

# Crowd Funding for Local Venues





# Local Legends

Venue crowdfunding, made simple

Covid has had a dramatic impact on the whole live value chain. Recent estimates in the UK suggest the sector will fall 80% year on year. The picture is the similar around Europe.

Governments are offering varying levels of support, but eligibility criteria many venues are falling through the cracks.

As we face up to a second wave of shutdowns, venues are going to be hit hard again.

If the first round of lockdowns had a soft benefit, it has helped us appreciate our local environment more than ever.

Local venues are key to local communities, and these communities will invest if there was an easy way to do so.

# THE GOAL

**Local** people,  
supporting **local**  
**venues**



## Enabling venues and empowering fans

Create **awareness** of **local venues** under threat

- Everyone is hurting, but venues are at high risk
- Rent isn't reduced because of covid...
- If venues are allowed to close they won't reopen

**Enable** and **inspire** venues to reach out to fans

- Asking for money isn't easy
- Setting up crowdfunding can be daunting
- Joining a national campaign is more natural

**Empower** fans and local businesses to support

- People have an affinity with the local venue
- Local businesses will invest in their local area
- A platform will help unlock these funds

# THE TEAM

Who is driving this?

## **Chris Carey - TicketSwap**

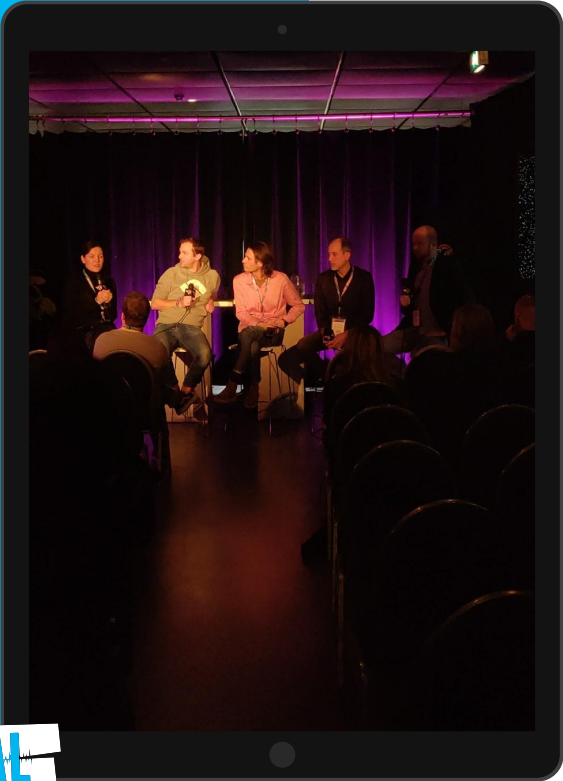
Head of International Marketing at ethical secondary ticketer TicketSwap. Chris also wrote the economic analysis underpinning the UK's #LetTheMusicPlay campaign.

## **Merlijn Poolman - COSIMO**

Night Mayor of Groningen, Netherlands. Former venue owner, now running innovative funding model Cosimo, helping businesses invest in the creative industries.

## **Dina Rickman - Go Fund Me**

Snr Manager, Northern. Europe at Go Fund Me, looking after key campaigns across the continent (and avid music fan)



# HOW IT WORKS

**Venues sign up directly with Go Fund Me**, who have a support team on hand to answer any questions

**Venues can opt for 'donation' only, or they can offer 'rewards'** as a thank you for donations of certain sizes (no equity shares)

**We create how to guides**, and deliver coordinated press and marketing go out across 15 markets on the launch date

**We provide Local Legends assets**, ensuring consistency across the campaign and giving venues a head start

**Venues can withdraw funds immediately**, they don't need to wait until they hit a milestone



# FINANCES

Is anyone getting paid?!

## **In a word, no!**

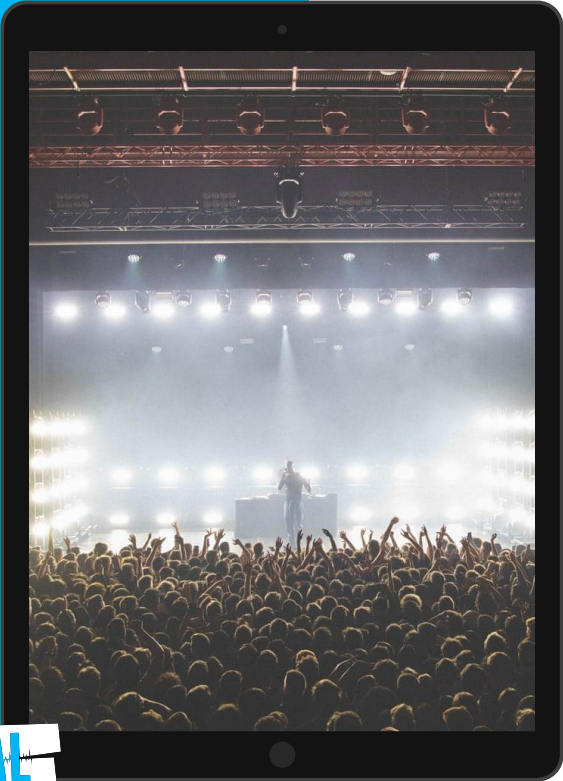
This is all about putting money in to venues. TicketSwap is not taking a cut, Cosimo is not taking a cut, and GoFundMe allow people who are donating to put that donation to zero.

## **Venues can take funds straight away**

So long as venues set up their page in the right way, they can withdraw funds within days of donations. They don't need to wait to hit a target.

## **Visual assets, Marketing and PR**

The team are investing in visual assets and will spend on PR and the marketing campaign.



LOCAL  
LEGENDS

# WHERE?

Launching in all 15 nations that GoFundMe works in

**We will be running marketing and PR in:**

The UK

France

The Netherlands

Germany

Italy

Belgium

Sweden

Spain

Norway

Austria

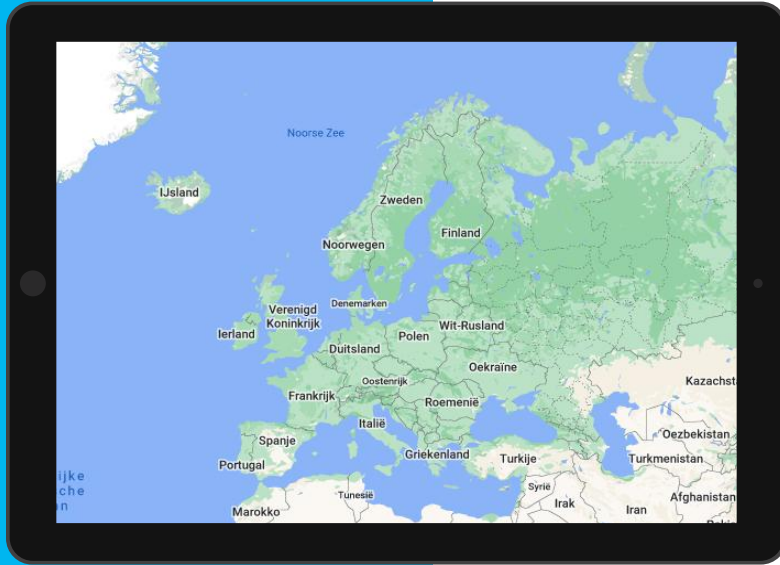
Denmark

Finland

Switzerland

Ireland

Portugal



# NATIONAL CAMPAIGN STRUCTURE

## Central Team: TicketSwap, GoFundMe, Cosimo

Delivering: 'How To' Guides, Reward Guides, Visual Assets

Managing: Centralised PR and Marketing Campaign

Supporting: Venues setting up Campaign Pages

## Local Champion:

On the ground leader, connecting the campaign with venues and key B2B contacts

Delivering strong coverage with key stakeholders, including trade bodies

## Local Lead:

Monitoring local consumer trends, optimising local press contacts and connections

Administrative support, troubleshooting locally and feedback to the central team

## Local Supporters:

As well as these defined roles there will be organisations and key individuals who can shout about the campaign in ad hoc ways.





# Local Champion

Key person on the ground, per country

In essence, the Local Champion is the person who takes the ideas, the assets, and the enthusiasm, from the central team in to their community of music venues.

This is someone who can inspire venues of all kinds to take part and is a vital element to the success of the campaign.

They will also be a figurehead within the industry as well as being available for press in release week.

Each Local Champion will be supported by a Local Lead. The lead will reduce the administrative burden and ensure that any questions are answered quickly. They will also ensure the campaign runs smoothly and coordinate local press.



# TIMELINE

## **Friday 30th October**

Launch B2B campaign with Local Champions.

## **Monday 2nd November**

Deliver assets and How To Guides to venues.  
Venues start setting up campaigns  
Go Fund Me monitor progress and help those who need

## **Friday 6th November**

Marketing campaign finalised and ready to launch  
PR campaign fully briefed under embargo

## **Wednesday 11th November**

Public launch with TV and Radio support across major markets. Aiming for 1,000 fundraiser pages set up for launch.



# GET INVOLVED

Comments, questions or want to join the team, get in touch!

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