



LANCO – GENERAL MARKETING & TICKETING LETTER

TOUR CONTACTS:

Tour Marketing: Regan Rauch / regan.rauch@redlightmanagement.com /

Ticketing: Regan Rauch

Digital: Emily Riggle / emily.riggle@redlightmanagement.com / Alanna Lancaster / alannaklancaster@gmail.com

Tour Manager: Julian Smith / smithjulian2206@gmail.com

MARKETING:

All approved assets are [HERE](#).

Affinity List: Riley Green, Luke Combs, Jon Pardi, Luke Bryan, Jason Aldean, Kane Brown, Dylan Scott, Cole Swindell, Old Dominion, Chase Rice, Brett Young, Luke Bryan

Please send localized creative, marketing plan, promos, & ticketheader/holds to Regan Rauch for approval prior to announce.

Please make sure you have a strong mix of radio/digital advertising to support your show. Refer to attached radio grid for suggested stations. Send marketing & promo plans to Regan Rauch for approval prior to announce.

For advertising access – please request and send a note to Emily/Alanna and copy me. All copy/creative need to be approved in advance.

For radio phoners- please send request to Regan Rauch.

PR Contact: Charlotte Burke Bass charlotte@beeline-agency.com

Dark AD Copy: We're going to be playing a show [CITY] on [DATE] at [VENUE]. Tickets are going fast, get yours before they're done at <https://lancomusic.com/>

FACEBOOK:

- Facebook Event Link
- Please send a co-host request to the artist's account. Let us know when you've done so and we will accept on the backend.
- If you would like to run dark ads from artist's page, please let us know so we can set you up with the appropriate access. **We will need to approve screenshots/mocks of any dark ads you plan to run, as well as the copy.**



Ticketing on next page:

TICKET HEADER: Please send all ticketing headers to Regan for approval.

PROMOTER PRESENTS (small text)

LANCO (large text)

LANCOMUSIC.COM (small text)

DAY, DATE , TIME (large text)

TICKET HOLDS:

LANCO ARTIST COMPS: per confirmed offer

SUPPORT COMPS: per confirmed offer

Regular ticket counts should be sent to (bgardenhire.assisstant@wmeagency.com) M,W,F through show day. We look forward to working with you on a great show! Thank you!