

Paintertainment

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FAIRS & FESTIVALS ARE THEY REALLY WORTH IT?

It's a question I get a lot. Are fairs and festivals where you have to pay a booth fee and charge per face really worthwhile?

The answer is not a simple one, because there are just so many factors that affect the profitability of a fair or festival.

My short answer is this: If it is an event that you look forward to and enjoy doing, gets you more hourly gigs, and you make as much or more money than what you would have booked in hourly gigs had you NOT done the fair, then yes. If you're turning down a lot of hourly gigs to do it, spending a fortune on booth fees, the event is a total drag or could have zero attendance if bad weather strikes, then probably no.

Here are some things to think about when considering working for a festival:

WEATHER EFFECT

Is it possible for bad weather to completely wipe out any potential for income? Most 1 or 2 day outdoor festivals come with a huge risk of being a total washout. At a week long fair, people are more likely to just come on the nicer day rather than skip the whole event.

ATTENDANCE

Is it a well attended event? Any well organized event that has been around a while should be able to tell you how many people attend every year.

EXCLUSIVITY

Are there other face painters already at the event? If so, I personally stop there. I do NOT intentionally take gigs from my local painty friends. If not, make sure that the event organizers agree not to allow other painters in if the attendance size cannot support two painters.

BOOTH FEES

Some people have a rule where they only do events if their booth fees don't go over a certain percentage of what they bring in. For new fairs I've often been able to negotiate the price or percentage, or only pay a fee after I've reached an amount that makes it worthwhile for me. Sometimes I've even gotten free booths. Whatever the arrangement, it's important to ensure you don't end up paying to be there in the end.

TYPE OF CLIENTELE

The type of event plays a huge role in a painter's success. I've had nothing but bad luck at craft fairs and car shows, as they are mostly attended by people there to see things or buy specific items, not spend money on kids. You'll have the most profit by attending events that aim their advertising and entertainment at children and families.

LOCATION

Unless you make a pretty guaranteed huge profit and have free lodging, events that are very far from home tend not to be as worthwhile. Out of town events will only lead to more out of town gigs, eating up a lot more time and gas to make the same rate you'd make at home. However, if I can make a family trip out of it, I'm willing to go just about anywhere!

PERSONAL ENJOYMENT

This may sound like a silly thing but it's worth considering. Do you enjoy the event? If it's a drag, it had better pay REALLY well in my book. After all, getting paid to do what you love is a main driving force for most artists!

SETUP

Will you be set up in a building, or do you need to provide your own outdoor shelter? If you have to invest a lot in a booth still, just be aware that it may take several festivals to pay for your setup before you become profitable. So, either start small and add to your setup as you go, or go big and stick with it until you are able to make a profit.

RESEARCH

My number one tip for choosing a successful festival is to attend it this year as a visitor, and then apply for it next year if it seems like a well attended and appropriate event for you. See for yourself what the crowd and working conditions are, talk to some vendors, and pay attention to how guests are spending their money. This small investment in your time can save a huge investment of money!



My county fair booth! I'm indoors which removes the weather factor & I don't need to invest in a shelter.

Paintertainment.com

What's News?



On Youtube:

Be sure to check out our channel as I've started publishing step by step face painting designs like this Lego man!



NEW Products:

This month we've added new patriotic themed options to our custom word menu design service!



I'm Coming to Belgium!

It's official...tickets are booked! Gretchen Fleener is coming to Belgium's JAMvention this October!



July Coupon Code!

10%
off

Enter code **FESTIVAL** at checkout. Shopping cart must total \$25 or more before shipping and taxes. One coupon code redemption per customer. Offer expires 8/20/16.

