

## INDUSTRY

Music

## REGION

Nashville, TN

## CHALLENGE

Activate venue patrons at a specified venue (Barlines) during the 2022 Country Radio Seminar (CRS) to utilize the PickleJar app to raise funds for St. Jude Children's Research Hospital.

## SOLUTION

On-Premise Activation, Branded Marketing Materials, Digital Campaign and Sponsorship, Venue Signage, and Social Media.

# BARLINES



# PICKLEJAR™

CASE STUDY



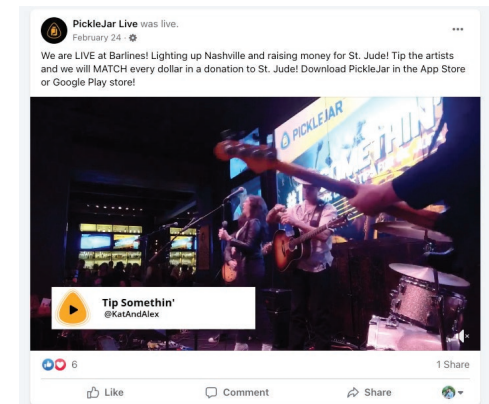
# WHAT WE CREATED

- ▶ PickleJar artists, fans and employees banded together to put on a music-filled night that incorporated live music, fundraising, and a lot of fun. Over the course of 3 days (for 13 hours per day), 50 artists took the stage to perform in support of St. Jude Children's Research Hospital.
- ▶ These performances were also livestreamed on the PickleJar Facebook page to encourage those watching virtually to donate via the PickleJar app. PickleJar artists that were performing also shared to their personal social media pages to gain a larger audience to donate.



**PickleJar Live is at Barlines**  
February 25 · Nashville, TN · 🌐

Happy FRIYAY! 🎸 We have been #lightingup Nashville ALL week long to help the kids at St. Jude Children's Research Hospital & it's not over yet! For every tip YOU donate to our #picklejar artists performing as part of our lineup at @barlinesnashville, we'll match it with a donation to @stjude. Let's help put an end to childhood cancer, download PickleJar and DONATE now! #picklejarinsider #stjude #cancersucks #CRS #artistsfirst #livemusic #countrymusic #nashville #barlines ❤️





# RESULTS

- Overall, the artists earned around \$3,300 in fundraising dollars and, with PickleJar's match, we were able to provide St. Jude with a check for over \$6,000.





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