



BESPOKE NEWSLETTERS

To help better localize our regular email newsletters and connect with your city's audience, the Global Communities team offers the option to customize the top portion of the newsletter. This is a great opportunity to add a human touch and spotlight key moments in your market.

To drive strong engagement and minimize unsubscribes, **this feature should be reserved for standout moments that truly warrant extra visibility**. Ideal cases include launching a new format (e.g. *Singles Night*), hosting a show at an iconic venue, or featuring a well-known artist likely to boost sales or audience interest.

For regular Discovery shows, we encourage the use of themes, Collections, and socials.

What Can Be Customized?

You can request a bespoke section at the top of the email, which can include:

- A high-quality image
- A custom written message
- Your name, signature, and photo - *optional*

This section is meant to humanize our newsletters and drive attention to shows or special moments. The Global Communities team will copy/paste your content directly into the Klaviyo template, so be sure everything is final and polished.

Note: All text and photos must be provided by the Local Producer. Photos should ideally be taken from Bynder.

Email Send Cadence

- **Local Producer Cities:** Weekly, every Wednesday @ 5:30pm (local time)
- **Curator Cities:** Monthly, last Wednesday of every month @ 5:30pm (local time)

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Best Practices

- **Lead with a CTA:** Try to include a call to action in the first few lines (e.g. a hyperlink to a show, Collection page, or your city's page).
- **Use a Personal Tone:** Authentic, warm, and human messages perform best. Don't be afraid to show your personality — see *examples from Fran and Alexis!*
- **Choose the Right Image:** Submit a high-quality photo that's relevant, vibrant, and eye-catching. **It should not exceed 5MB.**
- **Audience Targeting:** Newsletters are automatically sent to subscribers who:
 - Have your city set as their home city
 - Are actively engaging with our emails
 - Haven't marked our emails as spam
- **Promo Codes:** Newsletter features often boost full-price sales on their own. For smaller-capacity shows likely to sell out, skip the promo code and aim for full price. For larger venues with lower confidence in sales, a discount code can be considered.

We can also explore further segmentation, such as targeting subscribers who have attended specific types of shows in the past (e.g., Comedy shows within the last 12 months).

Deadlines

To ensure events are automatically included in the newsletter:

- **Local Producer cities:** All shows must be published in the Concert Planner by Tuesday of every week.
- **Curator cities:** All shows must be published in the Concert Planner by the 20th of each month.

To request bespoke content (photo + copy), it must be emailed to Stephanie and Chyna at least one week in advance of the send date.



Mailing List Growth Tactics

Growing your local mailing list is key to building a stronger, more engaged audience — and ultimately selling more tickets. Here are a few tried-and-true tactics to get you started, but feel free to get creative and tailor your approach to your market:

- **Social Media Promotion:** Regularly promote your newsletter sign-up link across your social channels, especially when announcing shows, new formats, or exciting local news.
- **In-Person Opportunities:** Display QR codes at events where you or your team have a presence (including festivals and pop-ups). Make it easy and quick for people to join on the spot.
- **Incentivize Sign-Ups:** Offer small incentives, like entering new subscribers into a raffle for free tickets or other perks at our events.
- **Encourage Creativity:** Think beyond the basics — what would make someone *want* to sign up in your city? Test new ideas and share what works with the broader team!

Keep in mind that mailing list size can fluctuate depending on the filters applied. For example, we typically suppress anyone who hasn't opened or interacted with a newsletter in over six months — so while they're still subscribed, they may not be actively receiving emails.

If you'd like an updated snapshot of your current mailing list size (including or excluding suppressed contacts), just reach out and we're happy to share.

Additional Info

- **No Cost:** These newsletters are complimentary and do not count against your show expenses (unlike paid promotions such as boosted posts).

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- **Insights Available:** Want to know how your newsletter performed? Just ask — we're happy to provide subscriber and performance insights upon request.

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BROWSE SHOWS



LA is having a vibe shift

It's feeling like a fresh new season in LA because... well... it is. The Dodgers are back at it, the weather apps are back to sun emojis, and the new monthly flavors at Salt & Straw this year have been *workingggggg*. (<—writer's personal assessment, open to feedback)

That means it's officially time to get back to the joy and spontaneity of living in LA—starting with an unexpected Sofar show. Catch us in Silver Lake on Thursday for an intimate night on an outdoor patio. On Friday, we've got a show at a yoga studio in Culver, and on Saturday, we round out the weekend with a cozy and acoustic set in Pasadena.

Go on. Send out your texts. Your friends in respective neighborhoods are ready to report.

SEE ALL SHOWS

Upcoming shows in Los Angeles

Thu 17 Apr	Silver Lake <i>Outdoor Patio Show</i>	→
Fri 18 Apr	Culver City <i>BYOB Outdoor Show</i>	→
Sat 19 Apr	Pasadena <i>Acoustic / Intimate Space</i>	→
Thu 24 Apr	Santa Monica <i>Outdoor Show</i>	→
Fri 25 Apr	Arts District <i>Fan Favorite Venue!</i>	→
Fri 2 May	Elysian Park <i>Hidden Speakeasy</i>	→
Fri 9 May	Pasadena <i>Cozy and Intimate</i>	→
Sun 11 May	Santa Monica <i>Music and Pottery Night</i>	→

Can't make these dates?

MORE SHOWS HERE →



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BROWSE SHOWS



Cruise into festival season

Hey, London! Sofar sets sail on the Dutch Master on Sunday 4th May, to bring you a bank holiday to remember. Set sail down the Thames to the tune of live music and DJs popping up across the boat. This standing room only show will give you that festival vibe you've been craving all year. Early bird tickets have already sold out. Second release tickets are limited and **just £35**. Final release tickets will be £45.

Grab 'em before they're gone.

Speaking of bank holidays, don't forget we've got 4 long days for Easter this weekend. We've got shows everyday, so pick your vibe! Chilled afternoon in Hackney? Show in a recording studio? Discover your new favourite hangout and get your live music fix.

LONG WEEKEND SHOWS

Upcoming shows in NYC

Wed 16 Apr	Williamsburg <i>Cozy and Intimate</i>	→
Thu 17 Apr	East Village <i>Comedy Night</i>	→
Thu 17 Apr	Financial District <i>BYOB</i>	→
Thu 17 Apr	Greenwich Village <i>New Venue!</i>	→
Fri 18 Apr	Midtown <i>Pop / R&B / Hip Hop</i>	→
Fri 18 Apr	Meatpacking District <i>Cool Art Space</i>	→
Sat 19 Apr	Williamsburg <i>City Views</i>	→
Sat 19 Apr	Chinatown <i>BYOB</i>	→

Can't make these dates?

MORE SHOWS HERE →



Until next time,
Fran

LIVE EVENTS WIZARD / HUNTER OF UNIQUE
VENUES / PLAYLIST CURATOR / FOOD
OBSESSED / TRAVEL JUNKIE



DISCOVER MORE SHOWS

Upcoming shows in London

Wed 9 Apr	Waterloo <i>Incredible Views!</i>	→
Thu 10 Apr	Clapham <i>Discovery Night</i>	→
Fri 11 Apr	Shoreditch <i>Living Room Show</i>	→
Fri 11 Apr	Barbican <i>Historic Space</i>	→
Fri 11 Apr	Hackney <i>*New* Dance performances</i>	→
Fri 11 Apr	Angel <i>Acoustic Show</i>	→
Sat 12 Apr	Waterloo <i>Incredible Views!</i>	→
Sat 12 Apr	West Hampstead <i>Soul + R&B</i>	→

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BROWSE SHOWS



Flirt, Dance, Sip, Repeat

Hey, London! Did you see that we launched our [brand new dating events](#) for Cis, Trans and Non-binary sapphic and gay individuals? Just a gig where everyone is Queer. Some are single but everyone is ready to mingle.

Try something different and come to our next [dance show](#)! Against the backdrop of the beautiful Bath House, together the impressive line up holds credentials that include immersive theatre production punchdrunk, Wicked (the film) and UK Tango Champion 2024. Plus, the Bath House has a happy hour in the cafe you can enjoy from 5-7pm.

DISCOVER MORE SHOWS

Can't make these dates?

MORE SHOWS HERE →



Until next time,
Fran

LIVE EVENTS WIZARD / HUNTER OF UNIQUE
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BROWSE SHOWS



Cheers to community

Hey, LA! We've got your Saturday plans covered. Meet up with like-minded music fans at our special "Sounds & Sips" show—served up by our friends at Rosenthal Winery and Boomtown Brewery.

Spend the day in DTLA discovering emerging artists, meeting new people, and sharing in some excellent wine / beer.

What more could a Saturday need?

BOOK TICKETS

Upcoming shows in Los Angeles

Sat 12 Apr	Arts District <i>\$15 Ticket Special!</i>	→
Thu 17 Apr	Silver Lake <i>Outdoor Patio Show</i>	→
Fri 18 Apr	Culver City <i>Outdoor Show</i>	→
Sat 19 Apr	Pasadena <i>Acoustic / Intimate Space</i>	→
Fri 25 Apr	Arts District <i>Fan Favorite Venue!</i>	→
Fri 2 May	Elysian Park <i>Hidden Speakeasy</i>	→
Fri 9 May	Pasadena <i>Cozy and Intimate</i>	→

Can't make these dates?

MORE SHOWS HERE →



FIND A SHOW

Upcoming shows in NYC

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BROWSE SHOWS



Hey Alex! Don't tell anyone, but I've spent the last hour at work daydreaming about all the cool [Spring Awakening](#) shows we've got on the calendar and what I'm going to be doing once it's warm out. For me, warm-weather Alexis = attending as many outdoor shows as possible (plus a cold cocktail the second 5pm hits, obviously 🍹).

By the way, our waitlist is now LIVE for our [Open Sky collection](#). We've got a great lineup of outdoor shows coming up, and I'd definitely recommend signing up for alerts by hitting the 'notify me' link. Once those tickets drop on April 23rd, they're going to sell out fast! 🔥

FIND A SHOW

Wed 16 Apr	Williamsburg <i>Cozy and Intimate</i>	➔
Thu 17 Apr	East Village <i>Comedy Night</i>	➔
Thu 17 Apr	Financial District <i>BYOB</i>	➔
Thu 17 Apr	Greenwich Village <i>New Venue!</i>	➔
Fri 18 Apr	Midtown <i>Pop / R&B / Hip Hop</i>	➔
Fri 18 Apr	Meatpacking District <i>Cool Art Space</i>	➔
Sat 19 Apr	Williamsburg <i>City Views</i>	➔
Sat 19 Apr	Chinatown <i>BYOB</i>	➔

Can't make these dates?

MORE SHOWS HERE ➔



See ya later,
Alexis

CENTRAL PARK FISHERMAN / BEER-ENTHUSIAST /
CARTWHEEL EXPERT