

GABBY BARRETT

2025 Marketing Guidelines & Information

One-Off Dates

CONTACTS

Management:

- Tayler Bock <tayler.bock@redlightmanagement.com> ●

Marketing:

- Grace DeMaso <grace.demaso@redlightmanagement.com> ●

Digital/Social:

*For co-hosting and dark ad access requests, artist website listing, etc., please reach out to the below, with me on copy. **All copy/creative needs to be approved in advance.***

- Lea Swatosch <lea.swatosch@redlightmanagement.com> ●

PR/Publicity:

For press inquiries and opportunities, please reach out to the below (with Tayler and me on copy).

- Jensen Sussman <jensen@sweettalkpr.com> ○

Julianne Cassidy <jcassidy@sweettalkpr.com>

- **Radio Phoners/Interviews:** Please send requests to Tayler.

See marketing notes and items we will need from you ahead of your launch:

- **Ticket Link & Starting Audit**

● **Creative Materials:** Localized graphics, radio/video spots, etc. for approval before use. You may create using the approved assets [HERE](#).

- Please include a story and square asset so we can share on artist socials. Story size guidelines are below:



- **Marketing Plan:**

- **Budget Recommendation:** 30% On Sale | 20% Maintenance | 50% STRONG close
- **Radio:** Station partners and promotional proposals from them. If applicable, target stations have been provided. Please reach out for support. If not provided, use your discretion.

○ **Digital/Social:**

■ **Affinity Artists (for targeting):** Maddie & Tae, Jordan Davis, Carly Pearce, Dylan Scott, Carrie Underwood, Charlie Puth, Scotty McCreery, Kane Brown, Lainey Wilson, Tyler Hubbard, Lauren Alaina, Cole Swindell, Lee Brice, Thomas Rhett, Dustin Lynch, Kelsea Ballerini, Brett Young, Chris Young, Megan Maroney, Maren Morris, Miranda Lambert, Kylie Morgan, Danielle Bradbery, Dan + Shay, Old Dominion, Sam Hunt, Bailey Zimmerman

■ **Facebook:**

■ Event Co-hosting: Please send Lea and Grace your Facebook Event Link at announce so artist can be added as a co-host.

■ Advertiser Access: If you would like to run dark ads from artist's page, please send a request to Gabby's page and email Lea and Grace with your account name and Business ID.

We will need to approve screenshots/mocks of any dark ads you plan to run.