



## VINCENT MASON – HELL IS A DANCE FLOOR MARKETING & TICKETING LETTER

### TOUR CONTACTS:

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

**Ticketing:** Regan Rauch

**Management:** Matt Musacchio / [matt.musacchio@redlightmanagement.com](mailto:matt.musacchio@redlightmanagement.com)

**Digital:** Chad Meholic / [chad.meholic@redlightmanagement.com](mailto:chad.meholic@redlightmanagement.com) Ethan Brown / [ethan.brown@redlightmanagement.com](mailto:ethan.brown@redlightmanagement.com)

### MARKETING:

All approved assets are [HERE](#).

#### Demographics:

-Age- 18-34 years old

-Gender- 65% Female, 35% Male

**Affinity List:** Parker McCollum, Gavin Adcock, Wyatt Flores, Hudson Westbrook, Ty Myers, Ole 60, Muscadine Bloodline, Riley Green, Sam Barber, Dylan Marlowe, Tucker Wetmore, Corey Kent, Zach Top, Jon Pardi

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 Chad/Ethan and copy me. All copy/creative need to be approved in advance.

For radio phoners- please send request to Regan Rauch.

**PR Contact:** Avery King [avery@kingpublicity.com](mailto:avery@kingpublicity.com)

**Dark AD Copy:** Can't wait to see y'all on the Hell is a Dancefloor Tour 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 & 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.

HELL IS A DANCE FLOOR TOUR (small text)

VINCENT MASON (large text)

VINCENTMASON.KOMI.IO.COM (small text)

DAY, DATE , TIME (large text)

**PRESALE ALLOTMENTS:**

**VENUE:** 10%

**SPOTIFY:** 10%

**FAN CLUB:** 70%

**GENERAL ON SALE:** 10%

**TICKET HOLDS:**

**VINCENT MASON ARTIST COMPS:** per confirmed offer

**SUPPORT COMPS:** per confirmed offer

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

**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: Matt Musacchio / [matt.musacchio@redlightmanagement.com](mailto:matt.musacchio@redlightmanagement.com)**



Regan Rauch / [regan.rauch@redlightmanagement.com](mailto:regan.rauch@redlightmanagement.com) /  
Braeden Rountree / [brountree@wmeagency.com](mailto:brountree@wmeagency.com) / Adam  
Fisher / [AFisher@wmeagency.com](mailto:AFisher@wmeagency.com) / Carter Green / [CGreen@wmeagency.com](mailto:CGreen@wmeagency.com)

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