

LIVE WEBINAR

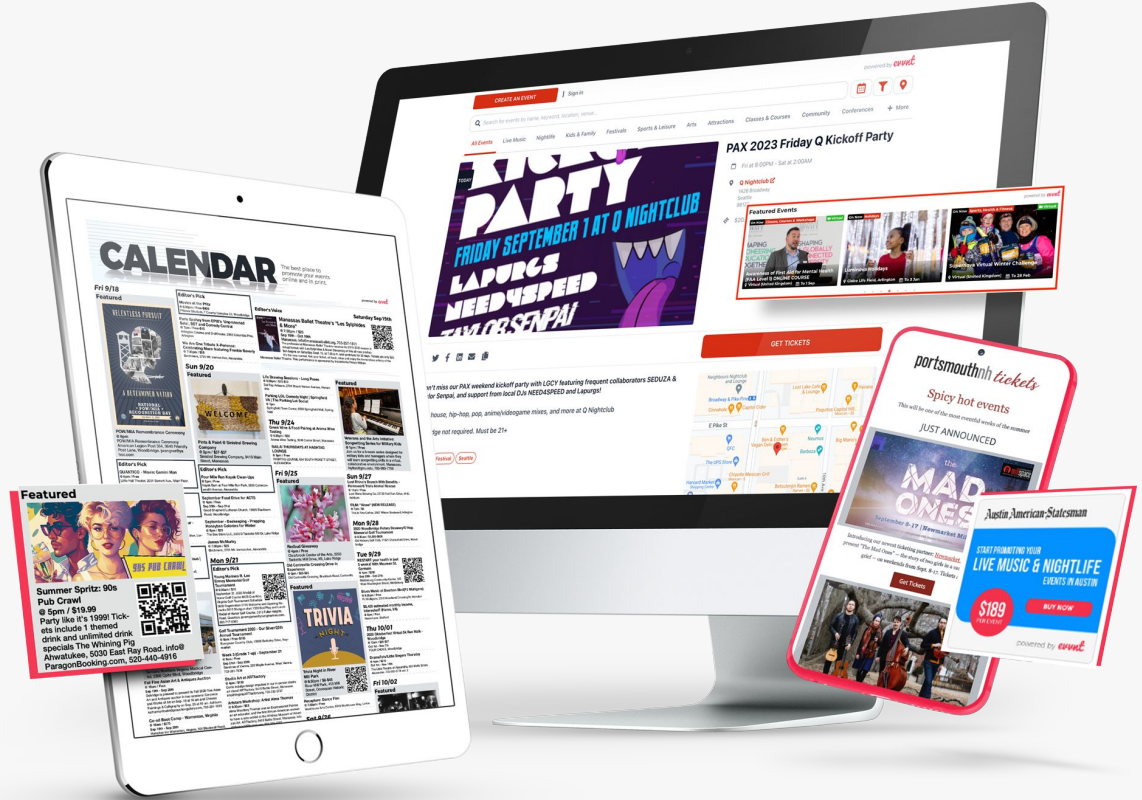


Launch Your Own Events Commerce Business



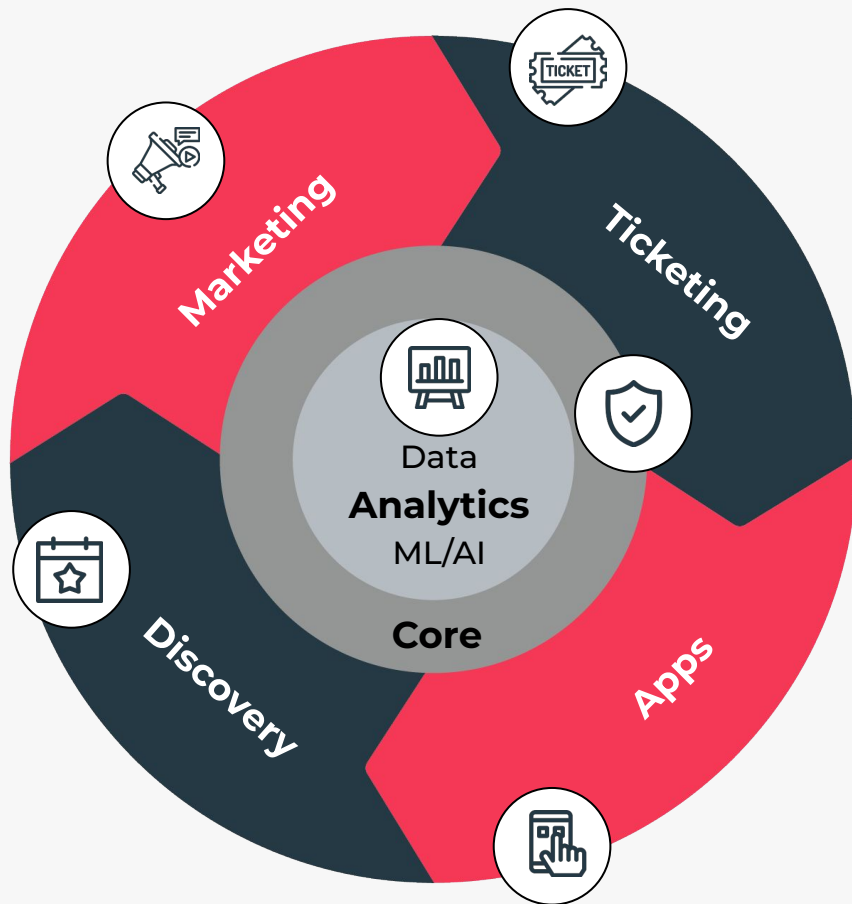
event

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 collage displays a variety of event discovery and promotion tools. At the top left is a screenshot of the Eventbrite website interface. Below it is a detailed view of a 'Socstock' event, a virtual drag show, with a map showing its location in the United States. To the right is a 'portsmouthnh tickets' page for 'The Mad Ones' event, featuring a large image of the event and a 'Get Tickets' button. Below this is a 'Newmarket Millspace' event page for 'The Mad Ones' on September 8-17. On the far right are several 'Austin American Statesman' event listings, including 'LIVE MUSIC & NIGHTLIFE', 'FITNESS & CLASSES', and 'TRAINING & WORKSHOPS'. The bottom section of the collage features various social media posts and promotional graphics, including a 'Socstock' event page, a 'The Mad Ones' event page, and a 'The Acoustic Nomads' event page. The collage is designed to showcase the range of event discovery and promotion options available through the event platform.

TICKETING

Integrate 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 displays the evvnt ticketing interface for the 'St. Pat's in Five Points' event. The top section features a green background with a shamrock pattern and the event title. Below this, the event details are listed: 'Friday, March 17, 2023 7:30 AM - 7:00 PM EDT', 'Five Points Courtyard', and 'Five Points of Columbia'. A ticket price of \$20.00 is shown, along with a 'Tickets' button. The 'Event Details' section includes a green background with the text 'St. Pat's in Five Points is back! CELEBRATE 40 YEARS WITH US IN 2023!'. Below this, four statistics are displayed: '45 THOUSAND' (Total Tickets Available for Sale), '30+ COUNTRIES' (Countries Represented), '\$7+ MILLION' (Revenue Generated for Local Food and Beverage Vendors), and '\$1 MILLION' (Revenue for Local Charities). The 'Event Details' section also includes a '40-Year Tradition' section, a '7:30am: Get to the Green 5K/10K and 1-Mile Family Fun Run' section, and a '10am: St. Pat's Parade' section. The 'Ticket Disclaimer' section lists terms and conditions, and the 'TALENT' section features photos of 'BLUES TRAVELER' and 'BIG SOMETHING'.

This block shows a white overlay with the evvnt logo in the top right corner. It contains a QR code on the right side. The text on the left reads: 'ST. PAT'S IN FIVE POINTS', 'RESERVED - ADULT', 'Friday, March 17th, 2023 from 7:30AM - 7:00PM EDT', 'Five Points Columbia', 'Saluda Avenue', 'Columbia, SC 29205'. Below the QR code, it says 'Attendee Information: CHRIS CAUDLE, ORDER #123456789'.

CONSUMER DISCOVERY

Print calendars & QR codes



Drive consumer awareness and ticket purchases.



Create more traffic & leads to your
online calendar.



Generate revenue through ad space and self-serve calendar listings.

On average, print calendars generate **15% more revenue**

METRO®
CREATE. SELL. PROFIT.

[illegible]

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



Letterhead

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	Total	10	\$100,850

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.



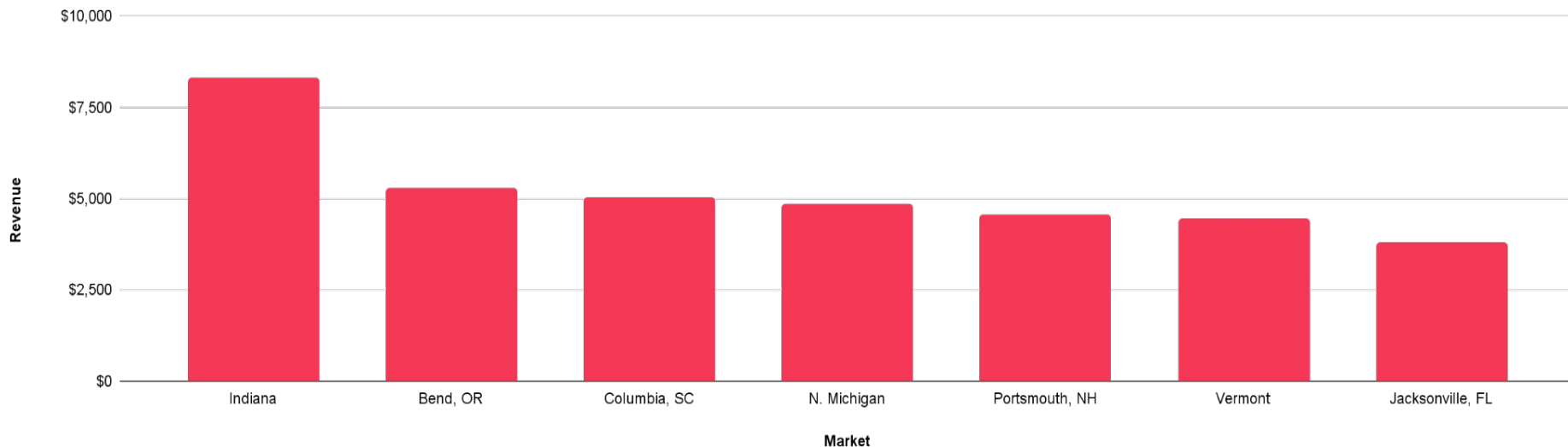
REVENUE

Let's look at the potential revenue

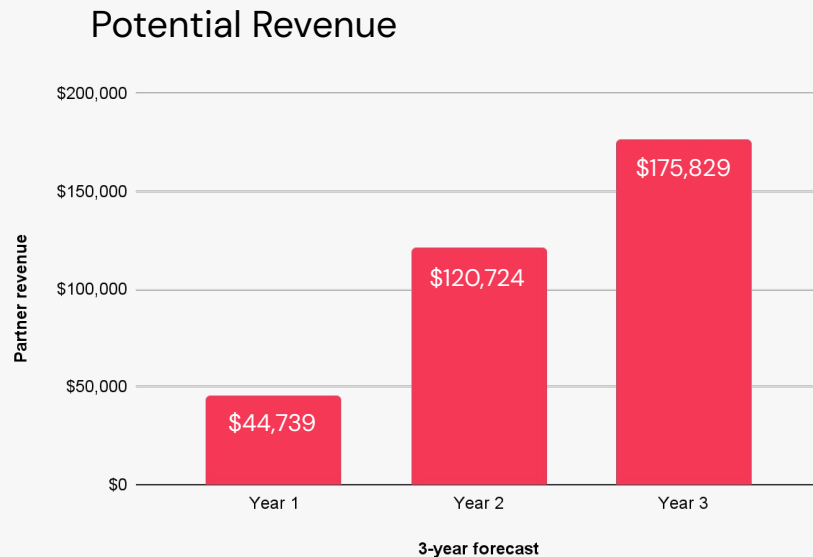
AVERAGE MONTHLY NET
REVENUE PER SITE:

\$2K-\$8K

Monthly



THE GOAL

\$40K+Net revenue
Per annum/site

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

GANNETT



HEARST

ORACLE



The Seattle Times

FORRESTER®



The Economist

THE ADVOCATE

WEHCO MEDIA, INC.

Gartner®



informa

MyNorthTickets



MACMILLAN
CANCER SUPPORT





GET STARTED

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



RICHARD@EVTNT.COM

BOOK A DEMO