

PARTNERS

METRO. & *evvnt*

LIVE **WEBINAR**

Launch Your Own Events Commerce Business With Evvnt & Metro

Thursday, September 28, 2023 11:00am, EST





The Event Success Company
pioneering the future of ticketing,
marketing and discovery services.



NETWORK & CLIENTS

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

GANNETT

USA TODAY
NETWORK

HEARST

ORACLE

paloalto
NETWORKS

LIVE NATION

The Seattle Times

FORRESTER

ID

UBM

The
Economist

THE
ADVOCATE

WEHCO MEDIA, INC.

Gartner

SOUTHERNSTONE

Reed
Exhibitions

APG
ADAMS PUBLISHING GROUP

LEE ENTERPRISES

EMAP

FT
FINANCIAL
TIMES

informa

MyNorthTickets

BH MEDIA GROUP
A Berkshire Hathaway Company

ROYAL ALBERT HALL

MACMILLAN
CANCER SUPPORT

DOW JONES

PEACH

Royal Albert Hall

904TIX
.COM

Park Plaza

TRIB TOTAL
MEDIA

BONTEMPS
TIX.COM

Hilton
HOTELS & RESORTS

airbnb

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!

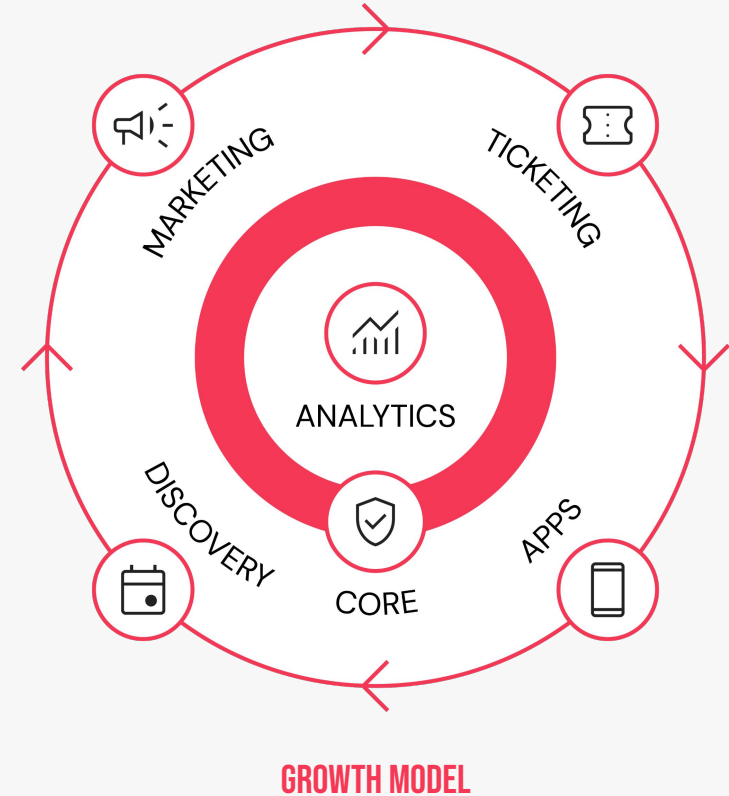
3

REACH & TECHNOLOGY

Our technology helps event creators get their events in front of 1.5m local consumers every day.

4

Our platform is more than just a discovery and ticketing system; It's a 360 degree event commerce platform with consumer purchase data at its core.

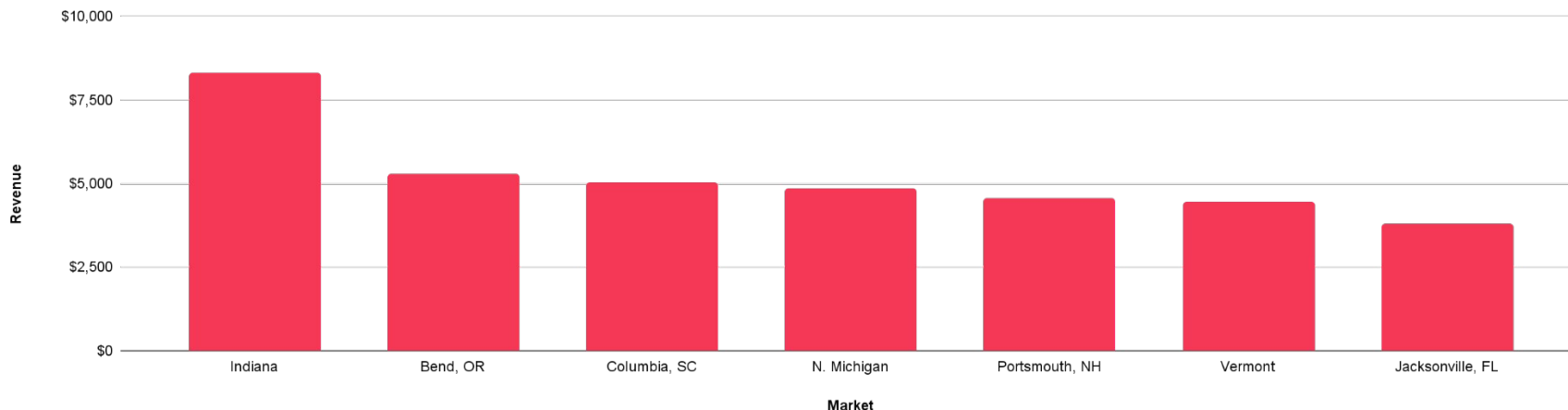


Let's look at **the potential revenue**

**AVERAGE MONTHLY NET
REVENUE PER SITE:**

\$2K-\$8K

Monthly Revenue



HOW WE CAN ACHIEVE THAT GOAL

Activate **consumer discovery services** to generate new revenue, data, and leads!



Consumer discovery powered by *event*

Digital Calendar & Discovery



Print Calendars & QR Codes



Event Ticketing



Email Newsletters



O&O upsell opportunities

Branded Content



Display Advertising



Social Media



Email & Direct Mail



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.

Featured

Summer Spritz: 90s Pub Crawl
@ 5pm / \$19.99
Party like it's 1999! Tickets include 1 themed drink and unlimited drink specials The Whining Pig Ahwatukee, 5030 East Ray Road. info@ParagonBooking.com, 520-440-4916



TICKETING

Integrate *evvnt* ticketing



Earn revenue for every ticket sold



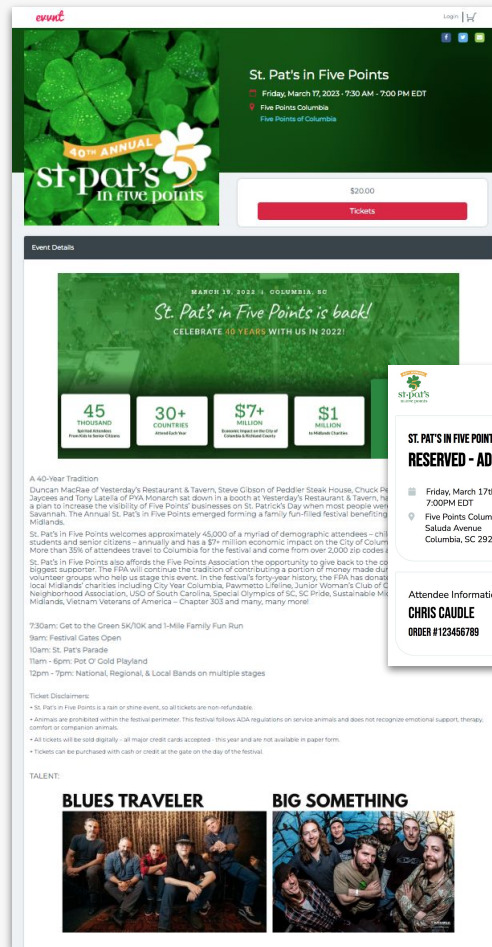
Generate O&O revenue



Gather consumer data and insights

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

Launch your events commerce business



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



the MAD ONES
September 8-17 | Newmarket Millspace
THE MAD ONES are a punk rock group based in Portland, Maine. They are currently touring the Northeast.

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 🍂



UPSELL WITH O&O MARKETING

Generate leads and data to feed your O&O marketing

Branded Content



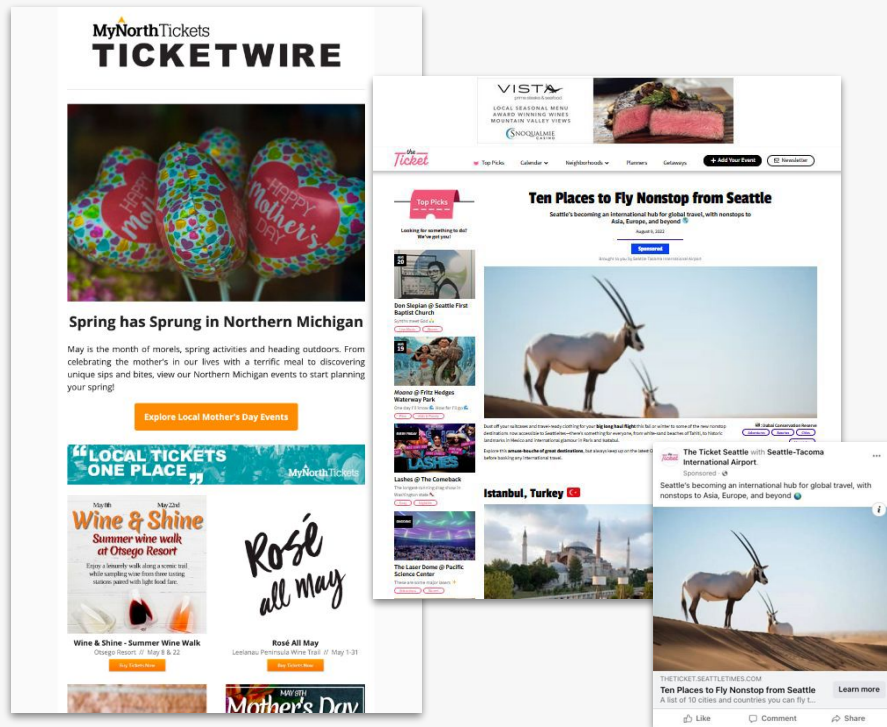
Display Advertising



Social Media



Email & Direct Mail



CASE STUDY

My North Tickets

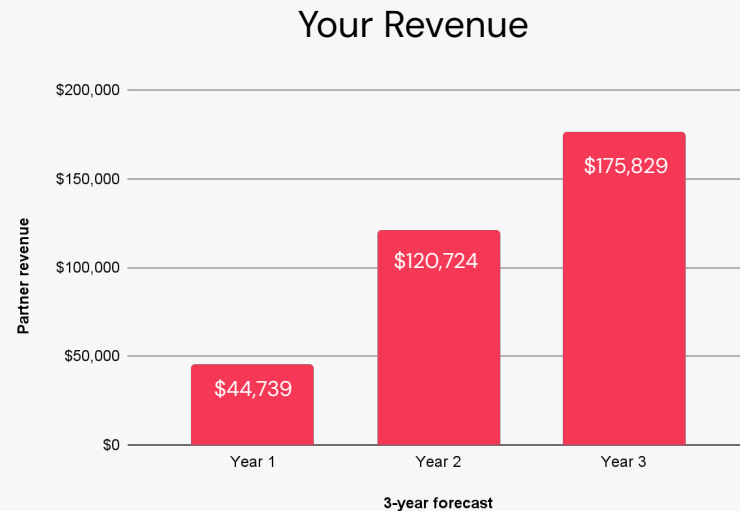
- **6,581 tickets sold**
- 100% sold out in advance
- \$247,130 gross ticket revenue
- \$8,200.05 Rev to the partner / Evvnt
- 2 ticket release dates: both sold out within the hour of being open to the public for purchase.
- Traverse City Tourism wanting to host the Championship again next year and confirmed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



THE GOAL

\$2K-\$5K

Net revenue
Per month/site



Launch Enterprise Sales Program

The Event Commerce Platform (ECP)

COMMUNITY

Self Service

Discovery + Marketing

FREE

Includes Digital Calendar

ENTERPRISE

Serviced

Event Success Team

From **\$299** /month

Includes Digital Calendar + Ticketing +
Success Team

ENTERPRISE PRO

Direct Sold

Growth Team

From **\$399** /month

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



GET STARTED

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



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