

NIVA

NATIONAL
INDEPENDENT
VENUE
ASSOCIATION

JOIN OUR COMMUNITY

MISSION

As the nation's live entertainment industry association, NIVA's mission is to cultivate, elevate, and advocate for an equitable and sustainable ecosystem of independent performance venues, festivals, and promoters.



COMMUNITY AND NATIONAL NETWORK

- Access to a national community of nearly 1,500 members
- Free membership to your state chapter to build community and collaborate on live entertainment
- Attend NIVA's monthly town hall with members across the country



LOWERING COSTS AND FUELING GROWTH

- Partner discounts for both live entertainment platforms and conferences
- Access to programs and strategies that create growth and resilience for your organization
- Discounts on goods via NIVA Savings



ADVOCACY AND POLICY

- Spearheading industry change through national, state, and local advocacy
- Support for local advocacy on local, county, and state legislation, as well as policy, organizing & advocacy toolkits for members

MEMBERSHIP TIERS

VENUES • FESTIVALS • PROMOTERS

TICKETS SOLD PER YEAR
0 - 24,999

ROI

35x

MONTHLY DUES » **\$50**

TICKETS SOLD PER YEAR
25k - 99,999

ROI

14x

MONTHLY DUES » **\$125**

TICKETS SOLD PER YEAR
100k - 499,999

ROI

7x

MONTHLY DUES » **\$250**

TICKETS SOLD PER YEAR
500k+

ROI

3.5x

MONTHLY DUES » **\$500**

For more information on NIVA membership contact
members@nivassoc.org
or scan the QR code »



STRONGER TOGETHER

The challenges to our independent live entertainment industry continue to mount. When we stand together, we will overcome them.

Collaboration and partnership between stages, artists and industry professionals have become more complicated. Increased regulation, growing industry consolidation, and predatory secondary ticketing practices have gone unchecked. Continuous growth of our overhead has strained our already thin margins beyond sustainability. NIVA works to bring together the independent live entertainment community, serve as the national voice to elevate our sector, make life easier for our members, and ensure that we have a seat at the table to forge the future of our communities and our industry.

ABOUT NIVA

The National Independent Venue Association (NIVA) delivered the single largest U.S. investment in the arts through the Shuttered Venue Operators Grant. SVOG allocated **\$16.25 billion** in federal emergency relief administered by the Small Business Administration, saving the industry from a complete collapse.

Key Accomplishments

- Fixed the SVOG application process and created solutions with the SBA that allowed our community to receive those much needed funds
- Created a formal membership association with more than 20 member-led chapters that drive local grassroots organizing, facilitate meaningful dialogue, and advocate for our community's needs
- Created the first, and only, independent live entertainment industry conference that connects our community in-person with essential business networks
- Created the National Independent Venue Foundation (NIVF) that has distributed over **\$3.7 million** to date in emergency relief to venues

OUR MEMBERS

The NIVA member community represents the small businesses, non-profits, and publicly-owned spaces that make up most of the independent live entertainment ecosystem. We are venues, promoters, festivals, and performing arts centers. Our stages are the center of live performance in every community, including music, comedy, theater, spoken word, and dance.

NIVA CONFERENCE

As the leading conference for independent music and comedy venues, festivals, and the promoter industry, our annual event brings more than 1,000 members of the independent live entertainment community together to support, educate, and connect industry leaders across the U.S.

Scan here to for all conference info →
Sign up for updates » Register to attend at nivassoc.org/conference

