

Tips when working with venues to crowdfund events

GiggedIn is the leading crowdfunding and ticketing platform dedicated to live music in Australia. We help promoters, artists and venues make successful shows occur with a guaranteed amount of pre-sales by giving fans the power to pledge to buy tickets.

Here are a few options when it's time for you to deal with venues

- 1 Firstly, don't ever let the fact you haven't secured a venue yet stop you! A great way to get started and begin rallying fans together is to create an event with your venue still TBC. All you need to do is to set up an event with a city and start getting pledges. While this is happening, find appropriate venues and when it comes time to book - every fan that's already pledged adds more to your bargaining power.
- 2 Another option is to hold a venue date and book it once the pledge goal has been reached. What you want to do is set the pledge deadline so it falls just before the end of the venue's minimum cancellation period . If a venue won't initially allow you to hold a date, try a Thursday or Sunday night which is typically less in demand and not booked as far in advance.
- 3 Get ready to be let in on a little secret. On some occasions, you can use the crowdfunding model as a clever marketing exercise to rally fan support more effectively. What you'll want to do here is to set a small pledge goal that you know you'll comfortably reach and lock in a venue as normal. Promote your event knowing your pledge goal will be reached but use the added benefit you now have of asking for your fans support to back your event - instead of being yet another post on social media asking people to buy tickets.

If you'd like some more info or any venue suggestions, tell us about your show and city at

contact@giggedin.com

Why would I crowdfund my next event?

- ▶ Always break even. A minimum number of pre sold tickets before an event moves forward means you will always make money.
- ▶ Test different markets. Assess demand for sales in different areas without the risk.
- ▶ Motivate artists to promote for the opportunity.
- ▶ Spike early ticket sales, drive urgency and rally fans.
- ▶ For venues, take advantage of underutilised nights without risk.



[Click here to create an event](#)

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