



KAMERON MARLOWE – KEEPIN’ THE LIGHTS ON TOUR 2025 MARKETING & TICKETING LETTER

TOUR CONTACTS:

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

Ticketing: Regan Rauch

Management: Kaitlin Madewell / kaitlin.madewell@redlightmanagement.com

Digital: Lea Swatosch / lea.swatosch@redlightmanagement.com

Timeline:

Monday, Dec 16: Announce @ 10 AM CST

Tuesday, Dec 17: Artist Presale @ 10 AM LCL (PW: MARLOWE25)

Wednesday, Dec 18: Venue/Ticketmaster/Live Nation Presale @ 10 AM LCL

Thursday, Dec 19: Spotify Presale 10 AM LCL (PW: LIGHTSON) & TikTok Presale @ 10 AM LCL (PW: STRANGERS)

Friday, Dec 20: Public On-Sale @ 10 AM LCL

MARKETING:

All approved assets are [HERE](#).

Demographics:

-Age- ranges from 18-34

-Gender- 28.6% Male & 71.4% Female

Affinity List: Morgan Wallen, Luke Combs, Muscadine Bloodline, Ian Munsick, Corey Kent, Conner Smith, Parker McCollum, Dylan Marlowe, Ashley Cooke, Megan Moroney, Post Malone, Tucker Wetmore, Nate Smith, Treaty Oak Revival, Thomas Rhett, Lainey Wilson

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

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

For radio phoners- please send request to Regan Rauch.



PR Contact: Rachel Hobbs rachel.hobbs@sonymusic.com

Dark AD COPY: [CITY] go get your tickets for the Keepin' The Lights On Tour on [DATE] at [VENUE]! Can't wait to party with y'all

FACEBOOK:

- Facebook Event Link
- Please send a co-host request to the artist's account. Let us know when you've done so & we will accept on the backend.
- If you would like to run dark ads from the 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.**

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

KEEPIN' THE LIGHTS ON TOUR (small text)

KAMERON MARLOWE (large text)

KAMERONMARLOWE.COM (small text)

DAY, DATE , TIME (large text)

TICKET HOLDS:

KAMERON MARLOWE ARTIST COMPS: 20

SUPPORT COMPS: 10

*Please reach out directly if any holds must be released at an earlier date.

TICKET LIMIT: 8 per package type

TICKET DELIVERY: all delivery methods

ALL promoter/venue/radio presale must be approved in advance. No discounting tickets without pre-approval.

VIP:

- **HOLDS:** 75 General Admission Tickets
- **PACKAGE PRICE:** \$125 (Includes GA Ticket, fees to be added on top)
- **TICKETING SYSTEM:** All VIP packages will be sold via the primary ticketing system (Ticketmaster or venue ticketing system).



- **VIP PACKAGE START DATE:** Wednesday, December 17th (Artist Pre-Sale), NO Special Code Needed.
- **PACKAGE END DATE:** (7) days prior to show date, all unsold inventory will be released at this time.

TICKET COUNTS:

Please send 5pm count everyday starting with your pre-sales & send counts to the following group listed below at 30 min, 1 hour, 2 hour and 5 pm on the day of your on sale broken out as:

Total sold today:

Total Open:

Grand total sold and gross (including presales):

Send to: Kaitlin Madewell / kaitlin.madewell@redlightmanagement.com

Braeden Rountree / brountree@wmeagency.com

Ashtyn Zink / ashtyn.zink@redlightmanagement.com

Kallie Rhea / brountree.assistant@WMEAgency.com

Regan Rauch / regan.rauch@redlightmanagement.com

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