



GAVIN ADCOCK *NEED TO TOUR* 2025 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

TIMELINE:

- **Announce:** Monday, February 3rd at 10AM CST
- **Artist Presale (Seated):** Tuesday, February 4th at 9AM local
 - **Artist Presale Password:** LOOSESTRINGS
- **TM/AXS Presales:** Wednesday/Thursday, February 5th & 6th at 10AM local
 - **TM/AXS Presale Password:** NEEDTO
- **Local/Venue Presale:** Wednesday/Thursday, February 5th & 6th at 10AM local
 - **Local Venue Presale Password:** Local's Discretion
- **All Presales End:** Thursday, February 6th at 10PM local
- **General Onsale:** Friday, February 7th at 10AM local

MARKETING:

See all localized tour assets needed

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

-Additional Assets [HERE](#)

RADIO PROPOSALS: Please send to Regan Rauch for approval

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

RADIO PHONERS: Please send requests to Regan Rauch

PR CONTACT: Fount Lynch fount.lynch@wmg.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 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.**



TOUR DATE ANNOUNCE COPY:

- ((MARKET))! I'm playing at ((VENUE NAME)) on ((INSERT DATE)). Tickets go on sale ((ON SALE DATE)), so set your alarms and be sure to grab em Friday.

TOUR DATE ON SALE COPY:

- ((MARKET))! Tickets are ON SALE NOW for my show at ((VENUE NAME)) on ((INSERT DATE)). Get your tickets now before they're gone. ((TICKET LINK))

2 WEEK OUT COPY:

- ((MARKET))! Can't wait to see y'all in 2 weeks on ((INSERT DATE)) at ((VENUE NAME)). Only a few tickets left! Get your tickets before they're gone ((link))

1 WEEK OUT COPY:

- ((MARKET))! See you NEXT WEEK on ((INSERT DATE)) at ((VENUE NAME)). Don't have tickets yet? Grab em here: ((LINK))

WEEK OF COPY:

- ((MARKET))! Can't wait to see y'all THIS ((INSERT DAY OF WEEK)). Tickets are almost gone, so make sure to grab yours now. ((LINK))

TICKETING INFO:

TICKET HEADER:

PROMOTER PRESENTS (small text)

GAVIN ADCOCK (large text)

NEED TO 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.



Please note that we require a ticket sweep be ran after sell out so we can evaluate any purchases that exceed the ticket limit or appear to be scalpers and/or bots. Once the sweep is ran, please send the report to Alex Collignon (ALX@wmeagency.com) for review.

COMPS: 50 Artist comps (25 for headliner // 15 for direct support // 10 for 1st of 3) on top of sellable capacities when possible.

ADDITIONAL HOLDS FOR PURCHASE:

1. Press Holds: 6 Tickets (P2)
2. WME Holds: 10 Tickets (P2)
3. Management Hold: 10 Tickets (GA Pit)
4. Label Holds: 10 Tickets (GA Pit / P1)
5. Support Holds: 10 for direct / 10 for 1of3 (P2)

LABEL HOLDS – FOR PURCHASE:

Tickets will be coordinated & paid for by: Jackson Ammons (jackson.ammons@wmg.com)

WME HOLDS – FOR PURCHASE:

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

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