

**INDUSTRY**  
Nonprofit

**REGION**  
Nashville, TN

**CHALLENGE**

- ▶ Raise money for the Fort Myers Beach Woman's Club. The Woman's club is the local conduit to provide funds and services to the victims of Hurricane Ian.
- ▶ Broadcast the one night event to multiple channels.

**SOLUTION**

- ▶ Branded Marketing Materials, App Presence and Promotion, and Social Media Campaign

Scan to support!  
@MBWomansclub

# FORT MYERS RELIEF CONCERT



**PICKLEJAR™**

**CASE STUDY**

## WHAT WE DID

- Provided mobile livestream equipment to broadcast the fundraiser on PickleJar+ and various artist social media channels.
- Featured artists included Walker Hayes, MC Bigg Vinny, Blake Esse, Emily Earle, Nate Kenton, Julia Cole, Meghan Linsey, Lance Carpenter, Ashley Cooke, Tigirlily, Jay Allen and Kylie Morgan.
- PickleJar established a presence at the venue through multiple forms of signage, including QR codes.

The poster features the event title 'FORT MYERS FL BEACH TN Relief Concert' in a stylized font. To the left is the 'DIERKS BENTLEY'S WHISKEY ROW' logo. A QR code is positioned to the right of the title, with the text 'DONATE HERE' below it. The event details are listed: 'WHISKEY ROW | OCTOBER 17TH @ 7PM | 21+'. Below this is a list of artists: 'JAY ALLEN | KYLIE MORGAN | WALKER HAYES | ASHLEY COOKE | TIGIRLILY | JULIA COLE | LANCE CARPENTER | BLAKE ESSE | EMILY EARLE | KID POLITICS | DREW DIXON | MEGHAN LINSEY'. At the bottom, it says 'DOORS OPEN AT 6PM SHOW STARTS AT 7PM'. There is a circular logo for 'Fort Myers Beach Relief Concert' and a 'DONATE NOW!' button with a hand icon.

The poster features the event title 'FORT MYERS FL BEACH TN Relief Concert' in a stylized font. Below the title are three stars. The date and time are listed: 'MONDAY, OCTOBER 17TH LIVE AT 6 PM'. Below this is a list of artists: 'MC BIGG VINNY | BLAKE ESSE | EMILY EARLE | NATE KENTON | JULIA COLE | MEGHAN LINSEY | LANCE CARPENTER | WALKER HAYES | ASHLEY COOKE | TIGIRLILY | JAY ALLEN | KYLIE MORGAN'. At the bottom, it says 'STREAMING LIVE ON PICKLEJAR+' with the PickleJar logo.

## RESULTS

Overall, the event raised over \$60,000 via ticket sales, silent auction and peer to peer donations for Fort Myers Beach Women's Club and had 2,000 viewers on the livestream.

We are raising money to help support those affected by Hurricane Ian.





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