kids and families to these types of events.

Our signed bands have a totally different approach to music ministry and are committed to solid ministry and not just entertainment and pop culture. Our bands create quality original music with great messages. Our bands actually minister at your church event. They personally show up, set up, hang out with your people, build relationships and often pour much into them before and after the events as much as during. Additionally, many such bands minister in prisons, recovery groups, small church picnics and community events, and very small mission churches. Our bands are committed to holiness in life and lifestyles and are worthy of our hearty and enthusiastic support. It is very unlikely that they are going to come out in support of gay lifestyles like Ray Boltz, or Jars of Clay. Nor do we anticipate them doing white trash country music like Mac Powell of Third Day, to name a few. We have a doctrinal statement of belief and practice that governs

Barzell Studios Financial Guidelines for Host Churches Working with Signed Bands

the bands that we endorse. Furthermore, the church needs to change the way we think about music and music ministry.

Secular music, like classical and singer songwriter, cantata's, chamber orchestra's, big band music, generally music that is not pop culture, (like rap, & rock,) is supported by community organizations and the national endowment for the arts. We all know what they stand for. When you go to a show at the local performing arts center the \$10-\$25 per ticket you pay does not even pay the expenses of the performers. That's why you see sponsors in the program from the local banks, chambers of commerce, and local businesses. **So it must be with the church. If we want good art and music we need to assist in underwriting it.** It is astounding that youth will pay \$200 to see Taylor Swift or Lady Gaga, teenage pop icons promoting immorality, and the church will not get behind good and wholesome music that enhances and brings to light the gospel, performed by musicians whose lives reflect Christ centered values. Finally, let's think through one more financial consideration, longevity.

Suppose as a result of the concert event two couples begin attending a local church. Not unusual. They are believers who were perhaps sick of conventional church but decide to come to the concert because they saw a poster, heard a radio ad, or were invited by someone. (Do you think there are any church drop outs out there?) They meet a kind pastor and some friendly parishioners and decide to try it out on Sunday. What happens next? They plug in and become workers and givers for the rest of their lives! The band gets one offering and the church gets offerings for the other 51 weeks of the year and for the rest of their lives. (That's a true story by the way.)

There are also the people who decide NOT to leave the church as a result of the church growing and being successful and holding great events. This is a real factor too. **Many churches are plateaued or declining.** Going into fear mode and "playing it safe" is not the answer. Being active, outreaching, and invitational, will insure a steady stream of new faces coming through the front door of your church.

These are some considerations regarding finances. All this being said, we are still a ministry. Like your local church, we have guidelines we have to follow and we need to insure we are fiscally responsible and good stewards of our time and our lives. We intentionally call these principles and guidelines and not rules, because we know one size doesn't fit all. Please feel free to discuss any of these issues regarding finances and gospel ministry. We never let finances stand in the way of networking with people who love Jesus and who want to tell others about Him.