

# THE SAM HILL HANDBOOK FOR BANDS



## Contents

[Introduction to Sam Hill](#)

[Our Staff](#)

[Our Values](#)

[Our Ethics](#)

[Payments & Insurance](#)

[Client Service Best Practices](#)

[Creative Services](#)

[FAQ](#)

[Conclusion](#)

We are musicians, and we are fans. We are brides, and we are grooms. We are party planners and partygoers, and each one of us has a unique way of relating to our clients, our bands, and our industry. **We are so happy you're part of the Sam Hill Roster.**



# Meet Sam Hill.

We represent amazing live bands that dazzle guests at weddings, corporate events and private parties. Our job is to empower our bands with great gigs and provide the steady support they need to be successful, and to ensure that our clients have an extraordinary experience from start to finish when booking and working with our bands.

Sam Hill is founded on the belief that music is an essential part of any celebration, and that live music impacts people in an especially powerful way. Underlying everything we do is the belief that successful bands must not only be great performers, they must also be great for our clients to work with. We are most successful when we enable our bands to shine and our entire team to do their best work.

We keep our eye on our goals and on how each band and our team members contribute to accomplishing them. We are committed to continuous improvement and take pride in being a reliable resource that you can count on. Our focus is on serving others, rather than serving ourselves. As a result, we have cultivated a reputation as the best place for bands to call home. We are proud of the fact that many of our staff and bands have been with us for over a decade. At the same time, we love and are always excited about new ideas and exciting prospects when we get to welcome new Performers to our Roster.



## Our Social Footprint

We like to foster a positive online presence that showcases our culture, bands, clients, and venues across our social media platforms. We encourage you to follow us, like, and share!



[BACK TO HANDBOOK CONTENTS](#)

WHAT WE DO  
**Empower celebrations through live music.**

WHY WE DO IT  
**We want to elevate the experience of hiring a band.**

WHERE WE DO IT  
**Mid-Atlantic & Southeast (mostly)**

COMPANY HOMEBASE  
**Central Virginia**

STAFF LOCATIONS  
**VA, GA, SC, TN (Remote Office)**

STAFF MEMBERS  
**16**

EXCLUSIVE BANDS  
**50+**

EVENTS PER YEAR  
**2K+**

**OUR STORY**  
Check out [Sam Hill's History](#).



# Sam Hill Staff

WE'RE HERE TO SUPPORT YOU

## Get to know us!

[Staff Bios & Photos](#)

## Learn who does what!

[Accountability Chart](#)

## Know when you'll see us!

We love seeing you all in action and on stage! Our Sam Hill team members will drop in on events throughout the year to give a friendly handshake and see how things are going.

## Your go to person!

**\*Relationship Manager - Andrew Juge, Andy Stanley, and/or Mike Ostrow**

Pricing, Relationship Mgmt, Orientation, Training, Band Issue Resolution, 1:1 Comms, Band Advocacy, Goals

*\*Temporarily assigned until additional hires are made in 2024*

## Other Key Roster Team Members

**Director of Roster Development - Andrew Stanley**

Team Operations, Band Development, Relationship Mgmt, Band Role in Client Experience

**Roster Coordinator - Taylor Wesa**

Manage Programs & Processes, Support Director & Managers, Roster Comms, Manage Online Band Content

## Need Event Support?

### **Booking & Event-Specific Questions**

You can reference your contracts, calendar and get answers to event-specific questions by logging into [The Hub](#). **For all other event questions, contact the manager that booked the event.**



[BACK TO HANDBOOK CONTENTS](#)



# Our Values

THE PRINCIPLES THAT GUIDE US

# 1

## Be Someone Others Can Count On

We maintain **steadiness**.

Be reliable. Be consistent. Provide clarity to prevent surprises and fires. Cultivate stability. Communicate thoughts and feelings openly.

# 2

## It's Not Just About Us

We stay **humble**.

We are here to serve others. Put yourself in others' shoes. Allow others to shine. Credit others for their contributions. Acknowledge our successes are a shared effort.

# 3

## Embrace a Growth Mindset

We continue to **develop our talents**.

Step outside your comfort zone. Deliver authentic and high quality work. Seek feedback from others. Utilize thoughtful strategies. Value hard work. Recognize failure as a stepping stone for growth.

# 4

## Do the Right Thing

We act with **integrity**.

Do what's fair, even when no one is looking. Be honest (to protect the interests of those we serve). Build trust through transparency. Put principles over money (money comes later).

[BACK TO HANDBOOK CONTENTS](#)



# Our Ethics

## EQUAL OPPORTUNITY & NON-DISCRIMINATION

### **Discrimination, Harassment, and Retaliation**

We believe that diverse perspectives and backgrounds contribute to the success of our company, and we strive to create an environment where everyone feels respected, included and empowered to reach their full potential.

### **Equal Opportunity**

We are committed to providing equal employment opportunities to all individuals. Sam Hill prohibits discrimination against or harassment of any of our staff members, clients, vendors, guests or musicians on the basis of race, color, ethnicity, national origin, genetic information, age, religion, gender, sexual orientation, gender identity, gender expression, marital status, veteran status, disability, or any other protected status. This applies to all aspects of employment decisions, including but not limited to recruitment, hiring, training, promotion, compensation, benefits, and termination.

### **Addressing Venue Discrimination**

Sam Hill encourages our bands to let us know of any venues they would prefer to not play at.

[Learn about our Policy](#)

# Payments & Insurance

## Payments

Performer payments are processed every Monday by direct deposit. Please allow one day for funds to be available in your account. In cases where a Monday falls on a federal holiday, Performers will receive payments on the following Tuesday and funds will be distributed to your account on the following Wednesday.

**Federal Band  
Holidays:  
Holiday  
Calendar**

## Commercial General Liability Insurance

The certificate Sam Hill Entertainment provides for events is a general liability policy (\$1MM/occurrence; \$2MM aggregate). Policies are owned by the Performer with Sam Hill listed as additionally insured.

- **Who is covered?**  
Your band is covered for all events booked through Sam Hill Entertainment.
- **When is the plan year?**  
The insurance plan year runs from Jan. 1 - Dec. 31
- **What is my premium?:** Premiums are driven by event volume. Annual premiums range from \$350 to \$800.
- **How do I pay for insurance?**  
Policies are paid for by the Performer through semi-annual deductions (May/June and Sept/Oct)
- **Will I receive a statement?**  
Yes! Statements about insurance are provided to Performers In April.
- **Who is the Provider?**  
GFH Insurance Agency - [About Us](#)
- **Questions?** Contact your **Relationship Manager** to discuss.

### **Were you asked for a COI?**

If you were contacted about providing a COI for an event please contact [Madison Langford](#) and she will help!

[See a sample of the policy.](#)  
**[General Liability](#)**

What we communicate to clients  
**[Insurance Information](#)**

\* Performers agree to have current automobile insurance for the vehicles driven to events.

# Client Service Best Practices

Performers in private events are part of a team of vendors responsible for fulfilling the client's vision. Interacting positively with clients and coordinating with the planning team is crucial to ensuring the event runs smoothly. Providing great client service leads to repeat business and referrals from clients, planners, and venue managers, which is essential for success in the private event industry.

[Learn about our Policy](#)

## Standard Practices

These are the standard best practices we've identified as being the accepted standard in the industry.

- **Response Time:** 24-48hour response time is ideal. Acknowledging the receipt of an email, call or text goes a long way in banking goodwill prior to the event.
- **Meetings with clients:** Scheduling appointments with the client (phone or video chat) is helpful to ensure important information is communicated and understood. It also builds that relationship before the event.
- **Event Planners and Venue Managers:** Being kind, courteous, humble and professional at all times with these vendors will help grow your business.
- **If you're running late:** Text or call your day-of contact. Communicating your arrival time (even if it's a bit later than you were originally planning), will go a long way towards starting on the right foot, particularly with a venue coordinator or event planner.
- **Own your Event Profiles in the Hub:** When clients don't complete their Event Profile, we ask that you finalize the Event Profiles yourself if you have the information. By taking the initiative to complete Event Profiles, you directly combat day-of-show confusion and avoid negative reviews in the long run.



### \* Tip

If you are unsure how to handle a tricky situation we are there to help and back you up. Send us a text or give your Relationship Manager a call and we'll help guide you through it.

### \* Training

Whether you excel or need improving with Client relationships your Relationship Manager will go over a more in-depth training on Client Service Best Practices to make sure you hit that rockstar status every time.



# Creative Services

BRAND, MEDIA, PROMOTION

We strive to have the best promotional materials for our bands in the industry. Our years of experience, and marketing knowledge allow us to create the right mix of studio and live event footage that reflects the personality of a band while capturing the eye of a client. Bands that rock, we make pop!

## Brand Development

- Brand Positioning
- Professional Styling and Wardrobe Services
- Copy (band description, tagline, video messaging)
- Logo
- Business Cards

## Media Content

- Feature Video
- Secondary Video Content
- Feature Photography
- Secondary Gallery Photography
- Studio Audio (to support soundtrack for video and song samples for audio demo)

## Promotion

- Email marketing campaign
- Social media campaign

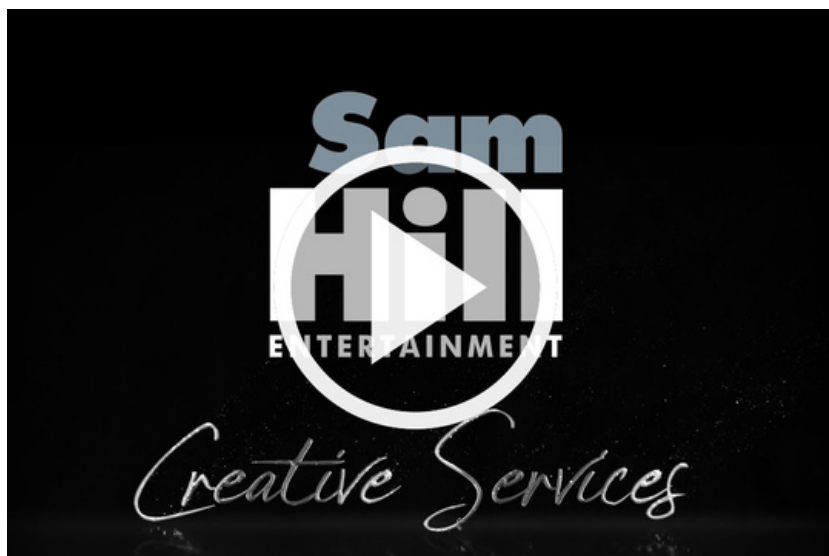
## Interested in Creative Services?

Check out our video to see what we can do for you.



## Needing Creative Services?

Bands may seek Creative assistance for relevant marketing materials that align with development goals. Contact your **Relationship Manager** to learn more.



[BACK TO HANDBOOK CONTENTS](#)



# FAQ

## Who should I go to at Sam Hill for help?

If you have an **event-specific question**, please contact the Manager that booked your event.

**For all other requests** please contact your Relationship Manager (aka RM). They will connect with the right people internally and will get you the answer you're looking for.

## How can my band add or remove songs from the song list?

- Go to your band's page on the SH website  
<https://www.samhillbands.com/bands>
- Download the current version of the songlist as a csv
- Open the csv file
  - Make a new row and follow the same format as the songs represented above. Type ADD in the column next to any song you want to add.
  - Type DELETE in the column next to any song you want removed.
- Send it to your RM

### \* **How can I update the song list on my website?**

When Sam Hill updates it, you'll be notified via email. If you want to use a PDF on your band's website(s) you can then download the pdf file from the site. That way the Sam Hill site and a band's site will always be in sync.

## I was sent a venue form directly, now what?

All venue forms should be sent to the **Event Support Manager** for review. Event Support will fill out the form on your behalf, send it to the Band's Contract Contact for signature and then send it back to the venue on the band's behalf.

## The client is asking about adding additional instruments, time or a service that wasn't previously quoted, what's the plan?

These requests come up often after Handshake. Please send any of those requests to the Manager that booked your event. They'll get the numbers straight, add it to the contract and make sure it's reflected accurately to the client for final payment.

## More questions?

We have more answers! **Check out the full FAQ here.**

- **Questions or Feedback?** Contact your **Relationship Manager**.

## Conclusion

We want to thank you for not only being a key member of our Roster, but an essential part of the Sam Hill family. If you haven't noticed by now, we're a little different - together, we create something special. We believe that events start with **excellent client service** which is every bit as important as a **great performance**. Pairing this foundation and representing performers like you that share this belief is how we can all reach our ultimate goal of “Elevating the Experience” not only for our clients, or our staff, but for you, and your band members - for all of us. The diverse blends of our talents, backgrounds and stories weave together to create the Sam Hill experience and a place **where bands can call home**.

We are committed to your success, new opportunities to improve and support to unleash your full potential. You have a seat at the table so don't be afraid to ask questions, be wrong, or present new or "weird" ideas - challenge yourself and us. We will also be radically candid with you. We will hold you accountable for the things you say and the actions that follow, and we expect you to do the same for us.

We also want you to remember that we're not just saying these things to create some kind of mirage - this is real to us. This journey we are on is something we do together. Let's foster collaboration, transparent communication, and kindness. We are not only bound by contracts, strategies and processes we hold so near and dear, but by the genuine connection we forge along the way.

Thank you for being on this adventure with us - we can't wait to see the bright future that we're creating together right now.