



thank you
for deciding
to host the



JUSTO LAMAS GROUP
CONCERT





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*We will go together through this process step by step.
Do not hesitate to call or write if you have any questions.*



United Cultures, Inc.

PO BOX 112276 • Carrollton, TX • 75011 Tel.: (214)912-1483

E-mail: concerts@justolamasgroup.com

Web site: www.justolamasgroup.com



Set date and time of the concert

Once the date is booked you set the time of the concert. We know you have to meet certain requirements with your administrators depending on the schedule. Our experience has been that morning is best, but not so early that people cannot get buses and drive there in time. The concert lasts 90 minutes. Teachers should allow extra time for the students to visit with our artist after the show.

Inviting other schools

Initial contact

We will make the initial contact with teachers in your area. We will send free materials packets and invitations to the schools within a reasonable driving distance giving the date and location of the concert. You will be listed as a reference so local people can contact you to find out what this is all about.

The free materials packet includes a free DVD and a free preparation CD in order to get to know Justo and his music. Schools will make online reservations at http://www.justolamasgroup.com/reservation_form.php

They will contact us in the case that they need to change or cancel their reservations. You will receive a copy of each reservation by e-mail.

We ask you to suggest which schools or towns in your area would be likely to attend.

When we make the initial contact, people are told to contact us by e-mail. They will receive complete instructions by automatic e-mails after they make their reservations.



Reservations & payment

We ask the host teacher to try to estimate the number of seats he/she will need for his/her students. All schools need to make reservations through our web site. We will take the payments from other schools. When the payment comes in, we will notify the host teacher.

We take "tentative" reservations which we can hold until we reach "sell-out status" (if everyone who has reservations comes we have no seats left) then we have to require people to give us an exact number and pay their reservations. We ask to send payment one month before the concert date.



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You, as the host teacher, should reserve the best seats for your own students. This is only fair since you are the Mover and Shaker making this possible. Then some teachers go with the General Admission plan, simply having the groups come in and get seated in the order they arrive.

We have found that the Reserved Seating plan it is much more effective. If you assign seats in the order the payments are received, people will pay more promptly. We have to ask you to do the job of assigning the seats because you are there on-site. The simplest way to assign seats is to ask the theater person for a diagram of the theater. Make a copy for each group and highlight only the area assigned to them. Make a master map and mark the areas as they are assigned. (If they do not have a diagram, perhaps one of your students who is good with computers could design one.

Then the theater people would have one for future use.) As the groups pay, we notify you and you select the best seats available at that time for that group. As the groups check in with you in the lobby upon arrival, give the assigned seats map to the lead teacher.

Some host teachers go "all out" and even label the aisle seats with the name of the schools that are to sit in that area. Whatever you feel most comfortable with is what you should do.

We have to count on the host teacher for several things. The main one is organizing the seating as we have described here, getting people in and settled and starting the concert.

Student participation

General group:

1) Students will want to make posters, signs and even t-shirts. You are welcome to download any photos on the website, no need to ask permission first. This gives a more "concert-like" atmosphere to the show as you have seen in the DVD.

2) During the show our artist will pick some students from the audience to interact with him on stage.



Prepared participation:

1) The host school has the option of forming the dance group to perform on stage (check with us which song they need to practice). The students can prepare choreography with this song (If the host school's students do not want to do the dance, the host teacher should offer this opportunity to the next school that reserves seats.)



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The “costumes” should be just normal, modern clothing. Please avoid stereotypical images of “Latin American” costumes. The students might want to coordinate colors. Just be sure the clothes are appropriate for school and do NOT cost extra money for the students.

2) If the host school or another participating school has an outstanding singer, he or she may sing a duet with our artist (contact us to know which the song for the duet is). Please be sure this person has a truly powerful voice.

If you have someone, we will supply the music so that he or she may practice. The student should learn the melody and if it is too much to memorize, then the student could sing just the first verse and chorus or just the chorus.

Sometimes there are two or three outstanding singers. If they can work out a way to feature each one, we want to showcase as many kids as possible.

Preparing for the concert

1) *The artist’s arrival at the school*

■ Technical people meet our artist 2 hours before the concert time to do the sound set-up and check. If we are bringing in the sound, we need access to the building at least 3 hours before show time.

Students who are participating in the concert need to be there one hour early to practice with the Justo Lamas Group artist. No other students should be allowed in the theater while our singer is preparing for the show. Only those who are techs helping with lights and sound, those designated to help the artist and the teacher, and those participating in the show should be allowed in.



■ Make signs to guide us to the appropriate door, preferably the one that leads backstage. Be sure to designate a parking space for him that is conveniently located for unloading. You can assign this task to some students who want to help.



■ Have the dressing room ready for our artist to store his things. (This can be an official “dressing room” or another room close to the back-stage area. If possible, this room should have a lock so that they will be able to leave their things safely and not be disturbed while changing.)



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2) Helpers

We need four strong, responsible students (male or female) who will be assigned to our artist for the entire time. Their duties include:

- Meeting us at the unloading area
- Carrying in all the equipment
- Providing a wheeled cart to help with this job
- Showing us the dressing room
- Helping us backstage before and after the show
- Watching for anything the artist needs done

3) Souvenirs & autographs

If the administrators are going to allow students to purchase souvenirs, please have:

■ Two large tables and four chairs, located where the students will be exiting. One table is for sales and the other for autographs. We prefer to have the tables side by side. (If the administration objects to any of these arrangements, do whatever you have to do to please them. We understand these problems.)

■ Four very reliable students to help with sales and 2 adults to help control the crowd. You might ask for parent volunteers to do this. The host teacher needs to be free to be handling other things at this time.



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Justo Lamas Group Agreement

■ In “hosting” a Justo Lamas Group concert, all we ask of your school is that you allow us to use the theater/auditorium facility. We need theaters with a capacity of 400-2000. The tickets price for your students will be set according to the auditorium capacity and their socioeconomic possibilities. Adult sponsors are free. (We allow about 1 adult per 15 paid tickets; we encourage adult attendance for better behavior) The host school’s students have the additional “discount” of not having to pay extra for transportation as the other students are having to pay. (If teachers contact us, we can approve “scholarship” tickets for children who cannot pay.)

■ We need a minimum of 400 students to do the concert.

■ We pay for all expenses out of the income from the concerts. We handle promoting the show and collecting the payments. We take the reservations and pass that information on to the “host” teacher because he/she is on-site and can best make the seating assignments. The front seats are reserved for your school’s students, others are assigned seats in the order they pay. We do everything we can to sell out the theater. If we do not, there is absolutely no financial obligation on your part.

■ We know that about 90% of the schools do not have adequate sound for a concert, so we will bring in rented equipment if necessary. Our sound man is John Vassallo of Rochester, NY. If your school is within 8-10 hours drive, he comes personally. If not, he arranges to rent local sound equipment. Again, we take the financial responsibility for the sound equipment.

■ In the event of cancellation due to emergencies such as, but not limited to, weather problems and illness, all money that has been paid in to our company will be refunded in full.

■ Each United Cultures/ Justo Lamas Concerts program begins when the concert start and ends upon the completion of the show. United Cultures/ Justo Lamas Concerts, its affiliates, directors, officers, employees, group organizers, sponsoring schools and organizations, along with any person or entity employed or utilized by United Cultures /Justo Lamas Concerts, cannot be held responsible for any injury, loss, damage, accident, delay resulting from events beyond its control including -without limitation- acts of God, war, strikes, sickness or quarantine, government restrictions or regulations.

■ United Cultures/Justo Lamas Concert, Justo Lamas, employees, artists, directors, the host school or theater cannot be held responsible for problems caused by the improper behavior of any students. If any student behaves improperly to the point disrupting the concert, he/she will be removed.



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Final steps check list

*The items have been explained before in detail,
but this check list will help you make sure all is in order.*

Parking directions in place.

Dressing room ready (please have 4 bottles of water on hand-not cold).

Helpers.

Sound & light people informed and in place.

Participants informed to be 1 hour early.

If you chose to have General Admission, be sure to have your students' section marked "reserved."

If you chose Reserved Seating, be sure to have the sections marked, or have theater maps for the teachers.

Sales: be sure tables are in place, helpers assigned and present.