

Tommy Emmanuel, CGP - Living In The Light Tour MARKETING AND TICKETING LETTER

Please see below for your marketing and ticketing guidelines for your upcoming show. ***There is a plethora of information included below, please be sure to take your time and read this thoroughly.***

PROPER BILLING:

TOMMY EMMANUEL, CGP – LIVING IN THE LIGHT TOUR

MATERIALS TO SUBMIT FOR APPROVAL ASAP:

- Marketing Plan
- Localized creative materials
- Ticket Header
- Direct ticket link and presale links, if different.

// MARKETING // MARKETING // MARKETING // MARKETING //

AD MATERIALS:

Tour admat for localization can be downloaded [HERE](#). Please send all localized social sizes for approval.

PHOTO, BIO, AND VIDEO:

[PHOTO](#), [BIO](#), [VIDEO](#) (Seeing is believing when it comes to promoting Tommy Emmanuel. Please reach out for the most recent videos to use for promotions.)

OFFICIAL LINKS:

[WEBSITE](#) // [INSTAGRAM](#) // [FACEBOOK](#) // [X \(Twitter\)](#) // [YOUTUBE](#)

FACEBOOK EVENTS:

- Create a Facebook Event using the title: Tommy Emmanuel, CGP - Living In The Light Tour
- Send co-host request to: [Tommy Emmanuel](#)
- ***Please send me a link to the event so I can quickly accept it otherwise the co-host may not be accepted.***

ADVERTISER ACCESS:

- For advertiser access, please provide me with a link to the FB page to give advertiser access to. If you have sent a request to Tommy's FB business manager, please let me know who it has been sent from so I can go in and accept.
- We strongly recommend doing a sponsored post on Friday to support your public on-sale when folks have a call to action. You can find approved copy [HERE](#). You **MUST** send screen shots for approval prior to running the ads.
- Alison Krauss & Union Station, Bill Evans, Buddy Guy, Charlie Parker, Gary Clark Jr., Herbie Hancock, Jamie Cullum, Joe Bonamassa, Norah Jones, Snarky Puppy, Stevie Ray Vaughan, Billy Strings, Chet Atkins, Mark Knopfler, Jerry Reed, Leo Kottke, Michael Heges, Django Reinhardt, Jerry Douglas, Sam Bush, Bela Fleck, Diana Krall, Jason Isbell, Molly Tuttle

PRESS/MEDIA INQUIRIES:

For North American Press inquiries, reach out to Brett Loeb with Missing Piece Group
- brett@missingpiecegroup.com

For all other press inquiries, reach out to Renee Penix at CGP Sounds - Renee@CGPSounds.com

// TICKETING // TICKETING // TICKETING // TICKETING //

ARTIST PRESALE:

Please build the Artist presales on your primary ticketing system using the password **GUITAR** (not case sensitive)

LOCAL PRESALE:

Any local venue or promoter presales are approved. Create your own passcode(s).

VIP TICKETING:

Tommy Emmanuel sells a limited amount of VIP Packages with a portion of proceeds going to charity. VIP opportunities will be handled through [Please.co VIP](#)

Please have your ticketing lead contact Tori Hughes (tori@please.co) if you have any questions, and if customers have any questions related to VIP please direct them to help@please.co.

TICKET HOLDS AND COMPS:

20 tickets on hold in prime locations for every market except Nashville, New York, and Los Angeles. Please contact management for ticket hold needs in those locations. These holds include support acts unless previously noted by management or the agent.

TICKET HEADER:

PROMOTER INFO **OR** LIVING IN THE LIGHT TOUR (small line)

TOMMY EMMANUEL, CGP (large line)

LIVING IN THE LIGHT TOUR **OR** LEAVE BLANK (small line)

Show info (large line)

Show info (small line)

Show info (large line)