

Emerging Artist — Standard Terms & Conditions

Weekender & Reggae on the Bay (Windrush Day) · Applies to bookings made via the 2027 Emerging Artist Open Call · September 2026

1. Scope & Eligibility

These terms apply to all artists booked through the BRW 2027 Emerging Artist Open Call, covering both the Weekender and Reggae on the Bay (Windrush Day). They apply equally to UK and European artists. Headline and legacy bookings are contracted separately and are not covered by these terms.

These terms are non-negotiable at the emerging artist tier, where platform value and career development outweigh the need for upfront cash security. They are structured to be achievable for the festival while offering real career value to the artist.

2. Fee Structure

Term	Detail
Fee structure	Platform fee + 5% of artist-attributable ticket revenue.
Platform fee	£0 – £1,500 maximum, agreed individually based on the BRW artist modelling score.
Revenue share	5% of ticket revenue attributable to the artist, tracked via a personal promo code and ad attribution.

3. Payment Schedule

Term	Detail
Deposit	Paid in June, following booking confirmation and the May lineup announcement.
Final payment	15 August – after the event and after the ticketing platform's settlement lands, so the artist-attributable revenue share can be calculated in full before it is paid out.

The post-event timing of the final payment is not a cash-flow decision — it is how BRW ensures every artist receives the full revenue share they have earned through their own promotion.

4. The Promotional Partnership

Booked artists are active promotional partners, not just a name on the bill. BRW supplies a Promotional Toolkit — assets, captions, a personal promo code and key on-sale milestone dates.

- Artists actively promote their appearance across all channels for a minimum of 6 weeks prior to the event.
- The revenue share (Section 2) is the incentive mechanism for promotion — there is no separate bonus tier.
- Promotional activity may also inform future selection cycles.

5. Travel & Accommodation

Not included in standard terms. Artists are expected to meet their own travel costs. Exceptions for European artists may be granted at the Programming Director's discretion.

6. Technical Requirements

BRW provides a basic PA, monitors and backline. Artists must submit a full technical rider (input list, backline requirements, any specialist gear) within 28 days of booking confirmation.

7. Cancellation Policy

Term	Detail
Cancellation – artist	Within 60 days of the event: deposit forfeited. Within 30 days: full fee liable.
Cancellation – promoter	Deposit returned plus 10% of the agreed fee as compensation.

8. Photography & Video

BRW reserves the right to photograph and video all performances for promotional use. The artist retains the rights to use this footage for their own promotional purposes.

9. Governing Law

These terms are governed by the law of England and Wales.

10. Acceptance

By ticking the terms agreement box on the artist submission form, an applicant confirms they have read, understood and accepted these Standard Terms & Conditions in full. Full terms are confirmed in writing for each booked artist at offer stage.

*Bournemouth Reggae Weekender & Reggae on the Bay are produced by Afro*disiac Events. Questions about these terms: events@afro-disiac.co.uk*