

## **Spotify TUFTS Campus Events Pitch**

**October 3rd, 2014**

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### **INFLUENCER POSITIONS:**

- President - Alexander Golin
- Vice President - Kurt Oleson
- Treasurer - Sean Nostrand
- Social and Events - Alexander, Kurt, and Sean
- (We lost two members and are still trying to recruit more, so for now we will be assuming solo positions and all dividing the work of Social Manager and Event Coordinator)

### **EVENTS:**

#### **CAGE RAGE - November 15th**

Every Fall semester, Tufts Concert board puts on a school wide concert "Cage Rage" that over 2,000 students regularly attend. In the past we have had Matt & Kim, Grouplove, Cold War Kids, and others come perform at Cage Rage. The artist this year hasn't been released but we have spoken to the organizers and they want to partner with us for the band announcement event, ticket sale event, and for the show sponsorship.

We want to create a playlist of the artist for students to follow and release it when the band is announced. The announcement will likely be an outdoor event where we can play music and set up a Spotify booth for students to sign up and follow the Cage Rage playlist. The incentive for following the playlist will be giveaways. We are hoping to provide 20-25 free tickets to randomly selected playlist followers as well as an artist meet and greet for 2 lucky followers of the playlist. The playlist will also be entered into SoundClash. We may also have a booth with small giveaways at the concert itself.

#### **What We'll Need:**

- Banners, swag, other items/decorations for setting up Spotify booths
- Funding for ticket giveaways (20-25 tickets at \$10 per ticket)
- Small Spotify giveaway items

#### **TUFTS DANCE COLLECTIVE - December 6th**

What is the event?

TDC is a timeless Tufts tradition at this point, in which each semester students who wish to be involved in a dance group, and be a part of a major production, but have little to no dance experience, can do so. It generally attracts 10-12 dances with about 25 people per dance. These groups work with their choreos together all semester, to master their dance, and in

anticipation of the show at the end of the semester. The show itself is always sold out, and is one of the most looked forward to events of the semester on campus.

Where Spotify can fit in:

Being a dance show, there is an obvious need for music. Each dance chooses 3-4 songs to which they create a custom mix that usually provides high-energy music from what's popular to what might just get kids moving.

Our first idea for this event is integration with spotify throughout the semester, with each dance (20-25 students) signing up a custom playlist for their dance to soundclash composed of songs that are in the dance as well as similar music that fits the vibe or just music they like. As a part of each dance signing up for soundclash, we will want to make it a competition among the dance groups with the playlist with the most followers winning. We will also want to give a grand prize to the winners which can either be spotify gear, or possibly a cash prize that can be used to buy group t-shirts or costumes, which are always essential for the final show. This would be the first half of the sponsorship with this event, to get all of the dances and dancers integrated with and excited about following Spotify playlists throughout the semester, and following their playlists on soundclash as well as getting their friends to sign up and follow so they can win. We would then like to sponsor the actual event, and have a booth set up at which we give away stickers / info and have a raffle to win jamboxes or perhaps headphones or something cool. We then can announce the winners of the raffle at the intermission. For the actual event we will also create an official TDC playlist composed of all of the songs in each dance, and can make everyone in and at the dance aware and to follow this playlist. We think that this would get massive exposure if we tell all audience members to follow the official TDC playlist on soundclash, and we think the exec board at TDC would be super behind this and promoting it seeing as they could win a lot of money for their org.

#### What We'll Need:

- Banners, swag, other items/decorations for setting up Spotify booth at the show
- Prizes for winner of soundclash comp between dances (\$\$ or Gear for 25 people)
- Raffle prizes (thinking headphones / Jamboxes etc. )

### **SOUNDCLASH (Battle of the Bands/DJs) - November 8th (Tentative)**

We would like to not only sponsor two already established and highly anticipated campus events, but we would like to bring our own special brand of event to campus. We would like to reserve a popular space on campus and book a large number of bands for a battle of the bands that we would entitle "Soundclash". We think this would be an effective event for a number of reasons: it would strongly associate the Spotify logo with the live music scene on campus, it would bring some fun to the school that I'm sure people would respond positively to, and it

would also promote the Soundclash competition. We are thinking of talking to 91.5 WMFO Medford, Tufts' own radio station, to acquire AV equipment and possibly DJ's or additional services/promotion. We are toying with the idea of a night long event, starting in the evening with bands, followed by DJs later in the night, depending on what we can arrange for the school's public space that we reserve. We would be interested in doing some giveaways in a raffle for all attendees. We were thinking raffle items could exist on a few tiers along the lines of t-shirts, free premium, speakers, etc. We were also hoping to give the winning band members a year of premium and maybe a cash prize to support their group. Then the runners up could get a few months of premium.

#### What We'll Need

- Some funding to rent equipment
- Poster budget
- A few banners and promo visuals to hang around the event
- Raffle material: Jambox, t-shirts, prepaid premium, small knick knacks, cash prize for the winner of the battle of the bands (would \$500 be doable?).