

INDUSTRY
Nonprofit

REGION
Nashville, TN

CHALLENGE
Monthly fundraising event that promotes the PickleJar brand while raising money for partner nonprofits

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

RANDY TRAVIS TRIBUTE



PICKLEJAR™

CASE STUDY

WHAT WE CREATED

- PickleJar produced and hosted a Randy Travis tribute concert with proceeds and 100% of donations to benefit The Randy Travis Foundation, a nonprofit dedicated to raising awareness for viral cardiomyopathy and providing arts and music enrichment for children.
- The event was hosted by Patrick Thomas from the Big D and Bubba Show and livestreamed on PickleJar+ in partnership with Cumulus Media.
- This “Tuesday’s Tribute” event featured artists Thompson Square, Shawna Thompson, Dave’s Highway, Landon Wall and Timmy Brown, who performed songs from Travis’ extensive award-winning catalog, as well as an original of their own.
- Throughout the night, PickleJar served as the primary fundraising platform for this event.
- PickleJar established a presence at the venue through multiple forms of signage, including QR codes.





Tuesday's
TRIBUTE
PRESENTED BY
PICKLEJAR

Date January 17, 2023

Pay to the order of The Randy Travis Foundation \$ **5,000.00**

Five Thousand and 00/100 Dollars

Memo From your friends at PickleJar



RESULTS

- Attendees were able to send donations directly to the non-profit organization during the show through PickleJar's intelligent QR codes.
- Overall, the event raised over \$5,000 for The Randy Travis Foundation
- Randy Travis himself made a surprise appearance to show support for the artists honoring the legendary star and his music.
- 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.
- PickleJar successfully increased attendee flow of money to both the venue and the nonprofit (The Randy Travis Foundation).
- Through the use of the PickleJar app to showcase the event and serve as the place for all attendees to donate, we successfully unlocked fan flows of engagement and on-premise share of wallet.





PICKLEJAR™



PICKLEJAR.COM