

**UNIK**ENTERTAINMENT

*How to join us?*

## ARTISTS APPLICATION

# THANK YOU FOR YOUR INTEREST!

Before requesting to join our network please read this brief guide in order to have an idea of how we work and what we ask of you for you to become part of our artistic offer.

### ➤ HOW MUCH DOES IT COST YOU TO JOIN?

NOTHING! Joining Unik Entertainment is absolutely free. The selection of Artists is based on merits and exclusively related to experience, skills and the work CV.

### ➤ WHAT ARE WE LOOKING FOR?

We are looking for specialized artists available for private parties, weddings, corporate and public events. We do not perform Promoter or Agent duties and we do not promote artists individually. Unik Entertainment promotes itself as a resource to finding the perfect entertainment for an Event, putting directly in touch Client and Artist and advertises the services it provides in terms of artistic consulting. When we accept to collaborate with our Artists we keep in mind a lot of factors that range from the quality of the promotional material provided (photos, audios, videos), to the work CV, the fee they ask for, which has to be competitive to the one requested by other Artists present on the market, to the quality/level of the performance, to the reliability and professionalism of the Artists. We only accept artists that are aligned with our requests, that contribute to improving Unik Entertainment's image and whose creativity and competence can bring something new and unique to our repertoire.

You have to be able to promote yourself to the public, through your skills and the promotional material you will provide for us, material that will showcase how well you are able to satisfy the Client's demand and expectations.

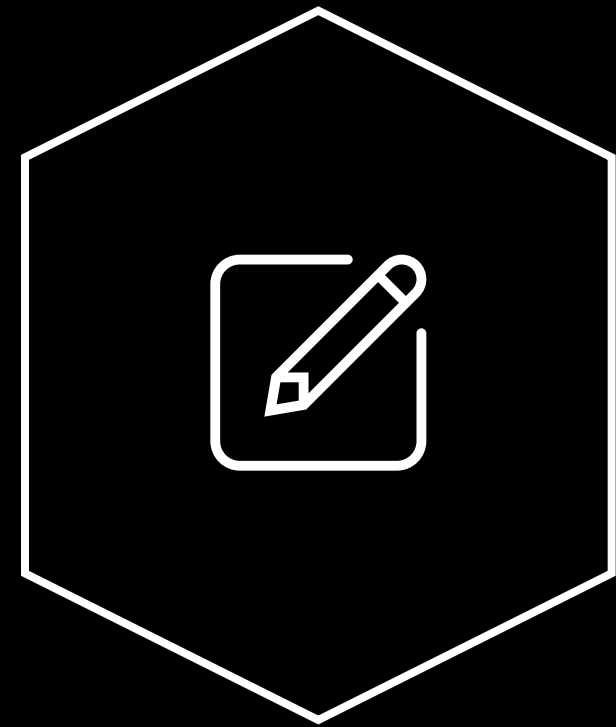
### ➤ CREATING YOUR OWN PROFILE

Once you have been selected, Unik Entertainment will provide to insert you into our site, creating a personal page of what you do with a description, photos, audios and videos of your performance.

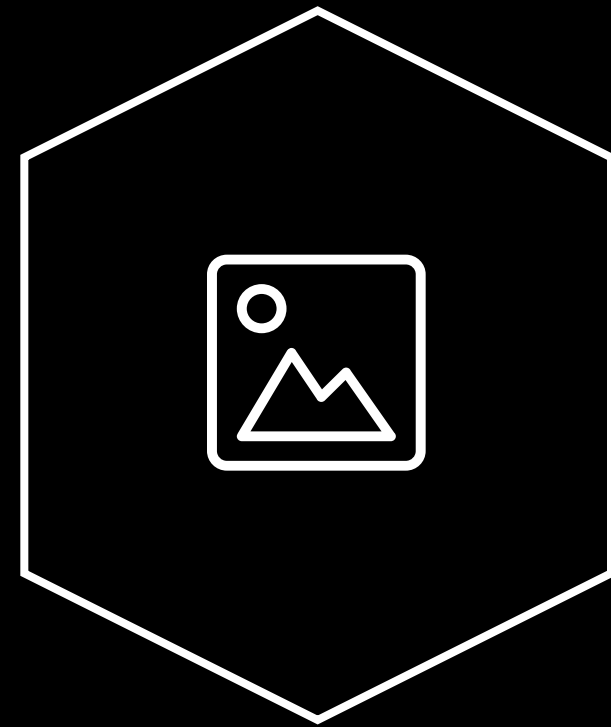
In order to do that we will need you to send us all the necessary information and the useful material for the creation of your profile, to which all the potential Clients will be able to access and consult and through which you will be able to advertise your offer.

ARTISTS APPLICATION

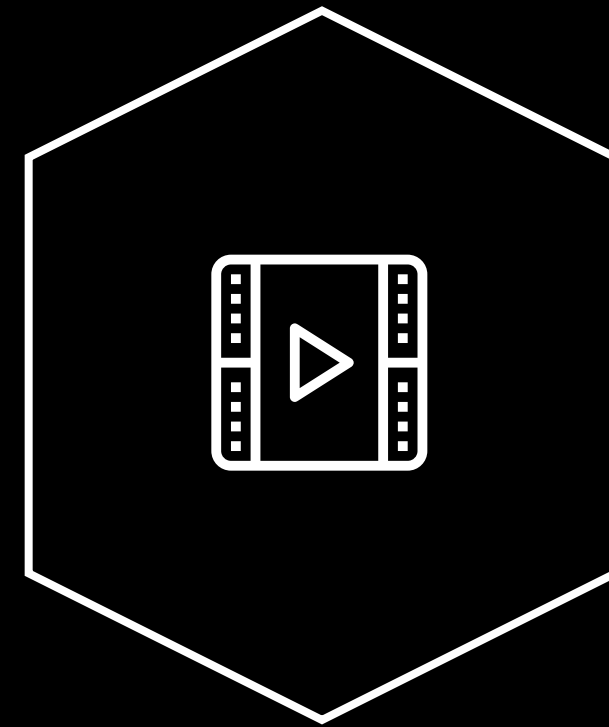
**WHAT DO WE NEED?**



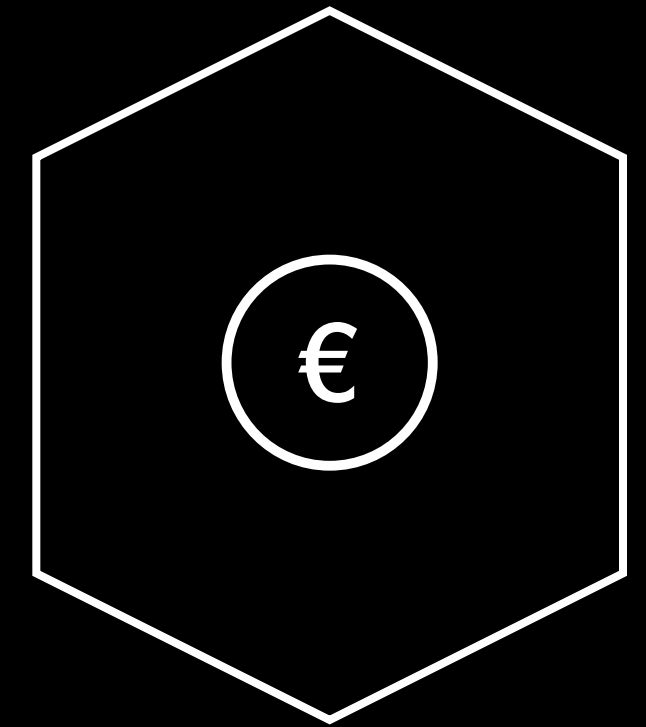
PRESENTATION



PHOTOS



AUDIO & VIDEO



FEES

## ARTISTS APPLICATIONS

### > PRESENTATION

A description of what you do and your artistic skills, including the most significant experiences you have had regarding work, like participating at important events or performances for recognized brands. That description will be entered on our website in order for the Clients to be able to have access to your personal presentation and have more information on your behalf about the specifics of your show/type of entertainment.

### > PHOTOS

Images are crucial for impressing a potential client and assuring us a great business card that will bring us interesting work possibilities. We have to make sure to be competitive in a market that gives more and more weight to one's image and where only the Artists with a professional presentation gain the public's trust and book the shows.

### > AUDIO & VIDEO

The video and the audio material you will provide us with are an important resource for your business. Aside from assuring high level standards for your show and good audio quality, you will have to check that the video you will prepare and the performances you decide to use to advertise yourself will respond that those that are the Client's needs and desires in terms of the market demand, performance levels and competitiveness, that way you will guarantee the uniqueness of your act and will be able to communicate in a few minutes and with brief pieces of your show the added value that you can offer compared to the other Artists.

### > FEES

When you decide the fee you want to perform for, factor in all the different elements that influence your position in an extremely competitive market. The Clients that contact us usually specify the type and style of show that they desire, the available budget, the location and the date of the event. For your profile to be effective you have to give us a "base" quote, indicating the length of the performance and the eventual alternative depending on the options of the show that you provide, which then will allow us to immediately inform the Client in an explicit and precise manner.

## ARTISTS APPLICATION

# COLLABORATING WITH UNIK ENTERTAINMENT

### ➤ **OUR COMMISSION**

Unik Entertainment adds a commission to the base fee that you ask for and have communicated to us. We therefore strongly suggest you give us a DISCOUNT, in order to be competitive on the market and avoid asking a higher quote from the Client comparing to a direct booking. This will allow you to be contacted again in the future for other events and to create stable, professional and durable relationships of collaboration.

We give priority to those Artists that show us a will of cooperating with us and that work in complete fairness and professional conditions. If you ask for fees that are too high, the Clients, that have access to our database of artists and their personal pages on our website, might prefer similar shows to yours with more modest prices.

We therefore advice you to assess very well the quote you will give us and thus, the final Client... you could fail to book work that would then present future opportunities for you.

### ➤ **THE STRENGHT OF UNIK ENTERTAINMENT**

Unik Entertainment's success comes from having complete and detailed Artists' profiles, aside from providing an always accurate and impeccable service at extremely competitive prices. We build relationships and communicate information, and that allows both the Clients and the Artists to be constantly updated and our public to be advised at best. Collaborating with Unik Entertainment means entering a tight competition with lots of Artists of getting the Event. In return you will give the Client a highly professional and trustworthy image thanks to you collaborating with a prestigious business, that guarantees for you and that offers note-worthy services to both parties. You will have the possibility to be contacted again for future shows thanks to the feedback that we will have from your performance and the partnership we will create with each other.

## ARTISTS APPLICATION

### ➤ **BUILDING RELATIONSHIPS**

The Client is the one that always chooses the Artist that fits most to his demands and possibilities. Being presented with several alternatives it will be chosen the Artist whom it is most easy to collaborate and get in contact with, and that presents himself as most likely to meet the client halfway, especially with the monetary matters.

To be included amongst the most recommended Artists you have to follow this page's advice and indications. Try to be as cordial, polite, professional and flexible as possible. We need your full availableness and handiness, you'll make a good impression if you will be easy and quick to be contacted and you will have immediate and complete responses to our inquiries.

### ➤ **AVOIDING CONFLICTS WITH DIRECT BOOKING**

If you have your own website, to avoid any conflict of interests and booking issues we kindly ask you to write down the details of the event which we are contacting you for (location/date/notes) that if the client contacts you directly at a following time for the same event, you are aware of the fact that you have been advised and proposed by Unik Entertainment, and redirect him to us.

We advise you to use a second "act name" in order to avoid the risk of getting searched by the client through google and tried to be contacted directly by him. Unik Entertainment undertakes the task of promoting and recommending the Artists by investing time and resources into it and without asking for a monetary return from you and without applying additional promotional costs at your expenses. Thus we ask for fairness from our Artists and collaborators. It's crucial for us to know that our Artists do not accept direct bookings from Clients that came to know you and your art through the effort of Unik Entertainment. We have to work together to assure both of us the most advantages from the events we work for in full respect for each other.

# GET IN TOUCH

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