

EVENT PROJECT #7FS

FINAL SUBMISSION

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Event Planning: PRAD 320

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Introduction

Deep Dish Productions (DDP) is a woman-owned event coordination and promotion company based in Chicago, Illinois, dedicated to bringing high-quality live music experiences to fans. DDP is thrilled to present the critically acclaimed rock band *The Alabama Shakes* at the iconic Aragon Ballroom on June 21, 2025, as part of their highly anticipated reunion tour. Supporting them is special guest, singer-songwriter, Ben Kweller.

Beyond spectacular musical performances, attendees can purchase exclusive merchandise and explore themed beverages and food options sold throughout the venue. June 21st is set to be a fantastic night that no music lover will want to miss.

Attendee Profile

The target audience of this show is older Gen Zers, millennials, and younger Gen Xers (25-50 years old) who are based in Chicago and the surrounding areas. They are likely fans of live music and the folk, rock, and indie genres. This group includes young professionals, hipsters, and members of Chicago's robust music scene. Many of them frequent venues like the Aragon Ballroom, such as the Metro, Schubas, or House of Blues. They value shows with lively atmospheres and are willing to pay a premium to see their favorite artists, especially if the show has an eclectic touch. Many of these people are regularly active on social media and are tuned into popular culture. They likely attend music festivals and/or otherwise engage with the music industry. Many of the concert attendees live in Wicker Park, Bucktown, Logan Square, or Fulton Market. They commute around the city via CTA buses and trains.

Artists/Band

The Alabama Shakes are a Grammy award-winning rock band originally from Athens, Alabama. Fresh off a six-year hiatus, the Alabama Shakes are back with a vengeance. The band has confirmed a reunion tour and teased "a bunch of new music that will be released soon" (Fu, 2025). Fans are hungry for long-awaited new music and performances. Using this momentum, this band is an ideal candidate for a high-energy concert to be hosted at the Aragon Ball Room in Chicago. The Alabama Shakes last performed in Chicago on July 19, 2016 (*Chicago-theater.com*).

The band currently consists of lead singer and guitarist Brittany Howard, guitarist Heath Fogg, and bassist Zac Cockrell (*Alabama Shakes* 2025). The band has been making music since 2009 and though they went on a hiatus in 2018 (after parting ways with their former drummer Steve Johnson due to his ongoing legal and personal troubles), they came back to much fanfare in 2024. The band recently announced a reunion tour for summer through fall 2025. They charged \$175,000 per performance.

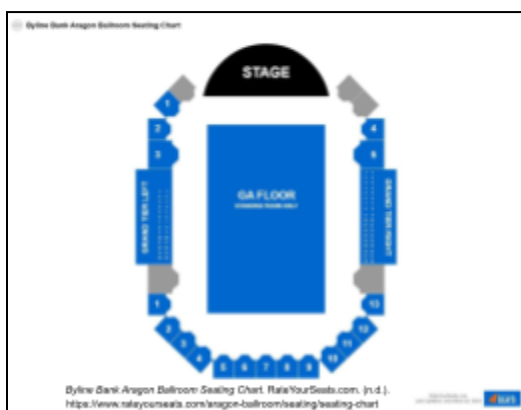
Alabama Shakes has more than 2.4 million monthly listeners worldwide (*Artist* 2021). They are commonly featured on Spotify's official playlists like Pure Rock & Roll, Roots Revival, and The New Retro (Alabama Shakes). Using this information, the demographics of their listeners can be surmised to consist of older millennials and Gen Xers (25-45 years old) who appreciate blues-rock, indie, and soulful live performances. This likely includes hipsters, alternative music fans, and young professionals.

With this being said, Ben Kweller is the ideal opener for the Alabama Shakes. Kweller is a talented multi-instrumental rock artist who channels the same sound and feel as The Alabama Shakes. His booking fee is \$12,500. Kweller got his start as a member of the band Radish (1993-1999) which he formed with two other musicians local to his hometown of Greenville,

Texas. Together Radish released two records and were featured on Late Night with Conan O'Brien and Late Show with David Letterman. Despite this momentum, the band failed to strike it big and they eventually parted ways. Kweiler however continues to make and perform music now as a solo artist. Flash forward to the current day and Kweiler remains an active musician, he recently published his seventh studio album, *Cover the Mirrors (About Ben Kweiler)*.

Venue

The Aragon Ballroom is five miles north of downtown Chicago at 1106 W Lawrence Ave, Chicago, IL 60640, conveniently located between the Argyle and Wilson CTA stops. The venue has hosted many music legends, including Metallica, Smashing Pumpkins, and Nine Inch Nails. This ballroom-turned-concert hall opened its doors in 1926, and for the past 100 years, has served as a staple of the Chicago music scene (*History*|*Byline Bank Aragon Ballroom*). The



venue has a capacity of 5,000 and offers both standing-room and seated options. The rental fee is \$20,000 and includes the stage, lighting, sound, stagehands, security team, and maintenance team (Heitz). Further, the Aragon offers mobile ticketing and cashless payment options. The venue has a strong commitment to accessibility to ensure guests

of all abilities can enjoy the show. This includes access to an elevator, designated accessibility seating, interpreters, and sensory-inclusive options. There are also a variety of food and drink options available.

The Aragon Ballroom is a perfect venue to host the Alabama Shakes and their supporting act Ben Kweller. Both artists have a rock/folk/country sound that complements each other and is consistent with other shows that have been held at this venue. The older millennials and Gen Xers who are the target audience for this show would likely value the relatively intimate nature of this venue. Further, the venue is known for high-energy performances, which appeals to this demographic as well.

Hospitality Plan

Hospitality is a cornerstone of event production, ensuring that performers feel comfortable and ready to deliver their best show. From travel arrangements to accommodations, providing seamless hospitality enhances the artist's experience and contributes to a successful event. On June 21, Alabama Shakes will play at the Aragon Ballroom, accompanied by opener Ben Kweller. The Alabama Shakes consist of guitarist Heath Fogg, bassist Zac Cockrell, and lead singer and guitarist Brittney Howard. The band resides in Athens, Alabama (*Alabama Shakes* 2025). To optimally accommodate these musicians, we want to fly them in 24 hours before their performance. The Alabama Shakes reside closest to Huntsville (HSV) airport, located 15.5 miles from Athens. The flight from HSV to ORD on Friday, June 20th, at 10:21 AM arrives at 12:30 PM. This will provide the band with more than 24 hours before their performance at 8 PM on Saturday, June 21st. On June 22nd, the band will depart on an earlier flight at 8:01 AM and land at 9:51 am from ORD to HSV. The cost of the roundtrip ticket will be \$500 per person, including tax. Ben Kweller, our opener from Dripping Springs, Texas, is closest to Austin (AUS) airport, located 25.2 miles away (*Ben Kweller* 2025). Ben Kweller is scheduled for an 8:00 AM flight departing from AUS and arriving in ORD at 10:50 AM on June 20th. His return flight is at 8:22 AM from ORD, landing at AUS at 11:01 AM. The total cost for Ben

Kweller's roundtrip airfare was \$699, including tax. Although Ben's airfare is pricier than the Alabama Shakes, we save on transportation back because they have similar returning flight times. The entire airline expenses for traveling with American Airlines come to \$2,199.

Main / Main Plus Round trip (non-refundable) \$500 per person <small>Total \$500.00 (all passengers)</small> <small>Includes taxes and carrier-imposed fees</small> <small>Price and tax information @</small> <small>Bag and optional fees @</small>	DEPART Huntsville, AL to Chicago, IL Friday, June 20, 2025 HSY ORD 10:21 AM → 12:30 PM 2h 9m Nonstop Main <small>AA6241 • CRJ-Canadair RJ 700 • Operated by SkyWest Airlines as American Eagle</small> <small>Details Change</small>	Main Plus Round trip (non-refundable) \$699 per person <small>Total \$699.00 (all passengers)</small> <small>Includes taxes and carrier-imposed fees</small> <small>Price and tax information @</small> <small>Bag and optional fees @</small>	DEPART Austin, TX to Chicago, IL Friday, June 20, 2025 AUS ORD 8:00 AM → 10:55 AM 2h 55m Nonstop Main Plus <small>AA1736 • 738-Boeing 737</small> <small>Details Change</small>
	RETURN Chicago, IL to Huntsville, AL Sunday, June 22, 2025 ORD HSY 8:01 AM → 9:51 AM 1h 50m Nonstop Main Plus <small>AA6234 • CRJ-Canadair RJ 700 • Operated by SkyWest Airlines as American Eagle</small> <small>Details Change</small>		RETURN Chicago, IL to Austin, TX Sunday, June 22, 2025 ORD AUS 8:22 AM → 11:01 AM 2h 39m Nonstop Main Plus <small>AA2218 • 738-Boeing 737</small> <small>Details Change</small>

Transportation from the airport, hotel, and venue will be provided by Limo Web Chicago. The standard fee is \$95 per hour; however, scheduling these trips for a three-day duration results in a cost reduction depending on the time spent in the vehicle (*Limo Rental Chicago*). A black SUV accommodating six passengers for the 40-minute drive from O'Hare Airport to The Hotel Zachary will cost \$63.33. Due to the earlier arrival of the Alabama Shakes compared to Ben Kweller's trip, two separate vehicles will be sent for their transportation. The expense for a three-minute journey to the venue for one vehicle transporting the Alabama Shakes and Ben Kweller will be \$5 each way. Following that the trip from the hotel to the airport will cost an extra charge of \$63.33, however only one vehicle will be necessary since all members have similar travel schedules. The entire cost for transportation of the Alabama Shakes and Ben Kweller, including a 20% gratuity and a 10% tax, amounts to \$265.31.

For our catering, we have chosen [Lee and Eddies Catering](#), a Chicago-based catering company since 1959 known for its generous portions and classic comfort food. Given that we need to feed a total of 27 people – including 20 crew members, 3 of the Alabama Shakes, and 4 of Ben Kweller's band – we chose the Double Chicken and Beef package. This meal includes their famous fried chicken, herb-baked chicken, Italian beef au jus, roast beef in gravy,

homestyle mashed potatoes with brown gravy, California blend vegetables, fresh bread, dinner rolls with butter, complete tableware, and warming units. At \$15.99 per person, the total catering cost amounts to \$431.73 before tax and service fees (*Lee and Eddies Catering, 2025*). Lee and Eddie's Catering is the perfect fit for this concert for its affordability, meal options that are hearty and inclusive of allergies and to accommodate a large group. Their reputation for reliability and full-service setup makes them ideal for a reliable and delicious meal before the show.

To ensure a comfortable stay for our artists during the concert at the Aragon Ballroom, we have selected [Hotel Zachary](#). This upscale hotel, with its prime Wrigleyville location and views of Wrigley Field, offers the perfect blend of luxury and convenience for a band like Alabama Shakes. The spacious suite-style accommodations feature spacious living areas, providing a nice environment for the artists to relax and prepare before their performances. The hotel is approximately 30–40 minutes from O'Hare International Airport (ORD); it is also an easy 10-minute drive to Aragon Ballroom. A one-bedroom suite costs \$746 per night. To accommodate the three members of Alabama Shakes and solo artist Ben Kweller, we will book four one-bedroom suites for two nights (June 20 and June 21), with an estimated total cost of \$5,968 before taxes and fees (*Hotel Zachary, 2025*).

Production and Program Schedule

A production schedule is an hour-by-hour breakdown of tasks that need to be completed from the moment the event manager arrives at the venue until the event is fully set up and ready for guests. A program schedule, on the other hand, begins when doors open and guests arrive, outlining the flow of the event on a minute-by-minute basis, including performances, announcements and transitions. Both schedules are essential for a seamless event as production ensures everything is properly set up, while the program keeps the event running smoothly for

performers and attendees. Refer to **Attachment 3** for program schedule; refer to **Attachment 2** for production schedule!

Ticket Sales Pricing and Date Strategy


The concert tickets will be priced at 80 dollars. By analyzing our target demographic of individuals aged 25-50 for the Alabama Shakes, we can infer that this group has disposable income sufficient to purchase tickets. An \$80 ticket represents a perfect balance between affordability and the band's total demand. This pricing attracts dedicated fans eager to travel to see the band, while also appealing to casual listeners who would purchase the ticket due to its affordability. Tickets priced at 80 dollars guarantee concert profitability while being accessible to a wide audience (Koebert, 2025).

Typically, ticket sales start 8-10 weeks before concerts. Providing fans with enough notice to organize and arrange their attendance at the event. The performance is scheduled for June 21; ticket sales will begin on April 12, ten weeks before the event. This is an optimal window of time for individuals to purchase tickets. By using Alabama Shakes' social media presence, we can market the band's next performance, enhancing visibility and boosting ticket sales for the event.

Advertising Plan

To publicize The Alabama Shakes' reunion concert at the Aragon Ballroom, we have allocated a \$10,000 advertising budget. Advertising is essential for building awareness, generating excitement, and driving ticket sales. Our strategy focuses on seven key advertising methods, selected based on the media consumption habits and lifestyles of those most likely to

attend the show. By using multiple channels to advertise, we aim to maximize ticket sales, create buzz, and ensure a sold-out event. See details below.

Advertising Method	Details	Cost
Targeted Neighborhood Billboard (1)	One billboard in Wicker Park, a neighborhood popular with the targeted audience, displayed for four weeks. Meant to get the attention of commuters and pedestrians.	\$1,800
Web Banner (2)	Two web banners live for two to four weeks. One will be on the Chicago Reader , a locally popular culture and media site. The other will be on the Chicago Sound Collective music blog.	\$1,000 (500 each)
Targeted social media advertising (3,780+)	Targeted clicks aimed at people interested in live music and festivals via Facebook and Instagram.	\$2,457.50 (\$0.65 per click)
Sidewalk Stencils (10) 	Guerilla marketing tactic used by artists like the Deftones, Avicii, and Olivia Rodrigo. Uses eco-friendly paint or chalk to mark sidewalks and catch the attention of pedestrians. Three in Wicker Park, four in Bucktown, two in Logan Square, and one in Fulton Market.	\$1,000 (\$100 per stencil) <i>(Sidewalk marketing agency USA: Chalk stencils (ECO): Brand Awareness & Social Media Buzz: Pavement Markings: New York: Miami: Las Vegas: Los Angeles 2024)</i>
Flyers (500)	500 single-sided 8.5x11 full-color flyers at \$0.34 (Flyers FedEx) each to be distributed in cafes, record stores, and at local concerts. Handed out by a team of five interns, who were paid a minimum wage of \$16.20 (<i>Minimum wage City of</i>	\$492 (\$168 for 500 posters + \$324 in wages)

Advertising Method	Details	Cost
	Chicago), approximately four hours of labor were involved.	
Posters (15)	15 24x36 in full-color posters placed in high-traffic areas like community boards, music venues, and relevant stores with foot traffic.	\$310.50 (\$31.05 each <i>((Poster prints FedEx))</i>).
CTA Car Cards (60)	60 11 x 46.5 CTA car cards.	\$2,940 (\$49 per car card)
		TOTAL = \$9,999.50

Public Relations Plan

Public relations is essential for event promotion since it communicates information to a broader audience and builds enthusiasm. Event public relations is the process of collaborating with the media, including newspapers, blogs, and radio stations to secure public attention and media coverage for your event. Public relations is essential for the Alabama Shakes concert because it helps generate excitement through media coverage and ensures the event reaches a wide audience. When trusted media sources cover an event, it can boost ticket sales, attract more sponsors, and increase the overall success of the event. Refer to **Attachment 4** for the press release; refer to **Attachment 1** for the media list!

Corporate Sponsorship Plan

Corporate sponsorship occurs when a company contributes money or assistance to an event in return for increased brand recognition and marketing possibilities. Events seek corporate sponsorship to help cover costs, enhance the event experience, and increase credibility by partnering with well-known brands. Corporate sponsorship is not just a donation or charity; it is a

business partnership where both parties benefit. Having sponsors like Capital One, Bose Headphones, AT&T and Delta for our Alabama Shakes concert helps us fund the event, attract a larger audience, and create a more professional and memorable experience for attendees, while also giving these brands exposure to our target market. Refer to **Attachment 5** for the sponsorship plan; refer to **Attachment 6** for the brand list.

Budget

The Alabama Shakes event made \$183,618 in profit, with total revenue of \$410,000 and expenses totaling \$226,382. We believe this was an overall success for Deep Dish Productions. Refer to attachment 7!

Attachments:

Attachment 1: Media List

Media Outlet	Name	Number	Email	Social media	WHY?
Sound Opinions (Music Critic)	Jim DeRogatis	312.923.9239	jimdero@jimdero.com	@jimdero	Alabama Shakes performance due to his extensive knowledge of rock history and strong, opinionated writing style. He is well-equipped to assess the band's blend of rock, soul, and blues.
Host of 103.5 KISS FM (Radio)	Michelle Menaker	847. 251.4877	mmenaker@yahoo.com	@michellemenaker	Kiss FM's broad reach might provide Alabama Shakes with the exposure they need to gain new fans who like both popular and alternative music.
Secret Chicago (Editor & Staff Writer)	Elena Smentkowski	312.690.3092	elenasment@gmail.com	@art.evs	Published articles on the best upcoming concerts could be a great way to promote the show and improve ticket sales.
Block Club Chicago (Editor & Staff Writer)	Leen Yassine	217.582.2226	leen@blockclubchi.org	@yassinelee	Writes articles about music & festivals
WBEZ (Radio)	Jim DeRogatis	773. 230.8941	jderogatis@column.edu	@jimderogatis	Co-hosts "Sound Opinions," a rock 'n' roll talk show, with Greg Kot of the Chicago Tribune.
The Burr (Concert Blogger)	Ashley Caudill	217. 267.2937	acaudil3@kent.edu	@ashleymashly80	Writes concert reviews as a blogger
WCIU-TV (TV)	Brandon Pope	765.977.3412	bpope@wciu.com	@bpopetv	He is a Reporter and Anchor for WCIU-TV and hosts "Couch Concerts" on TheJamTVShow Instagram Live, showcasing local artists.
WGN-TV (TV)	Marcus Leshock	847.856.2485	mleshock@wgn.tv.com	@marcusleshock	Hosts and reports for WGN-TV, having previously been the host of Metromix on CLTV, an entertainment show focused on music, movies, and culture.
The DePaulia (College Newspaper)	Claire Tweedie	469.377.9130	ctweedie@depaul.edu	@_claire_t_	Former editor in chief, writes everything from hard news to arts & entertainment
14 East Magazine (College Magazine)	Eli Smith	413.289.4463	esmit151@depaul.edu	@eli.m.smith	Specific beat focusing on music, concerts & festivals

Attachment 2: Production Schedule

PRODUCTION SCHEDULE <small>hour by hour</small>		
		6/21
		SATURDAY
8:00 AM		Event Manager arrives to set up venue
		Sound equipment load in begins
9:00 AM		AV equipment load in begins
		Promotional banners are hung
10:00 AM		Table, seats & chairs are arranged as agreed on in contract
		Artist dressing rooms and green room set up
		Merchandise table set up
11:00 AM		Maintenance team arrives
12:00 PM		Lighting company arrives and installs lighting
1:00 PM		AV, lighting & sound check begins
2:00 PM		AV, lighting & sound check complete
3:00 PM		Sponsor arrives & sets up promotional space
4:00 PM		Bartenders arrive & set up bars
		Catering team arrives for artist green room
		Security team arrives

5:00 PM		Artists arrive for sound check	
		Sound check begins for Alabama Shakes & Ben Kweller	
		Emcee arrives and rehearses audience welcome	
6:00 PM		Sound check ends	
		Artists eat dinner & relax	
		Doors open / guests begin to arrive	
		Program Schedule starts - doors open for guests	
11:00 PM		Event ends	
		Guests leave, maintenance cleans up space, merchandise take down	
12:00 AM		Artist departs the venue return to hotel	
		Bartenders close up bars & clean up	
		Cater, lighting, sound & AV leave venue	
1:00 AM		Event Producer does final walk through with Venue Manager to ensure venue is cleaned up and returned to normal	
2:00 AM		Event Producer departs venue – End Production Schedule	

Attachment 3: Program Schedule

PROGRAM SCHEDULE minute by minute			
		6/21	
		SATURDAY	
6:00 PM		Doors open & guests arrive	
		Background music plays as guests enter	
6:05 PM		Bartenders begin serving drinks	
		Alabama Shakes catering is set up - band eats	
6:15 PM		House lights are brought down low	
6:25 PM		AV equipment starts running images of the band on big screen	
		Guests find their seats or location to stand	
6:30 PM		Emcee welcomes the audience & thanks sponsors	
6:45 PM		Emcee introduces the opening band	
7:00 PM		Ben Kweller takes the stage	
7:35 PM		Ben Kweller ends performance	
7:40 PM		Emcee introduces Alabama Shakes	
7:45 PM		House lights go back on during intermission	
		Background music plays during intermission	

8:00 PM		Alabama Shakes take the stage	
9:00 PM		Bar closes	
9:30 PM		Alabama Shakes end performance	
9:35 PM		Emcee thanks the audience & announces event's conclusion	
9:40 PM		Sponsor takes the stage & thanks the audience	
9:42 PM		House lights on at the completion of the show	
		Guests begin to depart	
10:00 PM		Background music plays during exit	
10:30 PM		Last guests depart	
11:00 PM		Event ends & guests depart	
11:15 PM		Program Schedule ends / switch back to Production Schedule	

Attachment 4: Press Release

Deep Dish Productions
FOR IMMEDIATE RELEASE
MEDIA CONTACT:
Jane Smith
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ALABAMA SHAKES TO PLAY ARAGON BALLROOM

CHICAGO — Grammy award winning rock band the Alabama Shakes is set to make their long-awaited return to Chicago with a special performance at Aragon Ballroom on June 21, 2025 as part of their highly anticipated U.S. reunion tour. The show will feature Ben Stellar as the opening act, setting the stage for an unforgettable night of live music.

This marks Alabama Shakes' first performance in Chicago since their 2018 tour, and fans have been eagerly awaiting their return. The critically acclaimed band, led by powerhouse vocalist Brittany Howard, is renowned for their electrifying blend of rock, blues and soul, captivating audiences worldwide. Their return to the stage comes after a seven-year hiatus, during which Howard pursued a successful solo career.

"Chicago has always been a special place for us," said Brittany Howard, lead singer of Alabama Shakes. "We can't wait to be back and feel that energy again. This tour is about reconnecting with our fans and celebrating the music that brought us all together."

With multiple Grammy Awards and platinum records, Alabama Shakes continues to be one of the most influential rock bands of the last decade. Their hits, including "Hold On," "Sound & Color," and "Don't Wanna Fight," have earned them a devoted following and critical acclaim.

Event Details:

- **Who:** Alabama Shakes with opening act Ben Stellar
- **When:** June 21, 2025
- **Where:** Aragon Ballroom, Chicago, IL
- **Tickets:** Available starting April 12, 2025 at www.deepdishprod.com and major ticketing platforms. Only general admission available for \$80.

About Deep Dish Productions

Deep Dish Productions is a woman-owned event promotion company based in Chicago, dedicated to bringing world-class live music experiences to fans. For event details and tickets, visit www.deepdishprod.com or follow @DeepDishProd on social media.

###

Attachment 5: Sponsorship Plan**SPONSORSHIP WORKSHEET**

Band Name & Concert Venue: The Alabama Shakes supported by Ben Kweller at the Aragon Ballroom

Concert Date: June 21, 2025

Promotional Description:

For the first time in eight years, The Alabama Shakes return to the stage and they're bringing their raw, soulful energy to Aragon Ballroom on June 21, 2025, with special guest Ben Kweller. This isn't just a show, it's a comeback fans have been waiting nearly a decade for. Be part of the excitement as The Alabama Shakes light up the stage once again, creating a night that will have the city buzzing long after the final encore!

Target Audience Description / Estimated Attendance of your concert:

The Aragon ballroom has a maximum capacity of 5,000. Due to the popularity of the artists performing, the show is expected to be sold out. The target demographic of this show is older Gen Zers, millennials, and younger Gen Xers (25-50 years old) who are based in Chicago and the surrounding areas. They are likely fans of live music and the folk, rock, and indie genres. This group includes young professionals, hipsters, and members of Chicago's robust music scene. Many of them frequent venues like the Aragon ballroom, such as the Metro, Schubas or House of Blues. They value shows with lively atmospheres and are willing to pay a premium to see their favorite artists, especially if the show has an eclectic touch. Many of these people are regularly active on social media and are tuned into popular culture. They likely attend music festivals and/or otherwise engage with the music industry. Many of the concert attendees live in Wicker Park, Bucktown, Logan Square, or Fulton Market.

Three levels of sponsorship and price:

Gold, \$10,000; Silver, \$5,000; Bronze, \$2,000

Benefits to offer each level:

GOLD: \$10,000

- Signage opportunities include:

- Two sound tower banners
- Two main stage railing banners
- Corporate logo on mainstage backdrop banner
- One area for company message on event brochure
- 6 total tickets to show, 2 tickets with VIP backstage access
- Logo inclusion in footer of all attendee emails
- Inclusion in marketing emails to attendees showcasing all sponsors
- Four parking passes & four delivery permits

SILVER: \$5,000

- Signage opportunities include:
 - One main stage railing banner
- Corporate logo included on event brochure
- Corporate logo included on 25% of print ads
- 4 total tickets to show
- Inclusion in marketing emails to attendees showcasing all sponsors
- One parking pass & one delivery permit

BRONZE \$2,000

- Signage opportunities include:
 - One promotional space
- 2 total tickets to show
- Inclusion in marketing emails to attendees showcasing all sponsors

Attachment 6: Brand List**BRAND LIST**

1. Bose – Known for premium audio equipment, Bose aligns perfectly with this concert, appealing to fans who appreciate high-quality sound.
2. Goose Island Beer Co. – A Chicago-based brewery, Goose Island can enhance the concert experience with craft beer while strengthening its connection to the city's music scene.
3. Jack Daniel's – Jack Daniel's is a brand that's synonymous with live music and will bring a timeless, Southern mood that pairs well with The Alabama Shakes' bluesy rock sound.
4. Fender – As an iconic guitar brand, Fender's sponsorship would reinforce its deep ties to live music and the artists who inspire their fans.
5. Lyft – Lyft could promote ride discounts, ensuring safe and convenient transportation for attendees while increasing brand visibility in Chicago's nightlife scene.
6. AT&T- AT&T is a great sponsor for Alabama Shakes as it connects fans through cutting-edge technology and nationwide networks, enhancing the live music experience.
7. Delta-Delta is a fitting sponsor as it aligns with Alabama Shakes' touring lifestyle, supporting travel and bringing fans together from across the globe.
8. Capital one-Capital One is a strong sponsor due to its focus on empowering experiences and supporting live events, making concerts more accessible to fans.
9. Coca-Cola-Coca-Cola's global brand recognition and association with iconic music moments make it a natural partner for amplifying Alabama Shakes' presence.
10. Marriott-Marriott gains value as a sponsor by connecting with Alabama Shakes' diverse audience, positioning itself as the preferred hospitality brand for music lovers and touring artists alike.

Attachment 7: Budget

The Alabama Shakes at the Aargon Ballroom Saturday, June 21, 2025			
	Budget	Actual	(+/-)
Income:			
Tickets sold			
Number of tickets sold (venue capacity)	5,000		
Cost per ticket	\$ 80		
Subtotal	\$ 400,000		
Sponsorship			
Gold Sponsor	\$ 10,000		
Subtotal	\$ 10,000		
Total Income (Ticket sales + Sponsorship)	\$ 410,000		
Expenses:			
Artist(s) and Venue			
<i>The Alabama Shakes / booking fee</i>	\$ 175,000		
<i>Ben Kweller / booking fee</i>	\$ 12,500		
<i>The Aargon Ballroom / Rental Fee</i>	\$ 20,000		
Subtotal	\$ 207,500		
Marketing			
<i>Targeted Neighborhood Billboard (1)</i>	\$ 1,800		
<i>Web Banner (2)</i>	\$ 1,000		
<i>Targeted social media advertising (3,780+)</i>	\$ 2,458		
<i>Sidewalk Stencils (10)</i>	\$ 1,000		
<i>Flyers (500) + wages</i>	\$ 492		
<i>Posters (15)</i>	\$ 311		
<i>CTA Car Cards (60)</i>	\$ 2,940		
Subtotal	\$ 10,000		
Hospitality			
<i>The Alabama Shakes Airfare</i>	\$ 1,500		
<i>Ben Kweller Airfare</i>	\$ 699		
<i>Ground Transportation</i>	\$ 265		
<i>Catering</i>	\$ 450		
<i>Accommodations</i>	\$ 5,968		
Subtotal	\$ 8,882		
<i>Backline / Production Equipment</i>			
<i>No need for the project / YES in real world</i>			
Total Expenses:	\$ 226,382		
P-N-L	\$ 183,618		
(PNL is determined: INCOME - EXPENSES) (If the number is negative it must have () around it.)			

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