

# Others & Allies Variety Open Mic

*information for potential venue hosts*

## OVERVIEW

Others & Allies (O&A) is a variety open mic promoting authentic self-expression for historically marginalized voices. This includes those who are LGBTQIA+, BIPOC, ex-Mo/never-Mo, disabled, neurodivergent, and the many other identity categories that aren't often celebrated in Utah. We strive to provide a space that is uplifting for stage-based performers of all experience levels, but especially first timers. Twice a month, we gather together for a 90-minute show where stage based performers (typically musicians, comedians, and poets) share their craft.

We are a self-sustaining entertainment ecosystem, meaning we've got the sound, chairs, lights, and do all the advertising. The only thing we don't have: a venue. So we've developed a model of partnering with Utah County businesses who share similar values systems to produce one-night-only events at their locations. This means that each time the mic gathers, we are in a new location. This "traveling mic" model provides novelty to our core group of regulars while also providing new experiences to the business's core clientele. Overall, the experience is designed to provide a reciprocally supportive experience for the business and open mic at once.

## WHY HOST AN O&A EVENT?

Hosting an O&A Variety Mic at your venue provides you low-effort exposure to your business and introduction to potential new customers. We purposely partner with locations that have overlapping interests and values as our attendees, creating a network of compatible connections at varying scales. To put things into direct numbers...

- Our event's current average attendance is 35 people (and number is continuing to grow)
- Our social media following, which is organically grown and consists largely of locally based, community engaged individuals and organizations, is 500 followers
- Advertising is packaged into months and promotion is cross listed between all venues included in that month. So, for example, in March our mics were held at theFINDlab (73,000 followers) and Dry Bar Comedy (454,000) with the writing group we host in between mics being held at Bianca's Bakery (1,300) and Slurp (2,800) for a total reach pool of 531,100 followers.

Beyond simple numbers, hosting a show also makes a statement to the community: you're welcome here. O&A focuses explicitly on creating a supportive environment for folks who, unfortunately, often have to negotiate their comfort and safety when being out in public. By bringing O&A to your space, you're creating a pathway for community members to come to your location and know that *this* is a place they can (at least for a while) feel more at ease.

NEXT PAGE: LOGISTICS

## BUDGET

O&A is a completely free event for performers and audience members to attend. Because a majority of our attendees are low (to no) income (often due to institutionalized/normalized/unconscious forms of bias and discrimination faced in workplaces against historically marginalized people) - we remain committed to ensuring there is never a financial barrier to accessing the space. What has helped us eliminate that barrier is the generosity and support of the community. From folks donating their time for planning, promotion, and set-up, to folks waiving fees for equipment rental - we are resourced entirely through volunteer labor and donations.

Because of this, **we do not have reliable funding for this event and are in search of no to low cost venues to host O&A.** In the past we have negotiated service trades, discounted rental rates, and promotional benefits for venues to help offset the cost of not being able to cover full rental fees. We invite you to be open and communicative about what your needs would be in order to make sure you're feeling supported as we explore pathways for hosting O&A at your location.

## SCHEDULE

O&A is typically held on the 2nd and 4th Tuesday of every month.

This schedule can change based on the availability and needs of our venue host. For example, if Tuesday isn't available, we could pivot to a Monday or Wednesday of that same week (which helps us, at a minimum) stay on the 2nd/4th week schedule).

On the day of the mic, our typical itinerary is:

- ☐ Set up begins: 6pm
- ☐ Doors: 7
- ☐ Show: 7:30
- ☐ Show end: 9-9:30
- ☐ Wrap (out of building): 10pm

(note: This set up time includes show equipment (sound and chairs) only. It does not include additional setup of the space. If additional time is needed for adjusting the space, set up time should be begin earlier.)

## EQUIPMENT

We bring all of our own equipment. Sound equipment (*donated by Caleb Wall Music*) includes a Bose speaker, microphones and stands, a mixer (this allows me to control the sound from off stage in case there would be a need to turn off someone's microphone). Chairs (*donated by Adam Broud of Don't Tell Comedy, Utah*) are plastic fold up chairs from Ikea (meaning they are very lightweight and unlikely to cause any scuffing or damage to floors). We can also bring an A-Frame sign to advertise the event.

## SPACE AGREEMENT

In order to help create a supportive environment to uphold the values statement of the event, upon someone's first visit to O&A we ask that they complete our space agreement form. This applies to all attendees (meaning both performers and audience members alike). You can view the form here: <https://bit.ly/3VFfDyz>

**CONTACT:**

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NEXT PAGES: Pictures from past mics and images of past promotion

**PAST MICS: theFINDlab Analogue Community Center, Provo**



**PAST MIC: XOCOKAFE Karaoke Bar, Provo**





PAST MIC: Center of the Universe, Payson





**PAST MICS: Mosaics Community Bookstore and Venue, Provo**





**PAST MICS: Community Member's Backyard, Provo**



**PAST MIC: Dry Bar Comedy, Provo**



PAST MIC PROMO: theFINDlab

MUSIC. POETRY. COMEDY.



# Others & Allies Variety Open Mic

theFINDlab Analog Community Center  
187 W Center St Provo, UT 84601

## December 10th

doors 7:00pm  
show 7:30pm

NO ADMISSION CHARGE | CONTENT RATING: 18+  
5 MINUTE/2 SONG SETS

HOST: AMBER JAY | WE'RE HERE UTAH | @WEREHERECO



PAST MIC PROMO: Center of the Universe



**Others & Allies**  
**VARIETY OPEN MIC**  
every 2nd and 4th week across Utah County  
join us at...

**Center of the Universe**  
7 South Main Street, Payson

**Oct 22nd 7:30pm**

comedy.  
music.  
poetry.

5 minute / 2 song sets

Review our  
space agreements:  
<https://bit.ly/3VFfDyz>

18+  
no  
admission  
charge

host: Amber Jay  
@amberskindafunny | amberskindafunny[at]gmail.com

