

SHEAF ST.
EXTERNAL PROMOTER

PROMOTOR PARTNERSHIPS



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INTRODUCTION

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Sheaf St is a multi-purpose event space in Leeds city centre, a club, a bar and a café.

Serving up an eclectic programme of events, locally sourced fresh food and fun welcoming parties for nice, friendly folk.



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ETHOS

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Sheaf St is not a full time club, we are a blank space that likes to host a whole variety of events including club nights, gigs, performing arts and private parties across our three different spaces. We are not driven by profit but by a genuine want to curate amazing experiences.

Sheaf St is brought to you by 'The Wunderkind Group' an independent business that also runs

[Duke Studios](#) – Creative coworking space

[Duke Makes](#) - Digital Fabrication lab

[Testbed](#) - Large event space (Work In Progress)

[In Good Company](#) - Public Art Projects

[BIG DISCO](#) – One day festival for 4,500 people with the world's biggest disco ball.

{THE DEAL}

We operate an application process for external promoters, reviewing proposals on a case by case basis. We're looking for interesting, exciting and varied bookings.

We require an upfront £500(inc VAT)* deposit. This is fully refundable if you hit our bar target of £2,500, if not the deposit is retained in full and goes towards staffing and venue costs.

A £2,500 bar target is easily surpassed with a well attended event.

*We do offer alternative arrangements for underrepresented communities

{CAPACITY}

Max capacity across all three spaces is 380

{LICENSING AND OPENING HOURS}

Thursday, Friday, Saturday until 4am
Sunday-Wednesday until 2am

Club night events run 11pm-4am or 10pm-3am.
Yarden Party events run from 5pm-Midnight.

THE BASICS





WHO PAYS FOR WHAT

{VENUE}

- ENTERTAINMENT LICENCE
- PRS-PPL LICENSING
- TECH ASSISTANT
{ SOUND / LIGHTING / VISUALS }
- BAR STAFF
- SECURITY
- BAR STOCK
- BOX OFFICE STAFF

{PROMOTER}

- ARTIST FEES & EXPENSES
- HOSPITALITY RIDERS
- EXTRA TECH RIDER
{ANYTHING NOT LISTED ON IN HOUSE TECH LIST}
- ADDITIONAL TECH STAFF
- ALL MARKETING
- ANY ADDITIONAL DECOR

THE VENUE

We are in intimate venue with a small team but we have a big output, grand ambitions, and a space that's unrivalled in Leeds in terms of atmosphere and tech fit out.

We host local talent with visits from international artists, often playing to a much more intimate capacity than they usually would.

Max capacity 380 - we don't over sell our events, we deliberately come in under our legal capacity in order to ensure people have room to move and dance, like properly dance.





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The Event Space

Our main room, a highly spec'd and fully renovated former belt factory in the centre of Leeds. We are a Pioneer Pro Audio sponsored venue with a full Pioneer Pro Audio sound system the same as found at fabric, London.

We provide everything you need to run an unbeatable club night, with built in bar, cloakroom, toilets and full top spec club facilities.

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The Yarden

A unique outdoor terrace with treehouse DJ booth, home of the famous 'Yarden Parties' - a summer long series of daytime parties. The Yarden adjoins the event space and comes with all bookings.

From May to September it has its own dedicated sound system and can be used on its own or as additional party space (restrictions apply). In the non-summer season it acts as an outdoor smoking and chill out area.





The Cafe Bar

A café by day, an intimate bar space come early evening/night.

Before 11pm the café is open to the public and cannot be a ticketed space.

Beyond 11pm the area is available as a second bar at Sheaf St's discretion.

For club nights this acts as additional space with the same music as the event space.

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BOOKING POLICY

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{BOOKING POLICY}

Sheaf St. has a booking policy which applies to all internal and external bookings – the policy aims to help address some industry wide issues.

- 1.The White Male Dominance of Electronic Music
- 2.The Spiralling Cost Of Headline DJ Fees
- 3.Disproportionally Low Support DJ Fees

{LINE-UPS}

The policy is part of our efforts to ensure line-ups at Sheaf St are varied, diverse, and inclusive. Aiming to readdress the balance of opportunity, both within individual nights, and across our output as a whole.

We expect proposed line-ups to uplift those who are underrepresented in the scene. We want a good gender balance, and diverse backgrounds



{BOOKING POLICY - FEES & TICKETS}

We enforce a maximum fee payable to headline artists, and minimum payable to support acts. This helps keep events viable for all involved.

Headline act fees should not exceed 30% of the total potential income for a sold-out event.

FOR EXAMPLE

X 380 TICKETS @ £10 EACH = £3800 TOTAL POTENTIAL INCOME

30% = £1140 MAX HEADLINE FEE.

All support acts should receive a minimum fee of at least £150. Promoters who also DJ can DJ their own nights using ticket income in lieu of a fee.

Ticket prices should not exceed £25
Average tickets for Sheaf St are around £12

We follow the policy internally to curate our own bookings. We require all externally promoted events to abide by our policy in order to host an event with us.

{BOOKING PROCESS}

1. Fill out our booking application at the end of this brochure
|
2. Your proposal is reviewed
|
3. We may ask to chat or arrange a meeting
|
4. Successful proposals are offered a date
|
5. You are sent a digital contract and online payment for your deposit
|
6. Your event is confirmed once your deposit clears
|
7. We link you with a DICE rep to get your event setup
|
8. We approve artwork, then your event goes live and tickets go on sale.
|
9. We send you an events advancing form to gather info, assets, and tech riders.
|
10. Your event takes place.
|
11. Ticket income/door takings are paid out. If targets are met your deposit is returned.



TECH SPECS



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{SOUND}

X5 - POWERSOFT K SERIES AMPS

X4 PIONEER XY218S SUBS

X4 PIONEER XY122 12" PLUS 2" MID HIGHS

X12 PIONEER XY81 8" PLUS 1" MID HIGHS

X1 PIONEER XY215S SUB

X4 PIONEER XPRS 12 ACTIVE MONITORS

X2 PIONEER XPRS 10 ACTIVE MONITORS

MIDAS M32 SOUND DESK

{IN-HOUSE DJ EQUIPMENT}

ALL KIT SUPPLY FREE OF CHARGE AT THE DISCRETION OF
SHEAF ST, SUBJECT TO AVAILABILITY

X1 PIONEER V10

X2 PIONEER DJM900 NEXUS 2

X6 PIONEER CDJ3000

X2 PIONEER CDJ2000 NEXUS 2

X6 TECHNICS 1210S MK 2

X2 TECHNICS 1210S MK 7

(ISONONE ISOLATION FEET FOR EVENT SPACE - MASTER
TRB ISOLATION FOR YARDEN DECKS)

X1 PIONEER RMX1000

X1 PIONEER DJS1000

X1 MASTER SOUNDS RADIUS 4 ROTARY MIXER

X1 ALLEN & HEATH XONE 92

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{LIGHTING}

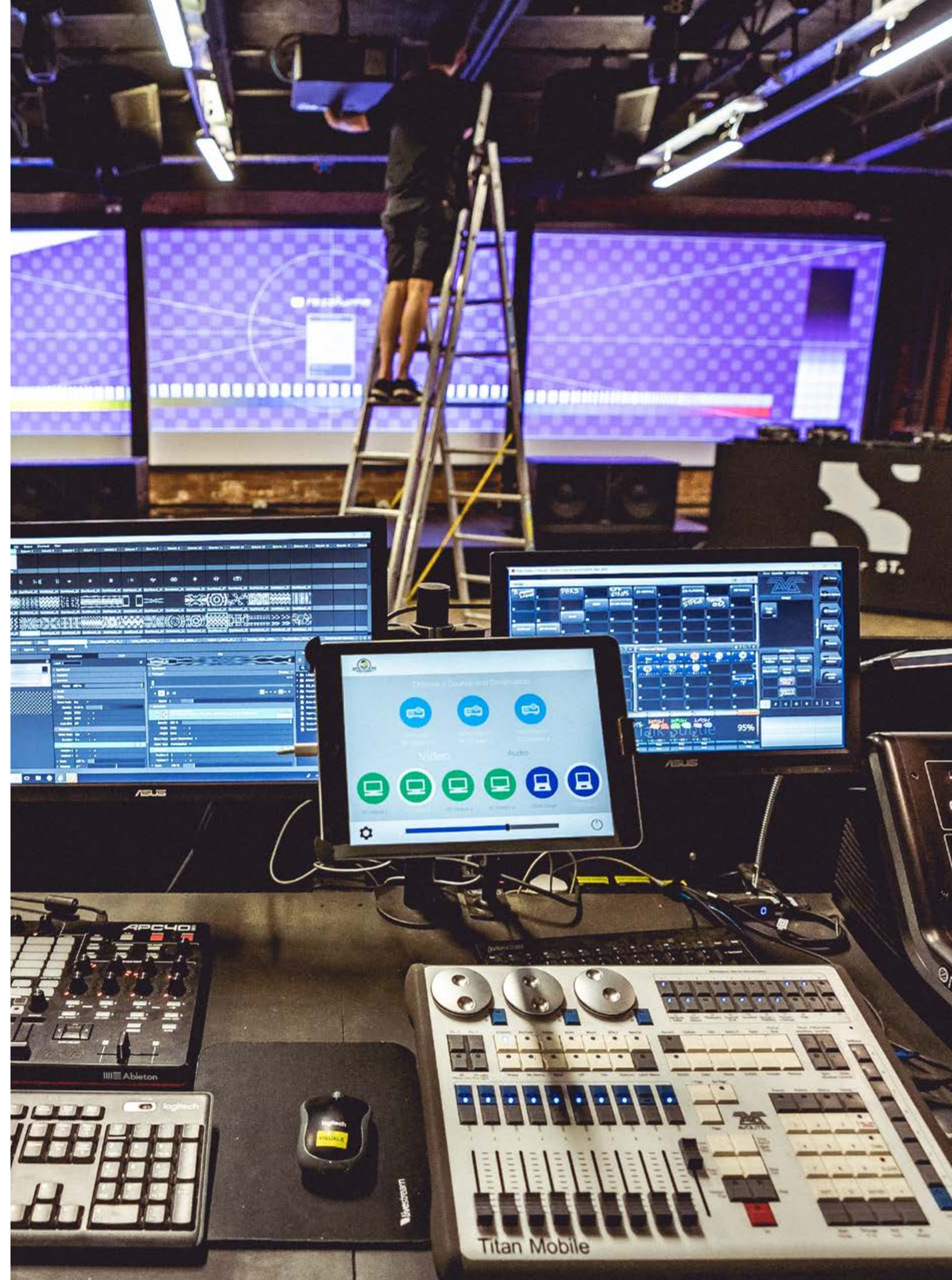
FLUORESCENT HOUSE LIGHTS
TOUCH SCREEN PC RUNNING AVOLITES TITAN MOBILE WITH
TITAN MOBILE CONTROLLER
12 X PROLIGHT FLATCOB 80 LED PAR
6 X PROLIGHT CRYSTAL 100W LED MOVING LIGHT FIXTURE
9 X CUSTOM MADE LED BATTEN STRIPS

{PROJECTION}

3 X 5M RETRACTABLE PROJECTION SCREENS
3 X FULL HD PROJECTORS - HDMI INPUT ONLY (NO VGA)
POWERED BY RESOLUME 7 ON TRIPLE WIDE SCREEN
- PLEASE REQUEST CORRECT VIDEO FORMAT AND
RESOLUTION.
(FOR SPEED CLUB NIGHT VISUAL RUN AT 2880PX X 540PX)

{STAGING AND BOOTH}

MODULAR STAGING AND MOVABLE DJ BOOTH.
MULTIPLE SETUP OPTIONS.





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{BROADBAND}

HIGH SPEED GUEST WI-FI AVAILABLE

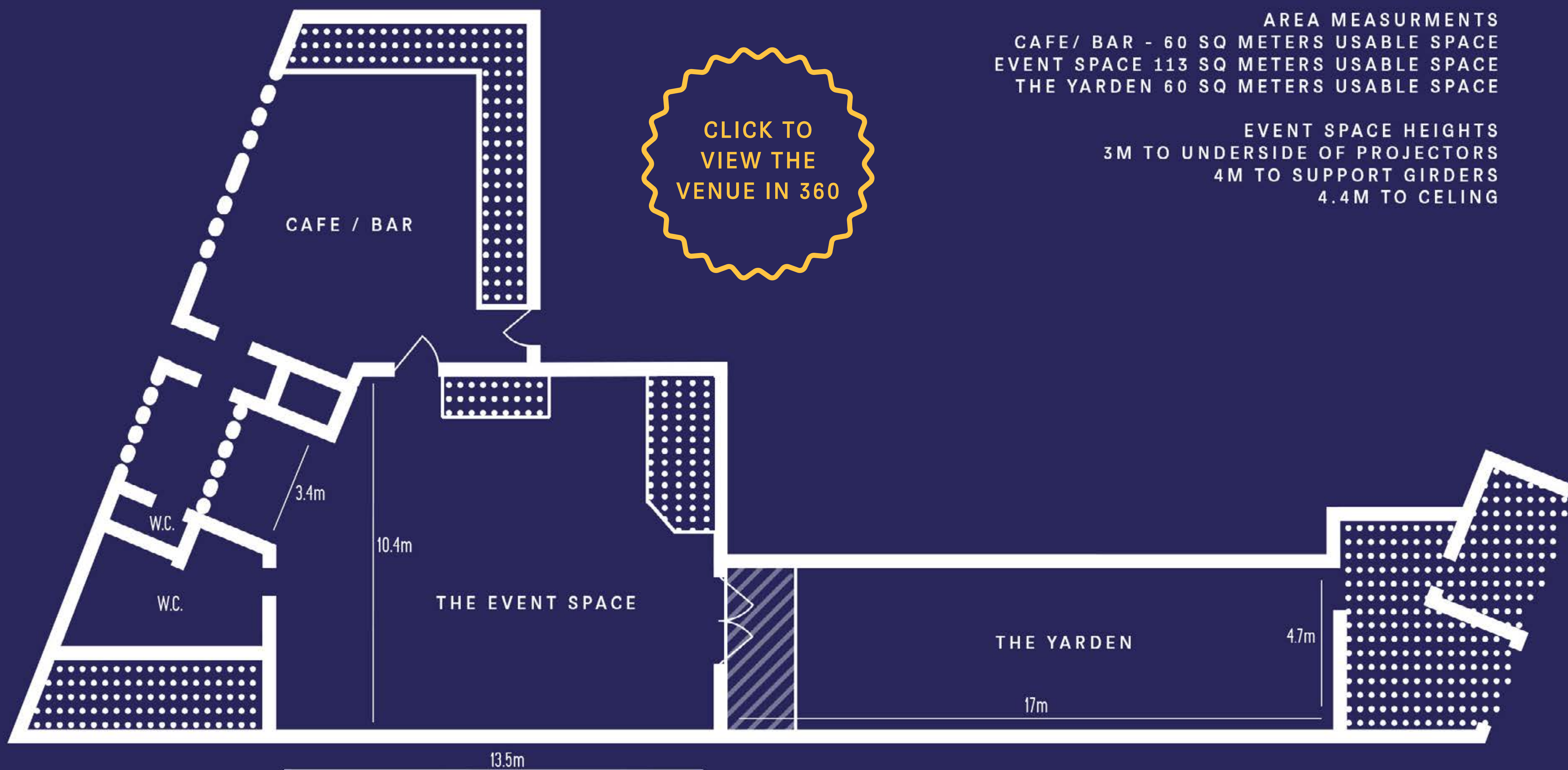
{OTHER ITEMS}

HAZE MACHINE, AIR CON, PORTABLE COOLING FANS, DJ
BOOTH FRIDGE, SIDE TABLES, DJ RISERS, CROWD BARRIER,
OUTDOOR HEATERS, RAIN COVERS, BINS, OUTDOOR
SEATING, COVERED ENTRANCE QUEUE, FACILITIES -
X5 GENDER NEUTRAL TOILETS, X1 3 PERSON URINAL,
X1 ACCESSIBLE TOILET

{LIVE STEAMING}

X3 PERMANENT PTZ CAMERAS
X3 PORTABLE MEVO MINI CAMERA
FULL LIVESTREAM STUDIO WITH RECORDING AND
BROADCAST FACILITIES
(ADDITIONAL COSTS FOR LIVE STREAMING/HYBRID
EVENTS)

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PREVIOUS BOOKINGS

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1-800 Girls, Addison Groove, Alex Metric, Alexander Nut, Alfredo, Anchorsong, Andrew Weatherall & Sean Johnson - ALFOS, Annabel Fraser, Annie Errez, Anthea, Axel Boman, Banoffee Pies, Bebetta, Bellaire, Bill Brewster, Bobby, Bruce, Central, Clive Henry, Colleen 'Cosmo' Murphy, Craig Richards, Crazy P, Dave Pearce, Dekmantle Soundsystem, Desert Sound Colony, DJ Nipper, DJ Python, DJ Yoda, Dr. Banana, Dutty Moonshine, Eddy Temple Morris, Eliza Rose, Elliot Adamson, Ewan Pearson, Faro & Daisha, Flowdan, Fort Romeau, Get a Room!, Gideon, Giorgia Angiuli (live), Graeme Park, Greg Wilson, Harrison BDP, Horsemeat Disco, Idjut Boys, Iration Steppas, Ivan Smagghe, James Lavelle, James Zabiela, Jay Faded, JFB, Josey Rebelle, Jossy Mitsu, Juju & Jordash (live), Juno Reactor (live), Justin Robertson, KiNK (live), Kush Jones, Lakuti, Laura Jones, Love Muscle, Mafalda, Mama Snake, Mark E, Meg Ward, Melé, Michael Gray, Mighty Mouse, Miguel Campbell, Mihai Popoviciu, Mr C, Natasha Kitty Katt, Nick The Record, Nicky Siano, Nightmares on Wax, Octave One (live), Oden & Fatzo (live), Ophau The Wizard, Or:la, Oskar Offerman, PBR Streetgang, Pender Street Steppers, Prosumer, Psychemagik, Ralph Lawson, Raw Silk, Ray Mang, Riz La Teef, Roman Flugel, Ron Basejam, Ross From Friends, Sally C, Sandy Riveria, Sassy J, Seamus Haji, Shaka Loves You, Sherelle, Skatebard, Steve Cobby, Taylor Jae, The Emperor Machine, The Illustrious Blacks, The Secret DJ, The Shapeshifters, The Utah Saints, Theo Kottis, Tornado Wallace, Tristan da Cunha, Tronik Youth, Uniqu3, Victor Simonelli, Vinyl Speed Adjust, Willow, Xpress2, Yaeji, Yuksek



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TESTIMONIALS

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'Sheaf Street made me feel like I was back in New York. Absolutely special and one of my favourite gigs to date. I'm absolutely blown away.'

—

NATASHA KITTY KATT

'One of those parties you wish you played every weekend. Friendly, up for it crowd, superb production and the best A/V setup we've ever played on. Can't wait to come back!.'

—

SHAKA LOVES YOU

'Wow, what a space. I love the way they have so much creativity going on around this building. The vibe there is spot on for all kinds of parties.'

—

MR C

'We had a great time playing in this amazing venue. Thanks very much for having us over.'

—

OCTAVE ONE

'This totally feels like The Gallery did, I love it, it's fantastic, such energy and dancing'

—

NICKY SIANO

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FURTHER INFO

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{CAPACITY}

Our maximum capacity when using all three spaces is 380, this includes any of your DJs, crew, and guest-list. For outdoor Yarden only parties it is a maximum capacity of 250.

{TICKETING}

We are partnered exclusively with DICE and all promoters must sell ALL tickets via their platform. We will set you up with a DICE account manager to help you get your show on sale and monitor sales. All sales go through our account and are paid out from Sheaf St.

Using DICE allows us to ensure a smooth and familiar door process for all Sheaf St events, help with promotion, prepare staff, and monitor attendance live.

For Sell out event DICE run a ticket waiting list system enabling safe scam free resale.





{CASHLESS}

Sheaf St is a completely CASHLESS venue.

We only accept card payments at all bars, the cloakroom and box office. This is standard practice at Sheaf St – it helps keep the venue and staff safe and speeds up the bars. For a full statement please visit sheafst.com/info

There is no option for cash on the door or box office. We provide staff and equipment for door payments by card. We run event reports on a Tuesday where you will be notified of any card payments on the door. We charge a 20% staffing fee, meaning you get the face value of your door ticket price minus 20%. You receive 100% of all advanced ticket sales.

{PLASTIC CUPS}

Sheaf St operates a reusable plastic cup deposit scheme for all club night events.

{MARKETING}

The main promotion and audience generation must come from you, the promoter. However, Sheaf St provides:

Sheaf St website listing | Facebook co-host listings | email to subscribers | A3 multi-listings posters inside the venue | 60x40 multi-listings external banners around our building

- A Facebook co-host invite is required
- We guarantee a minimum of one Facebook post, Instagram story and tweet
- We can display dedicated event posters within the venue. You must provide professionally printed posters with approved artwork in A3 (portrait poster) or A5 (flyer) format for them to be used

All venue side promotion relies on prompt and proper marketing assets being provided by the promoters.





{ZERO TOLERANCE POLICY}

Sheaf St. operates a Zero Tolerance Policy. We do not tolerate any harmful or disrespectful behaviours such as : Racism, Misogyny, Homophobia, Transphobia, Ableism, Ageism, Fatphobia.

Sheaf St. does not tolerate the use and consumption of drugs of any kind, unless medical. Our security team will search attendees if applicable.

We expect our promoters to adhere to our policy and be complicit in keeping attendees as safe as possible. Our security team are on hand on the night to help you if any issues arise.

We are a Good Night Out accredited venue, if you feel uncomfortable, please speak to a member of our security or bar team.

We are also part of Atrtitude is Everything Charter of Best Practise.

{DECOR AND DAMAGES}

Decor is permitted providing the venues rules for hanging are adhered to. Decor must be removed immediately after your event eg. when the event finished at 3am. Damages will be deducted from your deposit

{ARTIST RIDERS}

You are permitted to bring in hospitality riders from outside the venue or purchase them from our bar

Generic riders are limited to 1 x crate of beer/cider (cans only) and 1 bottle of spirit/wine. For anything above this we must see the headline artists hospitality riders and sign off on this.

{T&Cs}

Successful proposals will be sent a full set of terms and conditions to digitally sign prior to any event confirmation, along with deposit payment. Any breach in the terms and condition will result it the events cancellation and loss of deposit in full



FREQUENTLY ASKED QUESTIONS

{FAQs}

Q. What is the max capacity?

A. Using all three spaces 380
for Yarden Parties 250

Q. When can we stay open until?

A. 4am is the latest (11pm start)

Q. When can we set up

A. Depending on our booking calander, 9pm

Q. Can we leave our decor up

A. Not without additional fees. Decor must be
removed after the event

Q. Is the DJ kit included

A. Yes, we have everything you could need -
see our tech spec above.

Q. Can we bring own sound system

A. No

Q. Can we bring a smoke machine

A. No, we have an in-house haze machine, no
additional smoke/haze is permitted



{FAQs}

Q. What size files do we need for visuals

A. See promoter pack for full details

Q. Can we bring more lighting or FX?

A. As standard, no

Q. Can we take cash on the door

A. No, Sheaf St. is a cashless venue - this is non negotiable.

Q. Can we provide our own security?

A. No, to uphold our licence we supply our own security team.

Q. What time can DJs play in the Yarden until?

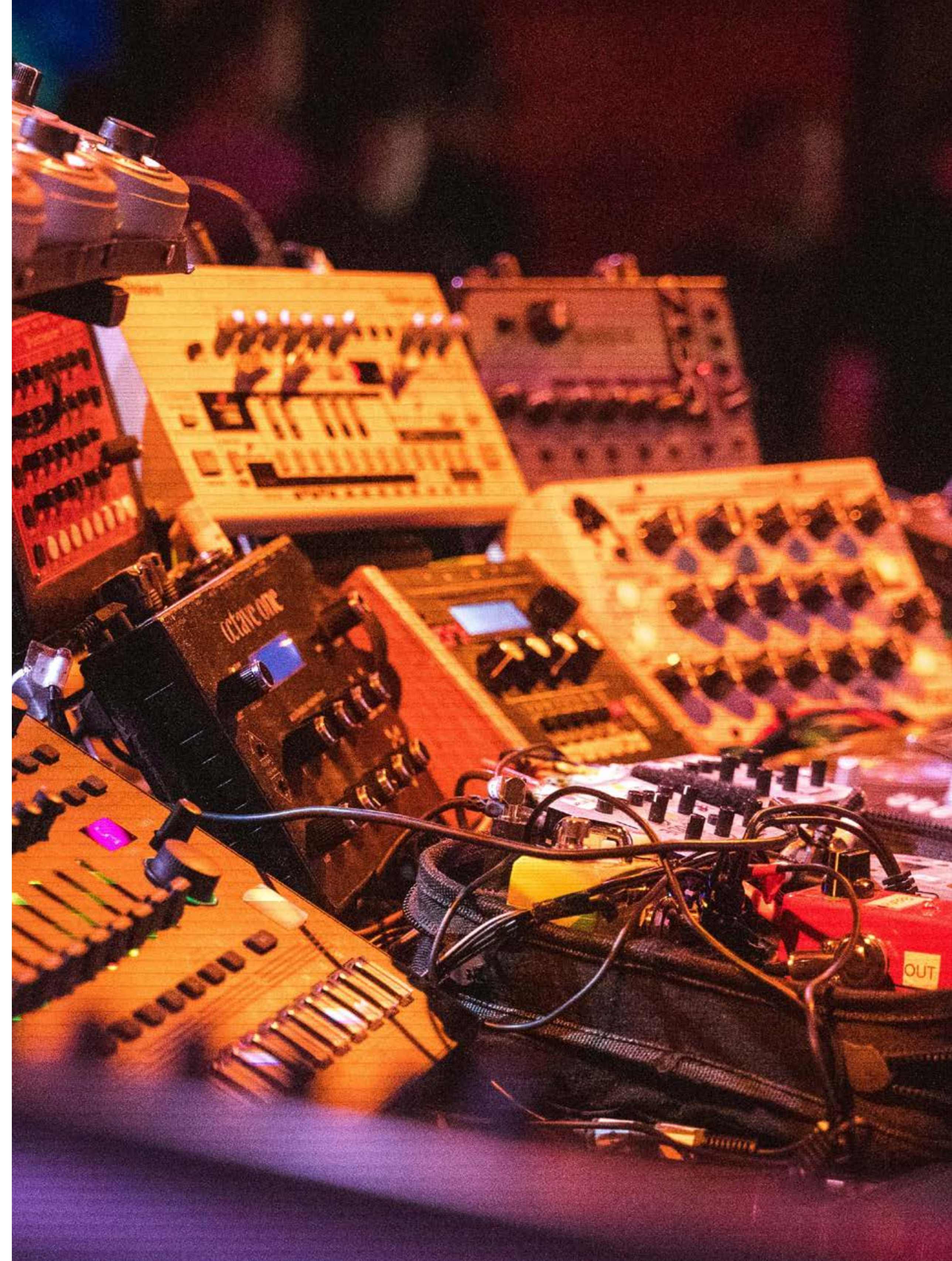
A. 11pm if the event continues inside afterwards or 12am if it is the end of the event.

Q. Can we have different DJs in the bar?

A. No, the rooms are connected and sound clash prevents this.

Q. Can we do an afterparty post 4am?

A. No, i'm afraid we don't do afterparties.



CONTACT US

{CONTACT}

[Click here](#)
[to submit a proposal for your night at Sheaf St](#)

You can also contact
events@sheafst.com to request a proposal
form or call us with any queries on
+44 (0)113 245 9487

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