

JD CLAYTON - MARKETING & TICKETING LETTER

TOUR CONTACTS:

Tour Marketing: Grace DeMaso grace.demaso@redlightmanagement.com
Day to day: Claire Larose claire.larose@redlightmanagement.com
Digital: Emily Saffell emily.saffell@redlightmanagement.com

MARKETING: All approved assets are [HERE](#).

Demographics:

-Age- range from 18-34

-Gender- 53.1% Male & 46.9%

Affinity List: Kendall Marvel, Jason Isbell, Tyler Childers, Jack Johnson, Old Crow Medicine Show, Red Clay Strays, Sturgill Simpson, The Steeldrivers, Texas Hill, Pony Bradshaw, Nicholas Jamerson, Zach Russell, Grady Spencer & The Work, Danno Simpson, Gabe Lee, Black Mountain Whiskey Rebellion, Gethen Jenkins, Cody Jinks, Turnpike Troubadour

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

Please make sure you have a strong mix of radio/digital advertising to support your show. Send marketing & promo plans for approval prior to announce.

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

For radio phoners- please send request to Regan Rauch.

PR Contact: Maria Ivey maria@ivpr.com Sophia Romano sophia@ivpr.com

Dark AD Copy: Hey [City]! Get ready for an epic night with JD Clayton at [Venue] on [Date] - an evening of feel-good vibes and sing-along anthems you won't want to miss. Get your tickets now! + ticket link

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.**

AD COPY: Hey [CITY]! Go get your tickets for the Blue Sky Sundays Tour on [DATE] at [VENUE]! Can't wait to see y'all on the road!

TICKET HEADER: Please send all ticketing headers to Regan for approval. PROMOTER PRESENTS (small text)

JD CLAYTON (large text)

BLUE SKY SUNDAYS TOUR (small text)

DAY, DATE , TIME (large text)

TICKET HOLDS:

LABEL HOLDS: 10

JD CLAYTON ARTIST COMPS: 10

SUPPORT COMPS: 5

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: Tom Lord / tom.lord@redlightmanagement.com

Claire Larose / claire.larose@redlightmanagement.com

Grace DeMaso / grace.demaso@redlightmanagement.com

Regular ticket counts should be sent to Lindsey Hastings (ldh@wmeagency.com) M,W,F through show day.

We look forward to working with you on a great show! Thank you!