



Gavin Adcock – GENERAL MARKETING LETTER

CONTACTS:

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

Management: Saxon Curry saxon.curry@redlightmanagement.com

Digital: Sarah Redo sarah.redo@redlightmanagement.com

MARKETING:

All approved assets are [HERE](#).

Demographics:

-Age: 18-34

-Gender: roughly 60% Female & 40% Male

-Education Level: High School & College

Affinity List: Treaty Oak Revival, Koe Wetzel, Ole 60, Zach Top, Muscadine Bloodline, Morgan Wallen, Wyatt Flores, Post Malone, Vincent Mason, Southall, Zach Bryan, Ty Meyers, Waylon Wyatt, Josh Meloy, Cole Phillips

Please send localized creative, marketing plan, & promos for approval to **Regan Rauch** 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 & no radio presents without written approval.

For advertising access – please request and send a note to **Sarah Redo** and copy **Regan**. All copy/creative need to be approved in advance.

For radio phoners- please send request to Regan Rauch.

PR Contact: Fount Lynch fount.lynch@wmg.com

Dark AD Copy: Get ready for a rowdy ass time! Can't wait to see y'all at [enter event here] in [location]. Tickets available now.

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 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.**