



MEMBERS TAKE ACTION NEWS

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JOIN NIVA

The National Independent Venue Association, though just formed, has over 2,000 charter members in all 50 states, including [9:30 Club in D.C.](#), [First Avenue in Minneapolis](#), [Chicago Independent Venue League](#), [World Cafe Live in Philadelphia](#), [Pabst Theater Group in Milwaukee](#), [Red River Cultural District in Austin](#), and [Exit/In in Nashville](#).

[JOIN NOW](#)

PARTICIPATING MEMBERS



NIVA - National Independent Venue Association

Thank you for your interest in NIVA. Please sign up to be kept informed below.

There is no cost for venues to co-sign this effort on your behalf.

National Independent Venue Association is securing financial support to preserve the national ecosystem of independent venues and promoters. These entertainment hubs are critical to their local economies and tax bases as employers, tourism destinations, and revenue generators for neighboring businesses such as restaurants, hotels, and retail. Independent venues exist in every state across the country; they were the first to be closed, they will be the last to open. The economic recovery process will extend past just reopening the front doors, requiring solutions unique to the industry.

NIVA Members are independent venues and promoters in the United States. To be eligible for membership:

- Venues and promoters must not be owned (in whole or in part), managed , or exclusively booked by an organization that has more than one of the following three attributes: (1) “publicly-traded” , (2) multinational or (3) owns, manages or books venues in more than one state
- Venues and promoters can be for profit, non-profit or government-owned, and can be corporations, limited liability companies, partnerships, or individual sole proprietors.
- To qualify as a “promoter” you must book and present musicians, comedians, or similar performing artists primarily in independent venues or at festivals and pay fees to those performers based on selling tickets to the public or other comparable means.
- Programming by participating venues and promoters must primarily consist of original live music, comedy and other similar programming as a primary driver of your business; factors to be considered in meeting this qualification will include the presence of at least 4 of the following at member venues or locations/festivals where promoters program performances:
 - (1) defined performance and audience space;
 - (2) mixing desk, PA system, and lighting rig;
 - (3) at least two of: sound engineer, booker, promoter, stage manager, security personnel, box office manager;
 - (4) there is a paid ticket or cover charge to attend most performances, artists are paid fairly and do not play for free or solely for tips, except for legitimate fundraisers or similar charitable events; and
 - (5) performances are marketed through gig listings in printed and/or electronic publications, websites, email blasts and/or social media.
- All Members must submit a completed membership application form and/or annual renewal membership application form.
- Designate a person to serve as the Member's primary representative.
- All Members must pay dues, if any, as established by the Board from time to time.
- All Members must abide by any code of ethics, rules of conduct, etc. established by the



Board from time to time.

Venue Marketing

- To help us ensure that we have the right marketing assets on hand, please fill in this form:

<https://docs.google.com/forms/d/e/1FAIpQLSfap-M3R6TptPykxFNbbKcel0SF5rFRiX8s7XhKGBnyMIq-cg/viewform>

* Required

Untitled Title

Organization name *

Your answer

Organization type *

Choose

Full Street Address *

Your answer

Primary website (must start with http:// or https://) *

Your answer



Link to Venue/Promoter Logo (high-res images with transparent background preferred)

Your answer

City *

Your answer

State *

Choose



Zip Code *

Your answer

Contact person *

Your answer

Contact email *

Your answer



Are you interested in joining a NIVA committee? If yes, please select any below that you would be interested in being part of:

Funding

Research

Marketing

Lobbying

Governance

Other: _____

List any state or local politicians with which you have an existing positive relationship

Your answer _____

Number of employees per venue

Your answer _____

Number of shows cancelled to date due to COVID-19

Your answer _____

Submit

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