

# Light on: An Exclusive Night with Maggie Rogers

Event Proposal Paper

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| <b>Our Organization</b>   |    |
| <u>Overview</u>           |    |

We are the promotional event department at Capitol Records. We work to plan concerts and other musical events as a way to promote our signed artists. This event is a promotion for singer/ songwriter Maggie Rogers' newest album and it is an exclusive event for her most dedicated fans. Complete with a live Q&A with Maggie after the event, this concert is in intimate way to hear Maggie's new album and experience an atmosphere of music, fun and unity.

### Mission and Vision

Our organization's mission is to promote our signed artists and to grow their fan bases by planning and executing different events and concerts. Our vision for this particular project is to create an intimate experience for Maggie Rogers' fans and to give her biggest fans the opportunity to experience an exclusive event where they can get to know Maggie.

### Values

- Unity/Family
- Artistry
- Music
- Affordability

Our values encapsulate what we hold most important while pursuing our mission and vision. We aim to create an experience of unity amongst Maggie's fans, incorporating artistry and music in an affordable event that can bring everyone together.

### Team Structure

Program Director - Kiara Smith

Assistant to Program Director - Hannah Doerr

Budget Director - Alaina White

Marketing Director - Arelys Perez

Creative Director - Claudia Cabral

## **The Event**

### The Date

Based on our target market and venue availability, we have decided to hold our event for two nights: Thursday, March 26th and Friday, March 27th, 2020. Since our target market is primarily college students in the New York City area, we have concluded that these two dates will generate the biggest outcome at the event. At this time, most New York City students are just coming back to campus from spring break, so we know that our target market will be in the city during the event. This period of the academic semester is a period of “limbo” for a lot of college students, since it’s after midterm exams but still a few weeks before finals. As a result, our target market will not be as inclined to pass on the event for the sake of studying.

Additionally, March 26th and March 27th are in the last week of March when the weather really starts warming up. This can prove to be beneficial to our event, as it can encourage prospective concertgoers to make the commute to Williamsburg for the Maggie Rogers event.

### The Venue

The venue we have chosen for this event is the Music Hall of Williamsburg, located in Brooklyn, New York. The venue is located just off the Bedford Avenue L Train station, providing easy access to the event. Operated by concert promoter The Bowery Presents, the Music Hall of Williamsburg has a capacity of 650 people with a general admission floor and a seated lounge area on the second floor (Sisaro 2007). Because of the venue's intimate setting, we believe this venue would be a great location to host our event. Maggie Rogers actually performed a sold out show at the Music Hall of Williamsburg back in 2017 (Velasco 2017). Furthermore, she is performing two sold-out shows at Radio City Music Hall this fall (The Madison Square Garden Company 2019). Looking at these past and future trends, we are confident that Maggie Rogers will have no issue selling out the Music Hall of Williamsburg for both nights of our event. Compared to Radio City Music Hall, the Music Hall of Williamsburg will provide a more intimate atmosphere that many of her die-hard fans will find appealing.

### The Performer

Maggie Rogers is a 24-year-old songwriter, producer and performer hailing from Easton, Maryland. In 2016 Rogers moved to Brooklyn, New York, where she attended the Clive Davis Institute of Recorded Music at New York University (Rogers 2018). It was there that she caught the attention of renowned singer and producer Pharrell Williams. At a NYU masterclass hosted by Williams, Rogers played him an early demo of what would become her hit single, "Alaska." The video of his emotional reaction went viral on social media and launched Rogers into the spotlight almost instantaneously. This led to a record deal between Maggie Rogers and Capitol Records, as well as with her current management team, Mick Management (Mick Management 2018).

## **Marketing Plan**

### Target Market

Our target audience for the event are college students who are 18 years and older in the New York City Metro area. The aim of the event is to promote Maggie's upcoming, sophomore album named "Maggie Rogers." The Q&A will be a key selling point as fans will be able to interact with her like never before.

### Social Media Marketing

Maggie Rogers has a large and active following on her social media accounts. Her twitter has almost 85,000 followers alone. Capitol Records has an even larger social media presence with 400,000 followers on Twitter. Hence, we will be utilizing these social media accounts that already have an established following to spread awareness of our event. An upside of utilizing pages that are already established is that the followers are already fans or at least familiar with Maggie Rogers.

Additionally, we will be utilizing the event feature on Facebook to get an idea of approximately how many people are interested in attending or are planning to attend. The event page makes it easy for users to recommend and share the event with friends, and to post about it afterwards. Both the Maggie Rogers and Capitol Records Facebook pages will share the event in order to get fans to RSVP and purchase tickets as soon as possible.

\_\_\_\_\_ In addition, we will be focusing on sponsored posts on Twitter, Instagram and Facebook two months before the event (see Appendix C for sponsored posts). Social media is where millennials hear about events, and platforms such as Instagram allow ads to blend seamlessly with

an individual's feed. In researching this, we found that by inputting information about our target demographic, the social media platforms then not only connect the ads to them, but also provide key analytical insight. The insight provides feedback on how the ad is being viewed and how many interactions it has. Due to this powerful tool, we want to hire a marketing firm to focus on targeting our audience through the sponsored posts and making sure the analytics are positive. The social media presence has to be active and highly engaging in order to truly stand out, which is why we thought it was worth investing a large percentage of our budget into this tactic.

Furthermore, the poster used to promote the event below is simple, sleek, but also eye catching (see Appendix D & E for posters). It was vital to capture Maggie Rogers' vibe through the poster so it is on brand with her own style and feel. Since social media scrolling is often done very quickly, we wanted to make two posters with two different designs that will grab a user's attention. Her single, "Light On", is the focal point so we wanted to make it the center as well as in line with previous posters she has released.

### Promotional Items

In connection to the idea that this event is exclusive and intimate, we wanted to give every attendee a free goodie bag (see in Appendix F). Essentially we want to increase word of mouth about the event after the fact in order to boost album sales. Exclusive merchandising such as key chains, tote bags and posters are conversation starters as well as shareable on social media. These free goodie bags will also make fans feel special because they will have exclusive pieces. In turn, this will create loyalty and these fans will be likely to attend a future show.

### Timeline

\_\_\_\_\_ In September of 2019, we will start planning the event in preparation for Maggie's second album release. We will plan the main objectives of the event and develop a budget for our plans. In October, we will book the venue (Music Hall of Williamsburg), finalize the date of the event, and secure Maggie Rogers and her team as performers. We will also put the event in our staff's calendar and schedule us to work the event. In November, we will calculate the ticket prices of our VIP and general admission tickets. In December of 2019, we will order the planned promotional items to ensure that they all arrive on time before the event. January of 2020 is when we will implement all of our social media platforms. When these social media platforms launch, tickets for the event will also become available for fans to purchase. We planned to have tickets available only two months prior to the event because of the limited number of tickets and the high probability that the event will sell out quickly. Our team will also attend a walk through of the venue and ensure that they have all the supplies needed for the event. The month of March 2020 is when our event will take place (see Appendix G for the full Timeline).

## **Budget Plan**

### Budget Overview

Our given budget totaled at \$85,000. For our event, our expenses only totaled to be \$63,842 (75.11%) of our given budget, leaving \$21,158 unused.

### Location Budget

The Music Hall of Williamsburg's event rental fee totals to be \$13,000 per night (Music Hall of Williamsburg-Bowery Presents). Since we have chosen to have our event for two nights, the total location expense totaled to be \$26,000 (30.59%). The venue rental includes security,



clean up crew, food and drink, stage crew costs and the partnership with the venue's parent company, Bowery Presents, to run the ticket promotion.

### Creative Budget

Our creative budget mostly entailed booking a photographer/ videographer to capture the exclusive nights Maggie Rogers is giving her fans. The photographer for both nights totaled to \$1,300 (Photographers on Thumbtack Cost). The performer's greenroom and touring entity are also considered to be under the creative budget. We wanted the performers to be as comfortable as possible, so we budgeted \$200 for their greenroom for any snack or drink they might need, and \$3,250 for their travel and accommodation. Maggie and her touring entity will be staying at the Wythe Hotel, a 4-star hotel less than a quarter-mile away of the Music Hall of Williamsburg, for both nights of the event.

### Marketing Budget

\_\_\_\_\_ Since the only form of marketing we will be doing for this event is social media, we budgeted \$12,000 to promote the event through Facebook, Instagram and Twitter (The Average Social Media Marketing Price in 2016). We will be hiring an outside marketing agency to promote our event on these platforms. It will cost \$5,000 for two months promotion for Facebook, \$5,000 for two months promotion for Instagram and \$2,000 for two months promotion for Twitter (How Much Does Social Media Cost?).

The promotional items we intend to give to the attendees are included in our marketing budget. The promotional goodie bags handed out for every attendee include an exclusive tote bag, Maggie Rogers keychain and event poster. The total costs for these promotional items totaled to be \$17,742 (20.87%). We decided to spend this much of our allocated budget on these

items because we wanted to give back to the attendees of our event, and provide them with an exclusive, one of a kind item that reflected their experience at the event.

### Ticketing Strategy

We have priced our VIP tickets and general admission tickets at a higher, exclusive price in order to ensure a profit if all tickets are sold. Since this is an exclusive event and tickets are limited, we have priced them to count for the exclusive experience that the attendees will receive when attending the event. Standing/ general admission tickets are priced at \$70.00 per ticket and there are 600 tickets available per night. Included with the general admission tickets is a live performance from Maggie Rogers, a promotional goodie bag, food and drink and a chance to ask a question to Maggie Rogers during our Q&A portion. Our VIP tickets sell for \$120.00 and there are only 50 VIP tickets available per night. Included with the VIP tickets is a meet & greet with Maggie Rogers, a live performance from Maggie Rogers, a promotional goodie bag, secluded standing/ seating on the venue's second level and unlimited food and drink.

To sell our exclusive event tickets, we will partner with our venue's parent company, Bowery Presents. The partnership is free, but Bowery Presents adds a 30 percent service charge to our ticket price. Therefore, our VIP tickets that are priced at \$120.00 now sell for \$156.00, and our general admission tickets that are priced at \$70.00 now sell for \$91.00.

### Budget Breakdown

\_\_\_\_\_As stated before, our total expenses for the event totaled to be \$63,842 (75.11%) (See Appendix H to see full Budget table). Along with our location, creative, marketing, and

promotional expenses, we also budgeted for additional event necessities like a fire marshall and EMTs.

\_\_\_\_\_ In addition to the expense table, it was important for our group to see the amount of expense allocation we were paying for each category of our expenses. Since it was our mission to create an exclusive event that gives back to the fans, we wanted to be spending a significant part of our budget on the venue and promotional items. We spent 30.59% of our budget on the venue, 20.87% on promotional items and 14.12% on marketing (see Appendix I for the Expense Allocation Graph).

### Case Scenarios

In order to break-even for our event, we would need to sell 50 (50%) VIP tickets at \$120 each and 827 (69%) general admission tickets at \$70 each (see Appendix J for Break-even table). We calculated these numbers by keeping our original set prices and then calculating the percentage of each type of ticket that we would need to sell to match the total cost of our expenses (\$63,842). We kept our prices the same because we believed that they reflected the value of the experience and would be a price our target market would be willing to pay.

For our best-case scenario, we would sell 100% of our tickets. This would mean we would make \$12,000 revenue from our VIP tickets and \$84,000 revenue from our general admission tickets, totaling our sales to be \$96,000 (See Appendix K for Best-Case Scenario table). Minus our expenses, we would make a profit of \$32,158.

In our worst-case scenario, we would only have sold 30% of our tickets. Therefore, we would have only sold 33 VIP tickets and 396 General Admission tickets (See Appendix L for

Worst-Case Scenario table). Our revenue would only be \$31,680. Minus our expenses, we would have a net loss of \$32,162.

### Contingency Plan

If the event gets cancelled due to an uncontrollable event, for example Maggie Rogers getting ill, we have planned to send all expected attendees the promotional goodie bag they would have received if they were able to attend. This will be funded by the \$21,158 we did not spend in our budget. The addresses of the attendees will be given to us when they purchase their tickets, so they will be on file. In addition to the tote bag and keychain, we will have Maggie Rogers autograph each poster and we will also be sending out a discount code/ voucher for the fans to use at one of Maggie's other upcoming events. We are doing this in order to keep a positive relationship between Maggie Rogers and her fans. Hopefully, in this case, this would make the fans more likely to come to another one of her events in the future.

### SWOT Analysis

Strengths - We have a strong Board of Directors, we also are apart of Maggie Roger's team so we do not have to hire outside of our company. We also have a large budget which gives us a lot of room to do exactly what we want to do and to put on a quality performance. The event is exclusive and intimate so we will most likely sell out because there are few tickets and we are advertising heavily.

Weaknesses - Maggie Rogers has a small fan base compared to many other artists. Also, the venue has a low capacity which limits our ticket sales. Therefore, even is we do sell all of our tickets we would not make as much money as we would if we had a larger venue.

Opportunities - We are advertising this event for her more dedicated fans so it is a reward for them to be able to come to this exclusive event for one of their favorite artists.

Threats - There is the possibility of other events happening at the same time. There could be weather that prevents people from getting there on time or that delays the event. Maggie Rogers herself could cancel due to personal reasons or things outside of our control such as illness. Just like any concert or public event, there is also the threat of unexpected violence.

### Conclusion

In conclusion, we as the Promotional Event Department at Capitol Records always want to put on the best events that we can, and *Light On* is no different. We want to make it an exclusive experience because we want to show that Maggie Rogers really values having a close relationship with her fans. We chose to have a Q&A section because we want to give her dedicated fans an opportunity to get to know her better, and to show that Maggie values their opinion and wants to hear what they have to say. Because of our large budget, we were able to not cut corners and to make sure that the attendees have an amazing experience. In addition to the exclusivity, we want to make this event a “thank you” to her fans for being so dedicated, so we are giving them goodie bags filled with exclusive items that they can only get at this event. As Capitol Records Promotional Event Department, we will create an intimate experience for Maggie’s fans to experience an exciting concert in an atmosphere of unity and music.



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## Appendix

### A) Capitol Records Logo



### B) Email from Maggie Rogers' Manager



Hey Claudia,

Hope you're doing great! If it's a performance, we would involve the booking agent to book the venue (they would take a commission from this) and potentially involve the label to work with Rough Trade as far as physical product, if in the instance it was a bundle for a ticket for entry + LP.

Venue would pay for security and provide from rider.

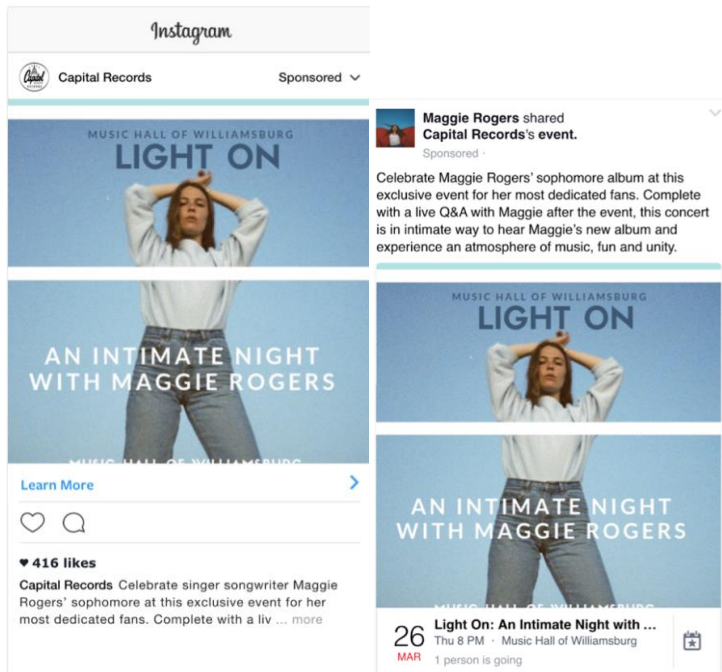
Maggie's merchandise entity, tied to her touring incorporation, would pay for any merch. It would not be a management expense, but we'd need to budget for that for her.

Touring entity would need to budget for travel, accommodation - is it a full band performance? Paying the band for travel days, show day, Per Diems, etc. All band members have their own hotel rooms.

Hopefully that answers your question - let me know if I can answer anything further. Thanks Claudia!

### C) Sponsored posts





D) Poster 1



E) Poster 2



#### F) Promotional Items



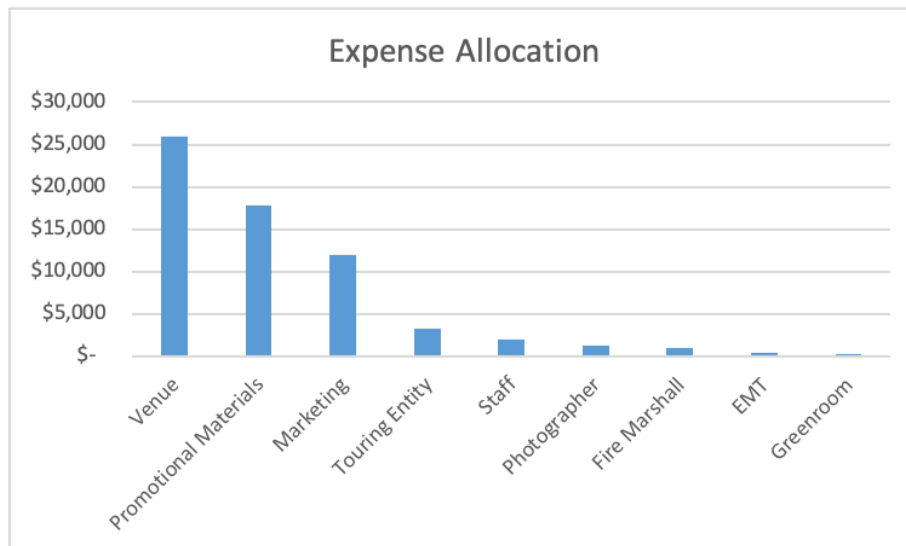
#### G) Timeline

| Activity                      | Sep-19 | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Mar-20 |
|-------------------------------|--------|--------|--------|--------|--------|--------|
| Plan Event and Develop Budget |        |        |        |        |        |        |
| Book Venue and Finalize Date  |        |        |        |        |        |        |
| Secure Performers and Staff   |        |        |        |        |        |        |
| Calculate Ticket Prices       |        |        |        |        |        |        |
| Order Promotional Items       |        |        |        |        |        |        |
| Run-Through with Venue        |        |        |        |        |        |        |
| Social Media Marketing        |        |        |        |        |        |        |
| Facebook                      |        |        |        |        |        |        |
| Instagram                     |        |        |        |        |        |        |
| Twitter                       |        |        |        |        |        |        |
| Tickets Become Available      |        |        |        |        |        |        |
| Event                         |        |        |        |        |        |        |

#### H) Total Budget Breakdown

|                                  |    |       |           |               |               |
|----------------------------------|----|-------|-----------|---------------|---------------|
| <b>Total Budget</b>              |    |       |           | \$            | 85,000        |
| <b>Expenses</b>                  |    |       |           |               |               |
| Venue                            |    |       |           |               |               |
| Venue Rental                     |    |       |           |               |               |
| Clean-up Crew                    |    |       |           |               |               |
| Security                         |    |       |           |               |               |
| Food & Drink                     |    |       |           |               |               |
| Bowery Presents Ticket Promotion |    |       | \$        | 26,000        | 30.59%        |
| Performer's Greenroom            |    |       | \$        | 200           | 0.24%         |
| Capitol Record's Staff           |    |       | \$        | 2,000         | 2.35%         |
| Fire Marshall                    |    |       | \$        | 900           | 1.06%         |
| EMT                              |    |       | \$        | 450           | 0.53%         |
| Photographer/ Videographer       |    |       | \$        | 1,300         | 1.53%         |
| Touring Entity                   |    |       | \$        | 3,250         | 3.82%         |
| Marketing                        |    |       |           |               |               |
| Social Media Impressions         |    |       |           |               |               |
| Instagram                        | \$ | 5,000 |           |               |               |
| Facebook                         | \$ | 5,000 |           |               |               |
| Twitter                          | \$ | 2,000 | \$        | 12,000        | 14.12%        |
| Promotional Materials            |    |       |           |               |               |
| Goodie Bags                      |    |       |           |               |               |
| Tote Bags                        | \$ | 8,447 |           |               |               |
| KeyChains                        | \$ | 2,730 |           |               |               |
| Posters                          | \$ | 6,565 | \$        | 17,742        | 20.87%        |
| <b>Total Expenses</b>            |    |       | <b>\$</b> | <b>63,842</b> | <b>75.11%</b> |
| <b>Remaining Budget</b>          |    |       | <b>\$</b> | <b>21,158</b> | <b>24.89%</b> |

#### I) Expense Allocation Graph



#### J) Break-Even Table

|     |     | Tickets | Percentage | Tickets Needed | Profit       | Total Expenses |
|-----|-----|---------|------------|----------------|--------------|----------------|
| VIP | 120 | 100     | 50%        | 50             | \$ 6,000.00  | \$ 63,842.00   |
| GA  | 70  | 1200    | 69%        | 827            | \$ 57,890.00 |                |
|     |     |         |            |                | \$ 63,890.00 |                |

#### K) Best-Case Scenario Table

|     |          |      |              |
|-----|----------|------|--------------|
| VIP | \$120    | 100  | \$12,000     |
| GA  | \$70     | 1200 | \$84,000     |
|     |          |      | \$96,000     |
|     | Expenses |      | \$ 63,842.00 |
|     | Profit   |      | \$32,158.00  |

#### L) Worst-Case Scenario Table

|     |          |     |                      |
|-----|----------|-----|----------------------|
| VIP | \$120    | 33  | \$3,960              |
| GA  | \$70     | 396 | \$27,720             |
|     |          |     | \$31,680             |
|     | Expenses |     | \$ 63,842.00         |
|     | Profit   |     | <b>(\$32,162.00)</b> |