

2025 Tour: March 31 - May 31

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Tour Overview

We want to build new relationships and expand Ausar's fan base in surrounding cities. And, for every city we tour, we want to make sure that Ausar does a corresponding SoFar Sounds show; he is a Global Partner and [they've shown him lots of love over the years](#), so we'd like to leverage that relationship.

We don't have a lot of money, so we want to keep this tour local — ideally every place is within driving distance from Illinois. However, we are willing to travel to New York (although that is fairly close) and fly to Texas and California — but the latter two states will probably be visited at the end of the tour.

We want to do 10 cities, 2-3 stops per city, with a minimum crowd size of at least 25-30.

We want to consider: hosting or hopping onto a showcase format, open DIY venues (where we'll pay for Derek's travel), festivals, college organizations that host / book artists, and radio stations that host / book artists — in addition to local venues, bars, etc.

1. Universities
 - a. Programming Organizations & Radio Stations
 - b. Established Spring Programming (*e.g. University of Michigan SpringFest*)
 - c. Relevant Contacts (*Highlight for previously established contacts*)
2. Surrounding venues to University
 - a. In the same town, no further than a 2 hour drive from university town
 - b. Reach out for tentative holds during a defined 2 week period in that region
3. Cities within ~2 hour drive of University
 - a. Relevant venues
 - b. Talent buyer contact information
 - c. Reach out for tentative holds during a defined 2 week period in that region
4. Festivals
 - a. Local street festivals, daytime stages, diy festivals, etc...
 - b. Identify relevant stage if possible
 - c. Relevant contacts for talent buying
5. Combining forces : Other artists that could join tour as an opener OR artists performing in midwest region
Ausar could join as an opener

6. Will & Ausar - Artists that have expressed interest to work alongside Ausar

Proposed Sponsor List

Name	Contact	Website	Socials

Planning Calendar (High Level Overview)

7. November (5 months prior to tour start)
 - a. Establish tentative tour length & route
 - b. Research contacts to reach out to
 - c. Define outreach process
 - d. Nutshell contacts re-sync
8. December (4 months prior to tour start)
 - a. Begin outreach
9. January - March
 - a. Outreach
 - b. Follow up with initial outreaches
 - c. Confirming dates
 - d. Logistical work
10. April: Tour Start

Tour Route

Route Overview

1. Milwaukee, WI (04/12)	6. Lincoln, NE (04/16)	12. Louisville, KY (04/22)	18. Detroit, MI (04/28)
2. Madison, WI (04/13)	7. Manhattan, KS (04/17)	13. Bloomington, IN (04/23)	19. Ann Arbor, MI (04/29)
3. Saint Paul, MN (04/14)	8. Lawrence, KS (04/18)	14. Indianapolis, IN (04/24)	20. East Lansing, MI (04/30)
4. Minneapolis, MN (04/14)	9. Kansas City, MO (04/19)	15. Columbus, OH (04/25)	21. Kalamazoo, MI (05/01)
5. Iowa City, IA (04/15)	10. St. Louis, MO (04/20)	16. Toledo, OH (04/26)	22. South Bend, IN (05/02)
	11. Nashville, TN (04/21)	17. Cleveland, OH (04/27)	23. West Lafayette, IN (05/03)

Route Details & Dates

Average Driving Time Between Stops: ~ 3.06 hours

Minimum Driving Time: 30 minutes (Minneapolis - Saint Paul)

Maximum Driving Time: 5.5 hours (St. Louis - Nashville TN)



What cities would we like to visit? Who are the promoters, talent buyers, and partners (e.g., brands or others artists) that we'd like to work with?

Link to Rolodex:

https://docs.google.com/spreadsheets/d/18Tbc7GDw9d3-91ul06m6eT_oq4HKbD7ZpKUC6tDVblY/edit#gid=0

Arkansas

Lorem ipsum

Indiana

Bloomington

- (Venue) [The Bishop Bar](#) (Talent Buyer: Dan Coleman, booking@thebishopbar.com)
- (Venue) [Block House](#) (blockhouse.booking@gmail.com)
- Indiana University
 - (SRO) [Indiana Memorial Board](#) (Director of Concerts: Adamifoluwa Adenekan & Carley Mosby, concerts@indiana.edu)
 - (Student Radio) [WIUX](#) : Culture Shock Music Festival (Special Events Director : Tovah Blumefeld, spev@wiux.org | Festival Operations Director: Trevor Emery, fops@wiux.org)

Indianapolis

- (Promoter) [My Old Kentucky Blog](#) (Associate Talent Buyer : Dee Annis, dee@mokbypresents.com)
 - (Venue) [Lo-Fi Lounge](#)
- (Venue) [Healer](#) (Booking: colin@healerdiy.com, matt@healerdiy.com)
- (Venue) [Melody Inn](#) (Booking: Mail to *Melody Inn 3826 N. Illinois St. Indianapolis, IN 46208* attn: booking, melodyinn2001@gmail.com)

West Lafayette

- Purdue University
 - (SRO) Purdue Student Union Board (psubpres@purdue.edu)
 - (Student Radio) [WCCR Purdue Student Radio](#) (wccrpurdue@gmail.com)
 - (SRO) [Student Concert Committee](#) (convos@purdue.edu)

South Bend

- (Promoter) HSE semanagement74@gmail.com
- (Venue) The Well (thewellriverpark@gmail.com)
- (Venue) Lang Lab (booking.langlab@gmail.com)
- (Venue) Witches Brew (574) 303-7302
- (Venue) The Garage Arcade (https://garagearcadebar.com/music/#artist_submission)
- StockRoom East (<https://www.stockroomeast.com/south-bend-concerts-and-events/>)

Iowa

Iowa City

- (Venue) [Gabe's](#) (Booking: booking@icgabes.com)
- (Venue) Elray's (Booking: MrElray@elraysliveanddive.com)
- (Venue) Yacht Club (DM for Booking [HERE](#))
- University of Iowa

- (SRO) [Scope Productions](#) (Talent Buyer: Kendall Deutmayer, scope@uiowa.edu)
- (Student Radio) KRUI FM (krui@uiowa.edu, Music Director: amoramata@krui.fm, GM: tslowinski@krui.fm)
- (Festival) [Mission Creek Festival](#), first week of April (Do not accept unsolicited artist submissions)

Kansas

Lawrence, KS

- University of Kansas
 - (SRO) Student Union Activities (sua@ku.edu, suaconcerts@gmail.com, suaconcertsac@gmail.com, suathursdaynightsac@gmail.com, suathursdaynights@gmail.com, suadaytimeac1@gmail.com, kansasuniongallery@gmail.com)
 - (Student Radio) KJHK 90.7 FM (submit Music: submitmusic@kjhk.org, “In-Studios” live session: multimedia@kjhk.org, Booking for live events (*Farmer’s Ball*): engagement@kjhk.org)
- (SRO) Black Student Union
- (Venue) Eighth Street Taproom (eighthstreettaproom@yahoo.com, (785) 841-6918)
- (Venue) Love Garden Record Store (lovegardensounds@gmail.com, (785)-843-1551)
- (Venue, cap: 460) The Bottleneck (info@mammothlive.com)
- (Venue) Replay Lounge (replaybooking@gmail.com)
- Artists to reach out to : [VCMN](#)

Manhattan, KS

- Kansas State University
 - (SRO) K-State Salina Programming Board (Advisor: Lindsay Shupe, lrshupe@k-state.edu; Student Leader: Heather Thummel, hthumm@k-state.edu)
- (Venue) The Hat (rpaentertainment@hotmail.com)
- (Venue) [Lake Side Music](#) (dani@ksu.edu)

Michigan

Ann Arbor

- University of Michigan
 - (SRO) Empty Mug Records ([IG](#), emptymugrecords@umich.edu *Spring Street Fest*)
 - (Student Radio) [WCBN FM](#) (pd@wcbn.org, (734) 763-3535, Outreach Directors: Anja Sheppard & Yumna Dagher aniashep@umich.edu , ydagher@umich.edu)
 - (SRO) Music Matters (Spring Fest 04/04, [IG](#), Taylor Bullitt & Rowan O’Connor rowano@umich.edu, tbullitt@umich.edu; Head of Artist Relations: jsalvati@umich.edu)
- (Venue) The Blind Pig (Talent Buyer: Jason Berry, jason@goodshowlive.com)
- (Venue) [Ziggys](#) (Owner: David Jefferies)

East Lansing

- Michigan State University
 - (Student Radio) [Impact 89 FM](#) (Live Studio Performance, mpact89fm@gmail.com)
 - (SRO) [Undergraduate Activities Board](#) (Andrew Pavel Miller-Thomas: Music Coordinator, uab@msu.edu)
 - March 28, 2023: Danny Brown, Hippo Campus
- (DIY Venue) [The Hamm's House](#) (DM)
- (Venue, cap: 900) Grewel Hall at 224 (Booking@Hall224.com)
- (Venue) The Junction (management@thejunctionmichigan.com)
- (Venue) [Mac's Bar](#) (macsbarlansing@gmail.com, (517) 484-6795)
- (Venue) (SCENE) MetroSPACE (sulli357@msu.edu)

Detroit

- (Venue) The Old Miami ((313) 831-3830)
- (Venue) El Club (Talent Buyer: Drew Driale, drew@elclubdetroit.com)
- (Venue) The Loving Touch (Talent Buyer: Jesse@wabcoindustries.com)
- (Venue) Token Lounge (Talent Buyer: johnnyanton@yahoo.com, 248-797-6931)
- (Venue) Corktown Tavern (Submit request [HERE](#))
- (Radio) [105.1 The Bounce DJ Scorpion](#)

Kalamazoo

- (Radio) [WIDR](#)
- (Related Artists) [Caged Lotus](#)
- (Promoter) [Vine Neighborhood Association](#)

Grand Rapids

- (Venue) Pyramid Scheme (booking@pyramidschemebar.com)

Minnesota

Minneapolis

- (Venue) 7th street entry (612-338-8388)
- (Venue) [Pillar Forum Cafe](#) (info@PILLAR.com)
- (Venue: 50 cap.) [Caydence Records & Coffee](#) (Submit booking request [HERE](#))
- (Venue) [Green Room](#) (booking: info@greenroommn.com)
- (Venue) [Cloudland](#) (IG, cloudlandbooking@gmail.com)

- University of Minnesota
 - (SRO) Student Events & Entertainment (contact [HERE](#))

Saint Paul

- (Venue) Rok Music Music Lounge ([IG](#), contact@rokeatery.com)
- (Venue) MetroNOME (booking@metronomebrewery.com)
- (Venue) [Underground Music Cafe](#) (Submit booking request [HERE](#))
- (Venue) Hook & Ladder (submit booking request [HERE](#))

Missouri

Kansas City

- (Store / Venue Open Mic) [Made Mobb](#), One Mic Stand on Thursday's see [HERE](#)
- (Venue) [KC Soul Sessions](#)
- (Promoter) Midwest Made (Midwestmadelifestyle@gmail.com)
- (Venue) [Farewell](#) (Booking@farewellcafe.com)
- (Venue) Encore (info@mammothlive.com)
- (Venue) [Record Bar](#) (Submit Booking request [HERE](#))
- (Venue) [The Mini Bar](#) (Submit booking request [HERE](#); booking@therecordbar.com, info@minibarkc.com)
- University of Missouri - Kansas City
 - (SRO) [Union Programming Board](#) (upb@umkc.edu)

Columbia

- (Venue) Rose Music Hall (info@thebluenote.com)
- (Venue) Cafe Berlin (ADRIENNE@CAFEBERLINCOMO.COM)

St. Louis

- (Venue) [Old Rock House](#) (info@oldrockhouse.com)
- (Venue) Blueberry Hill (see [HERE](#))
- (Venue) Pop's Blue Moon (info@loyalfamily.com)
- (Venue) The Dark Room at the Grandel (becky@kranzbergarts.org)
- (Venue) City Winery (info@cityfoundrystl.com)
- (Venue) Joe's Cafe ([\(314\) 862-2541](tel:(314)862-2541))
- (Venue) Venice Cafe (314.772.5994)
- (Promoter) Jamo Presents (booking@jamopresents.com)
- Washington University, St. Louis
 - (SRO) [Social Programming Board](#) (concerts@spb.wustl.edu)
 - (Student Radio) [KWUR](#) (hip-hop@kwur.com, events@kwur.com)

Nebraska

Lincoln

- (Venue) [Zoo Bar](#) (Pete@zoobar.com, Josh@zoobar.com)
- (Venue) Bourbon (Fill out interest [HERE](#))
- (Venue) Bodega's (Fill out interest [HERE](#))
- (Venue) 1867 (See [FB](#) or [IG](#))
- University of Nebraska - Lincoln
 - (SRO) [University Programming Council](#) (UPCNebraska@unl.edu)
 - (Student Radio) 90.3 KRNU (krnu@unl.edu)

Omaha

- Reverb Lounge

Kentucky

Louisville

- (Festival) [LouieEvolve](#) (louieevolve@gmail.com)
- (Venue) [Zanzibar](#) (booking@zanzabarlouisville.com)
- (Venue) [Whirling Tiger](#) (prettygood@prettygoodconcerts.com)
- (Venue) [Camp Social Club](#) (thebbass@gmail.com)
- (Venue) [Magbar](#) (booking@magbarlouisville.com)
- (Venue) [Kaiju](#) (office@kaijubar.com)
- University of Louisville
 - (SRO) Student Organization Advisory Board (soabprog@louisville.edu)

Ohio

Toledo

- (Venue) [The Switchboard](#) (bar@switchboard419.com)
- (Venue) [The Village Idiot](#) (309conant@gmail.com)
- (Venue) [Ottawa Tavern](#) (419.725.5483)
- (Venue) Bier Stube (Submit booking request [HERE](#))
- (Venue) The Polish Ostrich (polishostrich419@gmail.com)

Cleveland

- (Venue) The Grog Shop (Submit booking request [HERE](#))
- (Venue) Brittany's Record Shop (Contact [HERE](#))

- (Venue) Dunlap's corner bar (info@dunlapsbar.com)
- Case Western University
 - (SRO) Spring Fest Committee ([IG](#), studentactivities@case.edu)
 - (SRO) University Programming Board (upb-concerts@case.edu)
 - (Student Radio) WRUW 91.1 FM ([IG](#), gm@wruw.org)
- Oberlin College
 - (SRO) Student Union Programming Committee (supc@oberlin.edu)
 - (Student Radio) [WOBC-FM](#) ([IG](#), wobc@oberlin.edu, Community@wobcfm.org, music@wobcfm.org, Manager@wobcfm.org)

Columbus

- Ohio State University
 - (SRO) Ohio Union Activities Board ([IG](#), ouab@osu.edu)
 - (Student Radio) AROUSE OSU ([IG](#), arouseosu@gmail.com)
- (Promoter) [Promo West Productions](#) (booking@promowestlive.com)

Texas

Houston

- Rice University
 - (Student Radio) [KTRU Outdoor Show Music Festival](#) ([IG](#), contact [HERE](#))
- (Venue) [Secret Group](#) (Open for Mike on 05/22, Andrew@youngbloodbooking.com)
- (Venue) [1810 ojeman](#) (1810ojemanbooking@gmail.com)
- (DIY Venue) [house of J](#) (DM)
- (Venue) D&W Lounge (click [HERE](#) to book a set)
- (Venue) Rabbits Got the Gun TX ([IG](#), No website)
- (Promoter/Record Label) First to the Future ([IG](#))

Austin

- (Venue) [Club Eternal](#) (General Inquiries [HERE](#))
- University of Texas - Austin
 - (Venue) Cactus Café & Bar (cactuscafe@utexas.org)
 - (SRO) Headliners ("On the Patio Concert Series" probably DM on [IG](#))
 - (Student Radio) [KVRX Student Radio](#) (stationmanager@kvr.org, [IG](#))
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Tennessee

Nashville

- (Promoter) [The Boom Bap](#)
- (Venue) [Drkmttr Collective](#) (drkmttrcollective@gmail.com)

- (Venue) [The End](#) (endbruce@yahoo.com)
- (Venue) [The Basement East](#) (thebasement615@gmail.com)
- (Venue) [City Winery](#) (jd@citywinery.com)
- Vanderbilt University
 - (SRO) Blair Student Council (Music School, hina.tamaki@vanderbilt.edu)
 - (SRO) [Vanderbilt Programming Board](#) (vpb@vanderbilt.edu)
 - (Student Radio) WRVU ([IG](#), Interviews: wrvuoutreach@gmail.com, Events: wrvuevents@gmail.com)

Wisconsin

Madison

- University of Wisconsin - Madison
 - (SRO) Wisconsin Union Directorate Music Committee (music@union.wisc.edu)
 - (SRO) [The JVN Project](#) (thejvnproject@gmail.com)
 - (Student Radio) [WSUM 91.7 FM](#) ([IG](#), gm@wsum.wisc.edu, community@wsum.wisc.edu, music@wsum.wisc.edu)
- (Venue) [High Noon Saloon](#) (jburbach@fpc-live.com)
- (Venue) [Mickey's Tavern](#) (608-251-9964)
- (Venue) [The Wisco](#) (wiscobooking@gmail.com)
- (Venue) [The Crystal Corner Bar](#) (crystalcornerbarbooking@gmail.com)

Milwaukee

- (Venue) [Club Garibaldi's](#) ([IG](#), 414.483.6335)
- (Venue) Miramar Theatre (414.239.8039, [IG](#), contact [HERE](#))
- (Venue) Shank Hall (shank@wi.rr.com)

Email Templates

So Far Sounds - Template Reach Out:

Hi [NAME],

I hope this email finds you well! My name is Giovanna Boffa and I'm **assisting** the rapper and singer from Chicago named AUSAR— a SoFar Sounds alum, Sprite Way artist who recently performed at Summer Smash 2023, released his debut album "I NOW KNOW.", premiered on Rhythm + Flow, and received cosigns from Wyclef Jean, Lupe Fiasco, and Grammy-winning producer 9th Wonder. Here is a link to his [socials](#) and [music](#)!

Stephanie Albano, Director of New Market Growth over at Sofar Sounds, kindly passed along your contact information as the artist booker for Sofar in [CITY NAME]. AUSAR is currently routing a midwest-based tour through [CITY NAME], and we would love to lock in a show with the Sofar team while we're in town. We are looking to target a show with you all for [TARGET DATE], but can possibly make something work for these dates as well: [NON TARGET DATES]. Let me know how that may work on your end of things, looking forward to hearing back!

Best,
Giovanna Boffa

Indianapolis, Indiana - joshua.powell@sofarsounds.com

Iowa City, Iowa - currently inactive

Lawrence, Kansas City - kansascity@sofarcurators.com

Ann Arbor, Michigan - currently inactive

Grand Rapids, Michigan - grandrapids.enrique@sofarcurators.com

East Lansing, Michigan - currently inactive

Detroit, Michigan - kindra.parker@sofarsounds.com

Minneapolis, Minnesota - minneapolis@sofarcurators.com

Kansas City, Missouri - kansascity@sofarcurators.com

St. Louis, Missouri - tevin.rice@sofarsounds.com

Cleveland, Ohio - andy.schumann@sofarsounds.com

Columbus, Ohio - currently inactive

Toledo, Ohio - kansascity@sofarcurators.com

Nashville, Tennessee - olivia.resnick@sofarsounds.com

Madison, Wisconsin - madison.laura@sofarcurators.com

Milwaukee, Wisconsin - sam.brunelli@sofarsounds.com

Lincoln, Nebraska - currently inactive

Louisville, Kentucky - jayme.trondle@sofarsounds.com

Second Point of Communication: Any school organizations that would be interested in having Ausar perform, connect us to direct points of contact for the school's planning board.

Colleges - Reach Out:

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Venue - Template Reach Out:

Hey! This is Giovanna Boffa, assisting the Chicago based rapper and singer AUSAR— a SoFar Sounds alum, Sprite Way artist who recently performed at Summer Smash 2023, released his debut album "I NOW KNOW.", premiered on Rhythm + Flow, and received cosigns from Wyclef Jean, Lupe Fiasco, and Grammy-winning producer 9th Wonder. Here is a link to his [socials](#) and [music](#)!

We're planning on being in town [DATE RANGES], and would love to lock something in at your venue as an opening act [INCLUDE POTENTIAL SHOW THAT COULD WORK]. Let me know if there's anything we can make happen, looking forward to hearing back!

(if you want to headline, suggest creating a bill with popular local acts that are similar to your sound that you know)."

Best,
Giovanna Boffa

Notes

January 27, 2023

- Arkansas's homecomings are in June and August, so we would fly to either
- Key will help fill in social media ad budget
- Once we lock in dates, we'll reach out to see who we might know to help assist with video and photography or other locals
- Key has a cousin to connect us with someone from Arkansas

January 13, 2023

- Add date ranges for each city
- Reach out method / timeline
- Draft a message from Booking Email (login: booking@ausarmusic.com , p/w: bookausar123!)
 - Cc info@ausarmusic.com & willhgooff
 - Sofar - "Sofar Global Ambassador" - Mention Stephanie
 - Universities / Colleges
 - Indie Venues
- Text Kiana for her email

January 4, 2023

Next Steps for 1/11

1. Tighten up budget willhgooff2@gmail.com
2. Identify two artists in these cities - asst.keywilliams@gmail.com
 - a. Detroit, Michigan
 - b. Kansas City, Missouri
 - c. Cleveland, Ohio
 - d. Columbus, Ohio
 - e. Nashville, Tennessee
 - f. Milwaukee, Wisconsin
3. Use SFS list to create tour route & high level timeline boffacgiovanna@gmail.com
 - a. What do we need to provide for indie venues?
 - i. Small Rooms (25-35 people)
 1. Content
 2. Music
 - ii. Large Rooms (50+)
 1. Streaming/Audience Demo
 2. Audience / Performance History
 3. Setup Plan (e.g., flash drive)
4. Send email to Major Stage based on SFS list willhgooff2@gmail.com

5. Sponsor List - asst.keywilliams@gmail.com

General Notes

Stephanie from SFS got back and provided us with a list of active campuses.

1. Bloomington, Indiana - currently inactive
2. Indianapolis, Indiana - joshua.powell@sofarsounds.com
3. Iowa City, Iowa - currently inactive
4. Lawrence, Kansas City - kansascity@sofarcurators.com
5. Ann Arbor, Michigan - currently inactive
6. Grand Rapids, Michigan - grandrapids.enrique@sofarcurators.com
7. East Lansing, Michigan - currently inactive
8. Detroit, Michigan - kindra.parker@sofarsounds.com
9. Minneapolis, Minnesota - minneapolis@sofarcurators.com
10. Kansas City, Missouri - kansascity@sofarcurators.com
11. St. Louis, Missouri - tevin.rice@sofarsounds.com
12. Cleveland, Ohio - andy.schumann@sofarsounds.com
13. Columbus, Ohio - currently inactive
14. Toledo, Ohio - kansascity@sofarcurators.com
15. Nashville, Tennessee - olivia.resnick@sofarsounds.com
16. Madison, Wisconsin - madison.laura@sofarcurators.com
17. Milwaukee, Wisconsin - sam.brunelli@sofarsounds.com
18. Lincoln, Nebraska - currently inactive
19. Louisville, Kentucky - jayme.trondle@sofarsounds.com

November 30, 2023

1. Check out <https://d-tour.live/>
2. Supporting act for the tour in the cities above?
3. One sheet?
4. How much availability of dates are you looking to offer a venue? Proposed strategy: *Sending one target date and asking for holds for surrounding dates.* However we do need to keep in consideration the preferred travel route
5. Did not do research for Illinois / California, can complete by next week

Next Steps

- Establish travel route & tentative dates for each state / city
- Begin outreach
 - Sofar & Majorstage
 - *Priority of contact order - Venues is final last option*
 - *Order of states? Mapping*
- More Research for Houston & Austin

November 13, 2023

Next Steps

1. Reaching out to Sofar?
2. Should be done with research by end of the month

October 24, 2023

Next Steps

1. Identify midwestern states (and their respective cities) where we can reasonably bring in a crowd of 25-30 people, ages 18-40
2. Reach out to SoFar Chicago to secure a local show
 - a. Post this show (or during) we'll use this to see about helping to get SoFar gigs in all the cities we want to tour in
3. Reach out to some SoFar contacts and give them a status update about what we've done so far. You can find them in our Nutshell account.

September 5, 2019

RV Rental Details

https://webres.cruiseamerica.com/res2.html?lang=en?lang=en&pickup_date=10/01/19&return_date=11/01/19&pickup_state=IL&pickup_loc=000357&pickup_time=12:00&return_time=11:00&disc=&block_return=1&show_rates=1&td_avail_phone_no=