



## Organize your own music or art event

A concert, an open stage, a meeting with friends – whatever form your peace event takes, we are looking for you to **become part of the Live Peace movement**. We invite everyone – cities, NGOs, schools, musicians, artists, and individuals – to host a concert or art event under the name “**Live Peace**” on September 21st (1 or 2 days before or after is also possible).

Through our shared message “**We want peace and an end to all wars**” and the use of the **Live Peace logo** in your communications, we want to show, that we are a large and unified movement – to gain as much attention as possible **for Peace**.

Register your event online [here](#) and receive our support in promoting it:

- list your event on our website
- provide access to our Logo and design templates, so you can use our Logo on all marketing materials and use our templates for your poster and flyers
- Clearly you can get also in touch with us, if you need any help. Just mail to [contact@live-peace.com](mailto:contact@live-peace.com). If necessary, we can also make a video call with you.

Larger events (where ticket sales are needed for funding) can get more support from us. Please see below an overview of the possible tasks in a larger event and where we can support you:

Topic	Local organizer	Live Peace
<b>Negotiations and contracts</b> with the artists, location and any service providers (e.g. sound system, lighting, etc., if needed).	→ your task	
Funding	<ul style="list-style-type: none"> <li>→ <b>Create a budget</b> that can be covered through ticket sales and/or sponsorships, and share it with us for review.</li> <li>→ <b>Reach out to local sponsors</b> who may be interested in supporting the event.</li> </ul>	<ul style="list-style-type: none"> <li>→ <b>We offer a ticketing and online donation system</b>, which you are welcome to use for free. We will add your event to the app once we have received all the necessary information.</li> </ul>
Marketing material	<ul style="list-style-type: none"> <li>→ <b>You coordinate local marketing efforts</b> to promote the event and sell tickets.</li> <li>→ <b>You create social media accounts</b> in your local language (if they do not already exist).</li> <li>→ <b>You produce dedicated social media content</b> to engage your audience and raise awareness of the event.</li> </ul>	<ul style="list-style-type: none"> <li>→ <b>We can provide posters, flyers, and teaser video</b> drafts which you can easily adapt to your event</li> <li>→ <b>We will create core social media content</b> that you can use and adapt for your channels.</li> </ul>

**#wewantpeace**



Sub-page on our main website	→ You provide text and pictures	→ We create a dedicated event page of your organization and event on our webpage
Liability for organizing the event (incl. all needed staff)	→ Your task	
Concert insurance		→ <b>We can provide insurance coverage for your event</b> after we have reviewed the event details and your background.
Music license	→ In most countries, you are required to pay a certain percentage of your income for licensing fees (e.g. performance or music rights).	

**Here are some tips to keep costs low and cover your expenses:**

1. **Find a free or low-cost venue** – such as a city hall, a church, or a restaurant/bar you have a connection with.
2. **Work with artists who perform for free** – you can offer to cover their travel expenses or give them a percentage of the profit.
3. **Choose venues or artists who can also provide technical equipment** – this can save on rental costs.
4. **Recruit volunteers** – ask friends or supporters to help for free.
5. **Use affordable marketing materials** – posters and flyers can be produced cheaply.
6. **Sell tickets** – this helps cover any remaining expenses.
7. **Reduce financial risk** – use contracts and clearly state that ticket sales are subject to cancellation, if you're unable to secure the necessary funding.