



## **GAVIN ADCOCK ACTIN' UP AGAIN, AGAIN TOUR 2024 MARKETING & TICKETING LETTER**

### **CONTACTS:**

**Tour Marketing:** Regan Rauch [regan.rauch@redlightmanagement.com](mailto:regan.rauch@redlightmanagement.com)

**Management:** Saxon Curry [saxon.curry@redlightmanagement.com](mailto:saxon.curry@redlightmanagement.com)

**Digital:** Sarah Redo [sarah.redo@redlightmanagement.com](mailto:sarah.redo@redlightmanagement.com)

### **TIMELINE:**

- **Announce:** Monday, August 19 at 10AM CST
- **Artist Presale:** Tuesday, August 20 at 9AM local
  - **Artist Presale Password:** SWEETHEART
- **Local/Venue Presale:** Thursday, August 22 at 10AM local
  - **Local Venue Presale Password:** Local's Discretion
- **All Presales End:** Thursday, August 22 at 10PM local
- **General Onsale:** Friday, August 23 at 10AM local

### **MARKETING:**

See all localized tour assets needed [HERE](#)

-Please send localized creative for approval prior to the show announcement to Kay Prall + Regan Rauch

-Please make sure to have a strong mix of radio/digital advertising to support your show. Please send marketing plans and ad plans to Kay Prall + Regan Rauch

-Additional Assets [HERE](#)

**RADIO PROPOSALS:** Please send to Kay Prall + Regan Rauch for approval

**ADVERTISING ACCESS:** Please request advertising from **Sarah Redo** and *CC Kay Prall + Regan Rauch*

**RADIO PHONERS:** Please send requests to Kay Prall + Regan Rauch

**PR:** Please send any press requests to Kay Prall + Regan Rauch

**TICKETING INFO ON 2ND PAGE**



## **TICKETING INFO:**

### **TICKET HEADER:**

PROMOTER PRESENTS (small text)  
GAVIN ADCOCK (large text)  
ACTIN' UP AGAIN, AGAIN TOUR (small text)  
GAVINADCOCKMUSIC.COM (large text)  
VENUE INFO (small text)  
DATE/TIME (large text)

**TICKET LIMIT:** 6

**PUBLIC HOLDBACK:** 10% of total sellable capacity

**DELAYED DELIVERY:** Yes. Please place a delivery delay of 72 hours prior to show date.

**DYNAMIC PRICING:** Yes – approved. Per offer scaling, must have approval from WME in writing.

**TM+ / AXS RESALE:** No on TM+ / AXS Resale (on platform resale) until sell out.

### **PLATINUM/PREMIUM TICKETING:**

Platinum / Premium Ticketing will be considered - up to 10% of premium & reserved inventory ONLY. No capped value. **No Platinum/Premium for GA floor tickets.**

No further Platinum, premium, flexing or dynamic pricing without written approval from WME. Please send details of the Platinum / Premium inventory for review & approval to Alex Collignon at WME.

**COMPS:** 25 Artist comps (20 for headliner and 5 for support) on top of sellable capacities when possible.

### **ADDITIONAL COMP HOLDS:**

- Press Holds: 6 Tickets (GA)
- WME Holds: 10 Tickets (GA)
- Management Hold: 10 Tickets (GA)
- Label Holds: 10 Tickets (GA)

### **LABEL HOLDS – FOR PURCHASE (All GA):**

Tickets will be coordinated & paid for by: Alex Collignon [acollignon@WMEAgency.com](mailto:acollignon@WMEAgency.com)

### **WME HOLDS – FOR PURCHASE:**

- **10 holds for purchase (GA) – all other markets**

Tickets will be coordinated and approved by: Alex Collignon – [ALX@wmeagency.com](mailto:ALX@wmeagency.com)  
All hold tickets should not be released unless written approval is given by WME or Red Light.