

LIVE WEBINAR

*event* & METRO<sup>®</sup>  
CREATE. SELL. PROFIT.

Launch Your Own Events Commerce Business



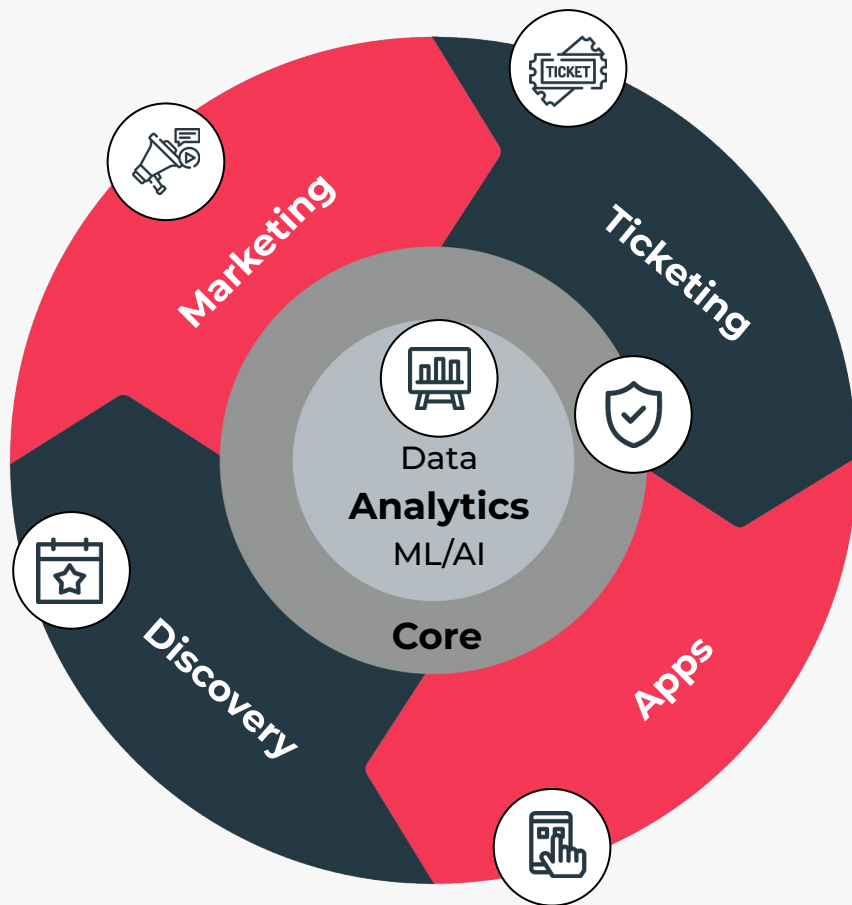
# event

The Event Success  
Company supplying a full stack white label ticketing, marketing and discovery event commerce platform (ECP).



## OUR PLATFORM

More than just a ticketing system; It's a 360 degree Event Commerce Platform (ECP) with consumer purchase data at its core.



## THE COMPETITION

Together we can disrupt a large, profitable market with increased market monopoly pressure

### Large, Growing, Fragmented Market

- \$14B annual ticket fees for mid and small market
- 65% domestic
- Growing by 6% Annually
- 800M online ticket buyers
- Eventbrite (market leader) has 7-8% of the market

### Middle Event Market

- Ex. Local theaters and clubs, festivals
- ~100-20,000 in attendance per event



## HOW WE DO IT

We equip you with the tools & resources to launch your own events business.

We're invested in your success 100% of the way.

### OUR PLATFORM

Connects media companies, event creators, and consumers.

1

### SOLD-OUT EVENTS

Our focus is on filling events with attendees!

2

### SELF-SERVE AND SALES

Generates self-serve marketing revenue, with a dedicated sales team to drive additional sales!

3

### REACH & TECHNOLOGY

Our technology helps event creators get their events in front of 50m local event consumers everyday.

4

# EVENT DISCOVERY

Create consumer events discovery; let your advertiser base know you are ready for business.

1. Digital Calendar
2. Print Calendar
3. Google Search
4. Display Ads
5. Email Newsletters
6. Social Media Posts
7. Editorial Ads & Articles

The screenshot displays the Event Discovery website interface. At the top, there's a navigation bar with 'PROMOTE YOUR EVENT' and 'Log In / Sign Up'. Below is a search bar and a menu with categories like 'All events', 'Live Music', 'Nightlife', 'Kids & Family', 'Festivals', 'Sports & Leisure', and 'Arts'. The main content area is divided into several sections:

- Event Details:** A large featured event for 'SOCstock' in the United States of America, dated 26 Dec at 10:00 AM. It includes a map and a 'Summary' section.
- CALENDAR:** A section titled 'The best place to promote your events online and in print.' It features a grid of event listings for various dates, including 'Fri 9/18', 'Sun 9/20', 'Fri 9/25', 'Tue 9/29', and 'Fri 10/02'. Each listing includes an image, title, and brief description.
- Featured Events:** A section with three event cards: 'Awareness of First Aid for Mental Health (FAA Level 1) ONLINE COURSE', 'Luminova Holidays', and 'Supervova Virtual Winter Challenge'.
- Editorial Pick:** A section with a featured article 'It's Showtime!' and a 'Summer Spritz: 90s Pub Crawl' promotion.
- Map:** A map showing the location of the SOCstock event in the United States.
- Summary:** A text block describing the SOCstock event as a world-class virtual event featuring renowned and respected industry speakers.
- Description:** A detailed text block about the 2020 SOCstock event, mentioning it's a generation-defining music festival and a security operations summit.
- Join the conversation:** A social media sharing section with a 'Join the conversation' button and social media icons for Facebook and Twitter.
- Simplify:** A small promotional box for Simplify, a 5-day app for gift-giving.

This advertisement promotes 'portsmouthnh tickets' for 'the MAD ONES' event. The text reads: 'Spicy hot events. This will be one of the most eventful weeks of the summer. JUST ANNOUNCED. the MAD ONES. September 8-17 | Newmarket Millspace. Introducing our newest ticketing partner: Newmarket Millspace! The present "The Mad Ones" - the story of two girls in a car overcoming a grief - on weekends from Sept. 8-17. Tickets are \$25. Get Tickets. DEMOS 4 hrs. Austin American Statesman. START PROMOTING YOUR LIVE MUSIC & NIGHTLIFE EVENTS IN AUSTIN. \$189 PER HOUR. START PROMOTING YOUR FITNESS & CLASSES IN AUSTIN. \$129 PER HOUR. START PROMOTING YOUR TRAINING & WORKSHOPS IN AUSTIN. \$249 PER HOUR. Austin American Statesman. TICKETS TO PROMOTE YOUR NEXT EVENT IN AUSTIN. INCLUSIVE MARKETING. BOOK A DEMO.

## TICKETING

# Integrate *evvnt* ticketing

Earn revenue (\$1.50 and 4%) for every ticket sold

Generate O&O revenue

Gather consumer data and insights

On average, ticketing generates **17% more revenue**

The screenshot shows the event page for "St. Pat's in Five Points" on Friday, March 17, 2023, from 7:30 AM to 7:00 PM EDT. The event is held at Five Points Courthouse in Five Points of Columbia. A ticket for \$20.00 is shown with a "Tickets" button. Below the event details, there is a promotional banner for the 40th Annual St. Pat's in Five Points, celebrating 40 years with a photo of the event grounds. Key statistics are highlighted: 45 featured bands, 30+ countries, \$7+ million in economic impact, and \$1 million in donations. A QR code is displayed for the reserved ticket. The attendee information is listed as Chris Caudle, Order #123456789. The bottom of the page features two featured acts: Blues Traveler and Big Something.





## CONSUMER DISCOVERY

### Event newsletters

✉ Auto-generated to save time and money

📅 Increase attendees to events

🚀 Data refreshes with new ticket buyer data

Email newsletters are the **#1 best practice** for driving more ticket sales




portsmouthnh *tickets*

Spicy hot events


This will be one of the most eventful weeks of the summer

JUST ANNOUNCED




Introducing our newest ticketing partner: [Newmarket Millspace](#)! They'll present "The Mad Ones" — the story of two girls in a car overcoming the grief — on weekends from Sept. 8-17. Tickets are \$25.

Get Tickets



The [Acoustic Nomads](#) blend contemporary improvisation and newgrass with...

*the Ticket* Pick up a pumpkin 🍂



It's eating season 🍂

Welcome to the cozy times, folks. In the Pacific Northwest, it's a lifestyle. Across the region, people are getting ready to burrow their heads into Carhartt beanies, order PSLs, and gear up for one of the fall's best traditions: **pumpkin patches**. U-pick farms all over the region are ready for your hands. [Find one near you and get to picking.](#)



Want to see an M's game before the season ends? Try one of these dates:

- This Friday, September 15th: [Roberto Clemente Day](#)
- This Saturday, September 16th: [Mariners Electric Factory Shirt Day](#)
- End of the month: [Fan Appreciation Weekend](#)

Also: It's Beyoncé Night, Seattle 🍂

**City Guide**  
The Best Pumpkin Patches Near Seattle (Fall 2023)  
Take your people to a patch 🍂

**City Guide**  
11 Places to Pick Fruits and Vegetables Around Seattle  
Including pumpkins 🍂

## TARGET ADVERTISERS

100k in revenue over 12 months / per market

### Well Rounded Approach – Per Newsbrand

| Event Creator Types  | # of Events | # of Tickets | Average Ticket Price | Net Ticket Fee Revenue | Event Creator Type | # of ECs  | Net Revenue      |
|--|-------------|--------------|----------------------|------------------------|--------------------|-----------|------------------|
| County/State Fair  | 1           | 150,000      | \$5                  | \$82,500               | Seasonal Event     | 1         | \$31,500         |
| Large Venue  | 25          | 2,000        | \$35                 | \$72,500               | Small Venue        | 2         | \$23,000         |
| Seasonal Event (Holiday Lights, Pumpkin Patch, Spooky World) | 1           | 30,000       | \$15                 | \$31,500               | Mid-Sized Venue    | 1         | \$20,250         |
| Mid-Sized Venue  | 50          | 300          | \$30                 | \$20,250               | Large Festival     | 2         | \$16,500         |
| Small Venue  | 100         | 100          | \$20                 | \$11,500               | Festival           | 2         | \$6,600          |
| Large Festival   | 1           | 5,000        | \$45                 | \$8,250                | Non-Profit Gala    | 2         | \$3,000          |
| Festival (Food, Beverage, Music)                             | 1           | 2,000        | \$45                 | \$3,300                |                    |           |                  |
| Non-Profit Gala  | 2           | 200          | \$50                 | \$1,500                |                    |           |                  |
| Misc. Small Events   | 1           | 200          | \$10                 | \$190                  | <b>Total</b>       | <b>10</b> | <b>\$100,850</b> |

## CASE STUDY

### My North Tickets

- **6,581 tickets sold**
- **100% sold out in advance**
- **\$247,130 gross ticket revenue**
- \$8,200.05 Rev to the partner / Evvnt
- 2 ticket release dates: both sold out within the hour of being open to the public for purchase.
- Traverse City Tourism wanting to host the Championship again next year and confirmed they will ticket with partner MyNorth Tickets.

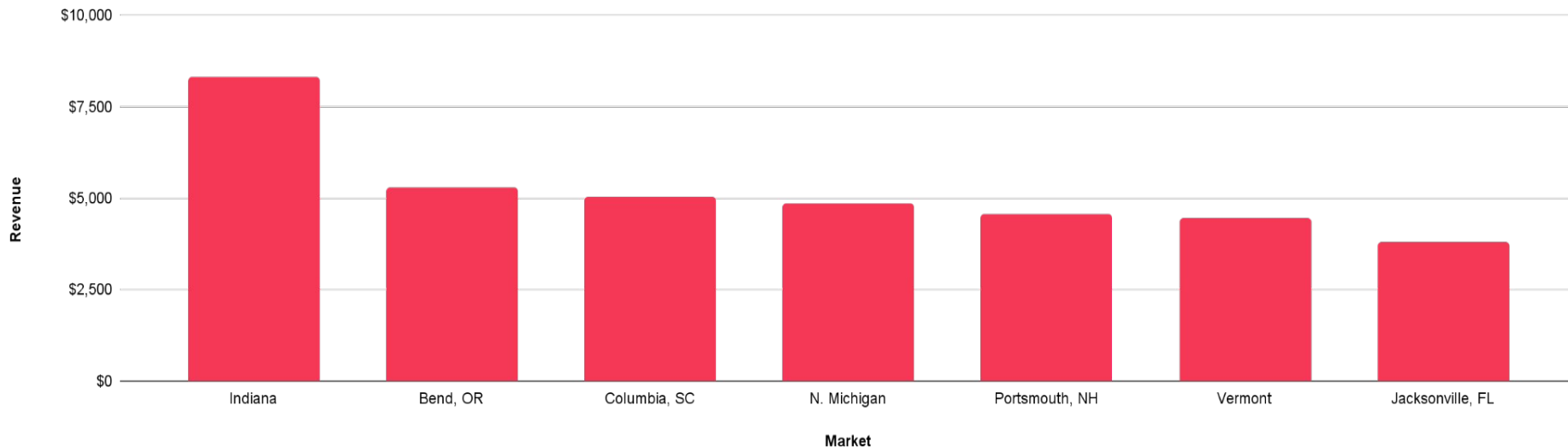


## REVENUE

Let's look at the potential revenue

AVERAGE MONTHLY NET  
REVENUE PER SITE:  
**\$2K-\$8K**

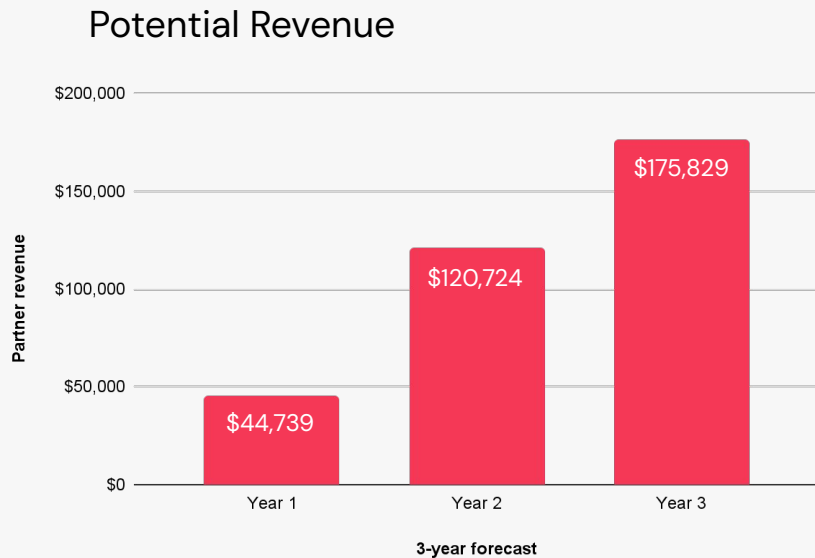
### Monthly



## THE GOAL

**\$40K+**

Net revenue  
Per annum/site



event

We are the  
largest events  
ad network  
across the USA  
with 2300+  
active partners.

GANNETT



HEARST

ORACLE



LIVE NATION

The Seattle Times

FORRESTER®



The Economist

THE ADVOCATE

WEHCO MEDIA, INC.

Gartner®



informa

MyNorthTickets



MACMILLAN  
CANCER SUPPORT



TRIB | TOTAL MEDIA



# Launch Partner Success Program

The Event Commerce Platform (ECP)

## ENTERPRISE PRO

Direct Sold

Growth Team

From **\$395**/month

Includes Digital Calendar + Ticketing + 1 Discovery Product +  
Growth Team

50% Net Revenue Share

We're invested in your success 100% of the way.



**GET STARTED**

**Start generating more  
revenue and data with  
your own Events  
Commerce Business**



[RICHARD@EVVNT.COM](mailto:RICHARD@EVVNT.COM)

[BOOK A DEMO](#)