



Engaging Fans & Patrons

A collection of ideas from live event marketers

It's been a tough few weeks for marketers as we navigate a new normal in the midst of the coronavirus pandemic.

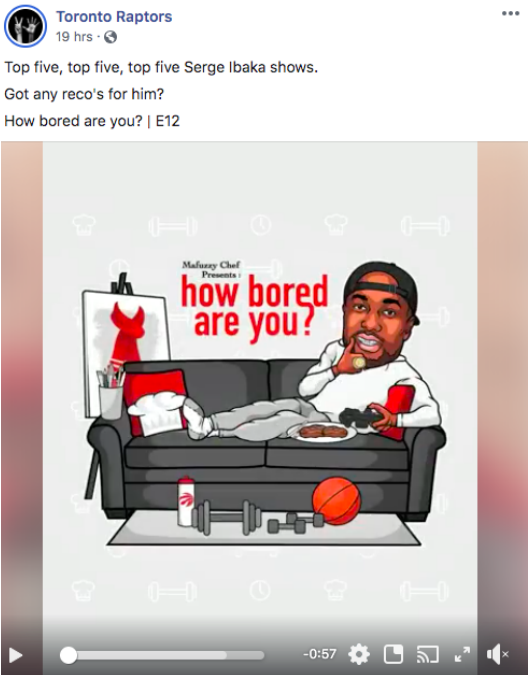
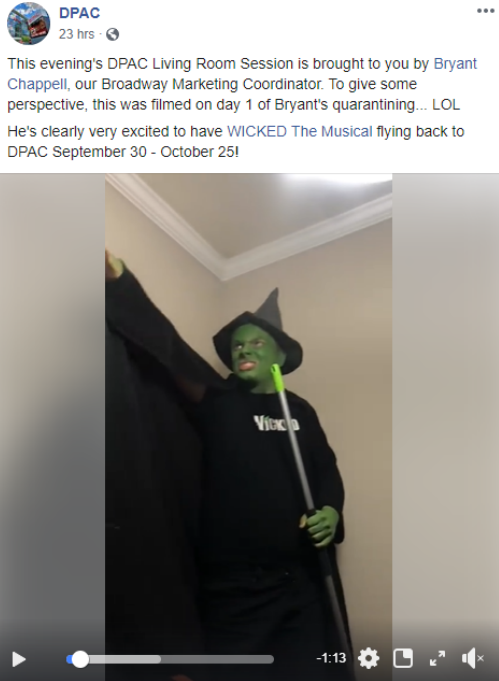
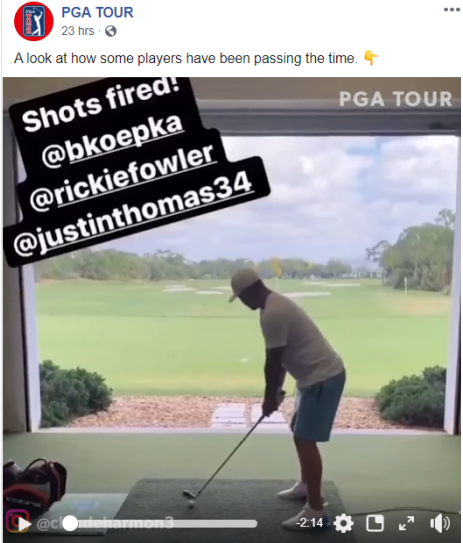
We know that every paused journey will eventually restart. As there is no definitive guide on what to do or not do during this epidemic, marketers across the industry are flexing their creativity to adapt their communications and overall fan engagement efforts.

We've seen incredible examples of creativity, compassion and connection from Ticketmaster clients across North America. While not exhaustive, check out some of the ways your peers are connecting and engaging with their communities.

Behind the Scenes

Social platforms provide the opportunity for fans to get a glimpse behind the scenes with artists, players and performers as they shelter in place. Entertainers are adding a layer of authenticity to their connections with fans by giving sneak peeks into their lives, discussing their experiences, showing their fun side and even providing entertainment with exciting challenges.

Here are some examples that caught our eye:



Community Information

Accessing community updates is important during times of crisis. Providing links to vital information not only informs your community but helps solidify the connection you have with fans and patrons.

Here are some examples that caught our eye:

Carolina Panthers @Panthers · Mar 20
One team. One community.

We can come together and make a difference. We've added a COVID-19 page that aims to support and inform.

panthers.com/community-supp...



Baltimore Ravens @Ravens · Mar 30
We remain committed to supporting our community during this time.

Our COVID-19 Resources page contains information on meal centers, donations and more.

rvns.co/resources



Anaheim Ducks @AnaheimDucks

Social Distancing 101, courtesy of the #NHLDucks



Broadway In Hollywood @BroadwayInHollywood

Home
Events
Reviews
About
Videos
Photos
Posts
Community
Live
[Create a Page](#)

7am - 8am Seniors Only

To help protect vulnerable members of our community, Gelson's will open from 7am-8am for customers 65+.

You may be asked for ID.

All customers are invited to shop in our stores beginning 8am.

Gelson's

Gelson's Markets is with Shan Watters and 2 others.
March 17 at 10:18 AM [Like Page](#)

Starting this Wednesday 3/18, only shoppers ages 65 and over can visit Gelson's stores from 7am - 8am. All shoppers are welcome to shop beginning at 8am.



Greensboro Coliseum Complex

March 24 at 2:15 PM

Greensboro's local restaurants need your help! Check out all the places providing online ordering, takeout, and delivery! #TakeOutTuesday


Uesign archives	x	x	x
Farmer's Wife			x
Green City Goods	x	x	x
Greensboro D'town Yoga	x	x	
Hudson's Hill	x	x	x
Luxe Fragrance	x	x	x
Mindful Supply	x	x	x
Music Moore Company	x	x	x
Old Photo Specialists			x
Only Just Be	x	x	x
Polish & Threads	x	x	x
Revision Vintage	x	x	x
Scuppernon Books	x	x	x
Schiffman's	x	x	x
Social Status	x	x	x
Sonder Mind & Body	x	x	
Fainting goat spirits			x
Fat Tuesday		x	x
Flaviano's Mexican Restaurant	x	x	x
Fisher's			x
Gate City Candy Co			x
Grey's Tavern	x		x
Heavenly Buffaloes		x	x
Healthy Boro			x
Jerusalem Market	x	x	x
Joymongers			x
Lao Restaurant	x		x
Liberty Oak	x		x
Little Brother Brewing	x		x
Los Chicos			x
M'Couls	x		



Broward Center for the Performing Arts

March 24 at 11:50 AM

The current Dos & Don'ts...



DO

- B - BE CONSIDERATE OF OTHERS
- R - REACH OUT TO LOVED ONES
- O - OPT TO STAY HOME
- W - WASH YOUR HANDS
- A - ACQUIRE A NEW HOBBY
- R - REST AND RECOUP
- D - DANCE LIKE NO ONE IS WATCHING

DON'T

- B - BE CARELESS
- R - RAID YOUR SNACK SUPPLY
- O - OVERREACT
- W - WEBMD YOURSELF
- A - ARRANGE SOCIAL GATHERINGS
- R - RUN OUT OF SNACKS
- D - DROP YOUR SELF GOALS



Canadian Premier League

18 hrs

Washing Your Hands CPL Style

Step 1 Pull up the highlights from Forge Football Club's match on July 20th <https://bit.ly/2UACZWJ>

Step 2 Skip to the part where Kadell Thomas breaks the internet ... See More

Hand-washing technique with soap and water



Thomas



Good move



Inside the six, he's dancing



Skips it over the goalkeeper



Oh my word



Like on the dance floor on a Saturday night



Kadell Thomas silky, smooth, slick



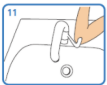
And the finish on top of it



An incredible individual effort



The caution who cares



The three points and the third goal of the day



That's what it's all about



Let's watch in awe

Community Initiatives

From driving awareness to raising funds, community outreach is vital to connecting with your audience. Through interacting and promoting these community building efforts organizations are building authentic connections with their fans and patrons.

Here are some examples that caught our eye:

Golden 1 Center
March 13 at 9:17 PM

The Sacramento Kings and The Legends Way have donated all prepared and perishable food items on hand at Golden 1 Center to the Sacramento County Office of Education and the Sacramento Food Bank.



GOLDEN1CENTER.COM
Golden 1 Center Donates Food to Local Community Amid COVID-19 Public Health Crisis

Dallas Summer Musicals
1 hr

Hey Dallas, have you been looking for ways to make a difference in our community? Well, here's your chance! We have teamed up with Carter BloodCare to hold a community-wide blood drive at the Music Hall this Friday from 10 AM – 4 PM. Make your appointment by texting 800-366-2834. Walk-ins are also welcome.

The Music Hall allows for the recommended social distancing between donor beds and in waiting areas. Learn more about the precautions being used here: <https://wp.me/p8kXGh-2P6> #GiveForLife



Scotiabank Arena
@ScotiabankArena

Over the past week, our team has been working to get 27,000 pounds of food including 18,000 pounds of fresh vegetables, 1,800 pounds of bread and staples and 5,700 pounds of ready prepared food into the hands of people who need it most. (2/4)



SevenVenues
March 20 at 8:40 AM

Earlier this week, SevenVenues partnered with Spectra to donate 500 pounds of food that would have otherwise gone to waste due to numerous event cancellations. A heartfelt thank you to Foodbank of Southeastern Virginia and the Eastern Shore and Spectra for an opportunity to make the best of a challenging situation.

"We're trying to take something positive out of the negative. We do what we can for our community," said Charles Rousey, Spectra General Manager. While our associates are at home with their loved ones at this critical time, Spectra supported them by providing prepared food that was not eligible for donation. For more information on how to donate to Foodbank of Southeastern Virginia and the Eastern Shore, visit FoodBankOnline.org.



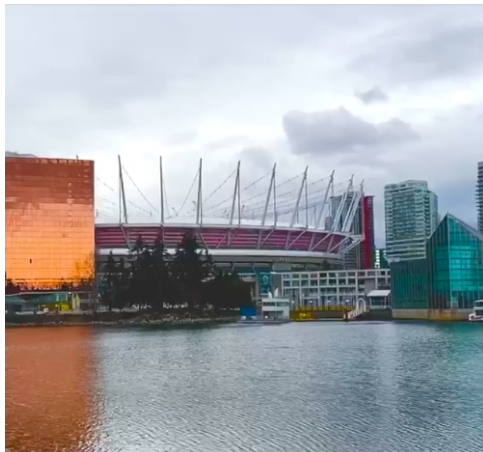
Support For Frontline Workers and Emergency Responders

Frontline workers and emergency responders provide a crucial role during times of crisis. Whether it's a medical professional or the grocery store cashiers, these team members work tirelessly day and night to keep society running. Showing appreciation to these brave heroes is one way to stay connected with your community.

Here are some examples that caught our eye:

BC Place
23 March at 19:35 · 🌐

We're lighting up with ❤️❤️❤️ each night at 7pm to join our neighbours in thanking the #HealthCareHeroes during the #Covid19 pandemic. Thank you to all of the essential services employees working during this unprecedented time!



Vancouver Canucks
24 March at 17:31 · 🌐

Tonight at 7 pm we introduce a hockey twist to salute health care and frontline workers - stick taps! 🚩🏒
#stay_home #BCdocs ❤️👉



Sponsor Activation

From driving awareness to raising funds, community outreach is vital to connecting with your audience. Through interacting and promoting these community building efforts organizations are building authentic connections with their fans and patrons.

Here is one example that caught our eye:

Kentucky Athletics ✓
@UKAthletics

#BBN, when you're looking for a bite to eat, we encourage you to support our restaurant partners! Check out the offerings below and help support those who help support us! 🍔🍷 #WeAreUK
#StrongerTogetherUKY



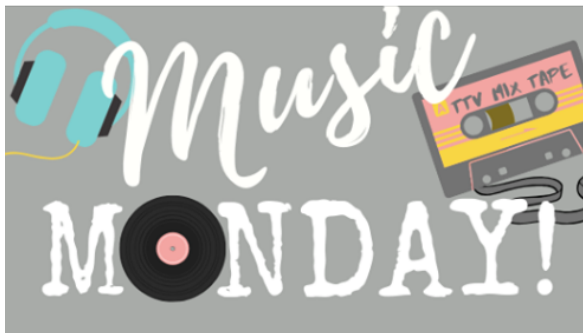
Fan Engagement

In this new "normal" when face to face interaction isn't available, social media provides you with a unique opportunity to stay engaged with your audience. Successful engagements can help lighten the mood, provide activity, generate excitement, and help to bring the community together.

Here are some examples that caught our eye:

 **Bon Secours Wellness Arena**
March 23 at 2:03 PM · 🌐


Just because you are at home doesn't mean you have to miss your favorite artists perform LIVE! Check out the **Billboard's** list of shows and musical events to stream from the comfort of your home: <https://bit.ly/3afStPh> #MusicMonday



 **Bon Secours Wellness Arena**
March 24 at 12:31 PM · 🌐

It's #TriviaTuesday! Can you name all of the teams that played at The Well during the 2017 Men's NCAA Tournament?
Answer: UNC, Duke, South Carolina, Troy, Marquette, Texas Southern, Arkansas, and Seton Hall

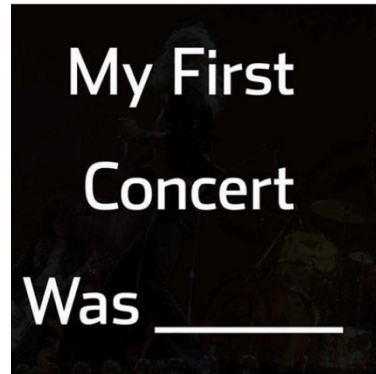


 **Stage AE**
3 hrs · 🌐

A message for our box office staff.




 **Stage AE**
March 23 at 2:05 PM · 🌐



 **evenko**
March 23 at 11:26 AM · 🌐

Quelle musique écoutez-vous ces jours-ci? Discutons ensemble de vos albums et chansons préférés à écouter à la maison! 🎧🎵

What music have you been listening to in the past week? Let's share together our favourite songs and albums to listen to while we're at home! 🎧🎵

 **evenko**
Yesterday at 10:32 AM · 🌐

Name your favorite album starting with the letter M.

New York Islanders
2 hrs · 🌐

Working from home? Show us your WFH setup for today's #IslesDailyChallenge! Bonus points if we can spot some Isles items 😊



Nashville Predators ✓
@PredsNHL

Hi people, it's the #Preds 🐾 Social Media team!

We're doing a Q & A for the next hour or so. Hit us with your questions.

Nashville Predators ✓
@PredsNHL

What kind of social content do you want to see during this time?

Ohio State Buckeyes
5 mins · 🌐

♥️🐾 We love our Buckeye Pups!

Share your puppy pics below for #NationalPuppyDay
#GoBucks



Broadway Across America
March 17 at 11:30 AM · 🌐

Sending virtual hugs. 💙



Chicago White Sox
March 23 at 1:44 PM · 🌐

Here are some good boys and girls to brighten your day. #NationalPuppyDay



Atlanta Symphony Orchestra hosted a watch party. 3 hrs · 🌐

Who's ready for the next ASO Watch Party? We can't wait to connect with ASO fans around the world. This time we'll get together for a lunchtime viewing of Joshua Bell's 2019 performance with the ASO.

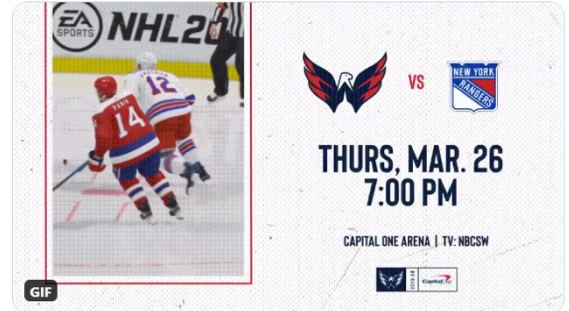
The Watch Party will begin at 11:40am, and the concert will begin at noon. So, tune in, make a sandwich, wrangle the kids, and join us.



Washington Capitals @Capitals · 15m
VIRTUAL GAMEDAY! #ALLCAPS 🦅

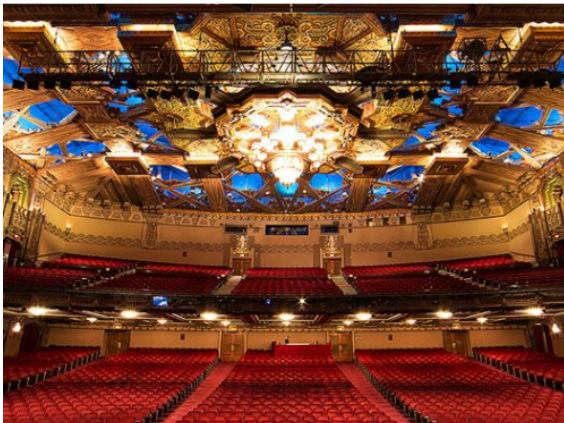
Caps continue the simulation season with a matchup against the Rangers tonight at 7pm on @NBCSWashington

How to watch #CapsRangers: Washca.ps/vsNYR-Mar26



Broadway In Hollywood 6 hrs · 🌐

For those of you working from home - here is your ZOOM background for today 😊



Nationwide Arena 10 hrs · 🌐

Time for a little fireside chat with The Arena Guy to talk about some of the best concerts you can enjoy from home.

Plus - #OSUWexMed. Still needs your help. Here's the mentioned link: go.osu.edu/BpuC.



I.M.P.

9:30 ANTHEM LINCOLN THEATRE 9:30 PROMOS OF A STREET JAMM HALL

LOCAL #QUARANTINECONTENT	#QUARANTINECONTENT FROM A (SOCIAL) DISTANCE
<ul style="list-style-type: none"> Remember what attending a concert feels like with our extensive Live at 9:30 archive Jazz up your Zoom calls by making these sweet shots of our venues your background Enjoy Vol. 2 of our hit 9:30 crossword puzzle Spice up your kitchen routine with our Promotion Manager's go-to songs for cooking Check out Tiny Desk's first home concert featuring Soccer Mommy 	<ul style="list-style-type: none"> Get ready for Walk Off The Earth's rescheduled date with their pre-show playlist of throwback jams Celebrate Margaret Glaspy's album release with daily livestreams the rest of the week Dive in deep to Kraftwerk's catalog courtesy of The Guardian Geek out over Wilco's new Front of House series Download Father John Misty's new live album to support MusicCares' COVID-19 Relief Fund

Liven Up Your Zoom Meetings!

Here are some sweet venue shots to use as Zoom backgrounds. Simply right-click > Save Image As... to download!

A photograph of a large concert venue with a stage and a large audience.

JOHN SHORE

Family

With schools closed and parents working from home when able, keeping kids entertained and engaged is a new challenge. Engaging kid-friendly content and activities may help your organization bond with grateful parents.

Here are some examples that caught our eye:

KFC Yum! Center
March 20 at 4:00 PM

Our friends over at Hot Wheels Monster Trucks Live just gave us some puzzles to share with you all! Head over to our page to find some Monster Truck mazes and a word scramble that you can print out or do on your phone! Plus, if you post your completed mazes or word scramble in our comments you will be entered to win a family-four pack of tickets!

<https://www.kfcyumcenter.com/.../hot-wheels-monster-trucks-li...>



Rupp Arena
March 24 at 12:35 PM

Looking for some activities for the kids to do at home? Add this **Monster Jam** coloring sheet to your list! Show us your colorful masterpieces in the comments below! 🎨👍



BIG APPLE CIRCUS

Don't TRY THIS AT HOME!

LEARN TO JUGGLE WITH OUR PRODUCER, JACK MARSH!

IN THIS WEEK'S CIRCUS TUTORIAL, OUR PRODUCER, JACK MARSH, IS TEACHING YOU HOW TO JUGGLE... USING HOUSEHOLD ITEMS!

YOU CAN JOIN JACK ON INSTAGRAM LIVE THIS FRIDAY MARCH 27TH AT 12PM EST FOR ANSWERS TO ALL OF

RUNAWAY WITH THE CIRCUS, FROM YOUR OWN HOME!

Colorado Rapids
@ColoradoRapids

Did you think the fun would stop at coloring pages?!

Test your **#Rapids96** knowledge with our downloadable word searches and crossword puzzle! 🗺️

COLORADO RAPIDS PLAYER WORD SEARCH PUZZLE

COLORADO RAPIDS PLAYER CROSSWORD PUZZLE

SOCCER TERMS WORD SEARCH PUZZLE

There's no official guide on how to communicate, what information is the most important, or how often to post because what's best for one organization may not be right for another. As a new course to navigate, we suggest learning, adapting, and listening to your community for the insights you need to move forward.

Have questions? Please contact your Ticketmaster representative.

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