WALK THE BEAT

YOU GET $125. IT COSTS $543.75.

The real math of a West Michigan bar gig — and the advertising that pays the gap.

AVG PAY	TRUE COST	THE GAP
~$125	$543.75	–$418.75
per musician, West Michigan bar gig	the night, itemized: gas, travel, gear, food, lodging, merch & more	out of the musician's pocket, every gig

Pay: AFM Local 423 scale & 2025–26 working-musician reports put West Michigan bar gigs at ~$100–$150/musician ($125 midpoint). Costs: itemized gig-cost breakdown.

THE PAYBACK IS ADVERTISING

1. WE ADVERTISE — YOU PLAY. Social, in-venue screens, and the Walk the Beat Club pack the room. Advertising fills seats; seats fill the tip jar and the bar.

2. THE ROOM PAYS EVERYONE BACK. A packed venue means strong sales — the band gets rebooked, sells merch, and earns the August festival stage.

3. FANS BECOME VIPs. Join the Walk the Beat Club: incentives at your favorite venue, with your favorite band, all year long. Your crowd, on repeat.

4. THE NIGHT MEANS SOMETHING. One peak hour gives 10% of sales to youth music — the gap closes, and the next generation picks up a guitar.

PLAY THE NIGHT. PACK THE ROOM. CLOSE THE GAP.

Bands: www.walkthebeat.org · Fans: join the Walk the Beat Club for VIP incentives all year

Schedule a discovery meeting: rezconnect.store/sales-calendar-v3

IN PARTNERSHIP WITH REZCONNECT.STORE

Schedule a discovery meeting

Scan the code or visit rezconnect.store/sales-calendar-v3 to choose a time.