

INDUSTRY

Nonprofit

REGION

Nashville, TN

CHALLENGE

Fundraising event looking to increase attendance and funds raised for associated nonprofit (S.O.N.G.S. Foundation) during the Whiskey Jam concert event.

SOLUTION

Branded Marketing Materials, App Presence and Promotion, and Social Media



THE NATIONAL MUSIC PUBLISHERS' ASSOCIATION S.O.N.G.S. FOUNDATION

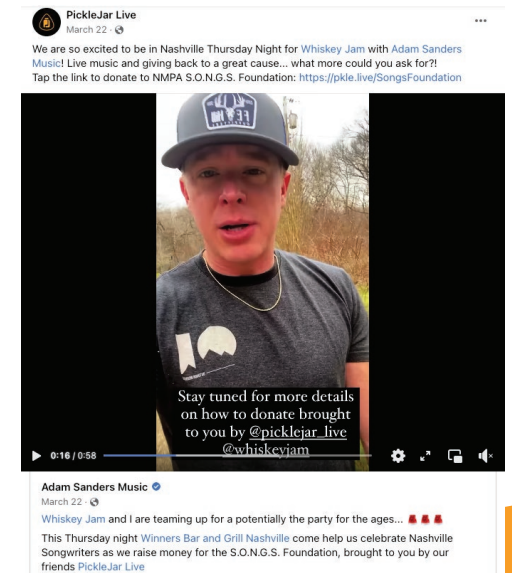


PICKLEJAR™

CASE STUDY

WHAT WE CREATED

PickleJar teamed up with Adam Sanders and The National Music Publishers' Association to raise money for their nonprofit, the S.O.N.G.S. Foundation. PickleJar served as the primary fundraising platform for this event as well as hosted the ticket sales on the PickleJar Live ticketing site. PickleJar had a presence at the Whiskey Jam concert event through signage, including QR codes, at the venue (Winner's Bar). PickleJar successfully increased attendee flow of money to both the venue and the nonprofit (S.O.N.G.S. Foundation). Furthermore, PickleJar utilized the PickleJar app to showcase the event and served as the place for all attendees to donate, unlocking fan flows of engagement and on-premise share of wallet.



RESULTS

- ▶ Within 30 minutes of the event starting, \$3,000 was raised for the S.O.N.G.S. Foundation through the PickleJar app.
- ▶ Venue owners shared that bar sales increased during the event.
- ▶ Data indicates an increase in audience activation during the event, including donating to the nonprofit.
- ▶ The social campaign for the event earned both a high reach and engagement. Both the event (Whiskey Jam) and the featured Artist (Adam Sanders) shared the event with their social networks and tagged PickleJar.



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