



CHASE WRIGHT – GENERAL MARKETING & TICKETING LETTER

TOUR CONTACTS:

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

Ticketing: Regan Rauch

Digital: Riley Cooper / riley.cooper@redlightmanagement.com

MARKETING:

All approved assets are [HERE](#).

Demographics:

-Age- ranges from 25-40

-Gender- 28.5% Male & 71.5% Female

Affinity List: Luke Bryan, Morgan Wallen, Parker McCollum, Mitchell Tenpenny, Jordan Davis, Russell Dickerson, Cole Swindell, Riley Green, Dierks Bentley

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. Send marketing & promo plans for approval prior to announce.

For advertising access – please request and send a note to Riley and copy me. All copy/creative need to be approved in advance.

For radio phoners- please send request to Regan Rauch.

PR Contact: Bryan Coleman bryan@ueginc.com

Dark AD Copy: Excited to be headed to [CITY] on [DATE] for my show at [VENUE]! Tickets are on sale now, don't miss out. Get them at <https://chasewrightmusic.com/#tour>

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 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.

PROMOTER PRESENTS (small text)

CHASE WRIGHT (large text)

CHASEWRIGHTMUSIC.COM (small text)

DAY, DATE , TIME (large text)

TICKET HOLDS:



CHASE WRIGHT ARTIST COMPS: per confirmed offer

SUPPORT COMPS: per confirmed offer

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