

Reach Real Fans. Measure Real Outcomes.

2026 Edition · Token Events Inc.

This document covers every aspect of advertising on revolution.fan: the data advantage, programmatic and activation ad tiers, AI targeting, campaign analytics, the Night of Show local sponsorship layer, and how to launch your first campaign in under an hour. Use the section markers to navigate directly to the part that matters most to your team.

- 01 Why This Exists — The Problem With Music Advertising
- 02 Platform at a Glance
- 03 What Makes This Different vs. Every Other Channel
- 04 The Signal Moat — Data No Platform Can Buy
- 05 Consent — Why Fans Say Yes
- 06 Attribution — Closing the Loop at the Door
- 07 Ad Tiers — Three Ways to Reach Fans
- 08 AI Targeting — Know Your Audience Before You Spend
- 09 Campaign Analytics — Every Metric That Matters
- 10 Night of Show — Local Sponsorship at Venue Level
- 11 Launch Your First Campaign

OVERVIEW

01 &NBSP; WHY THIS EXISTS · THE PROBLEM WITH MUSIC ADVERTISING

Every major platform sells reach. Spotify sells streams. Meta sells impressions. Google sells intent. None of them can tell you whether the person who saw your ad actually showed up at the show. They cannot tell you if they are a first-time attendee or a superfan who has been going for ten years. They cannot tell you what genres they love, which artists they tip, or whether they hold a Crew Pass.

revolution.fan can. Because we do not buy demographic proxies from a data broker. We have the actual behavior: ticket purchases, RFID check-ins, \$FAN transactions, stream watch time, shoutout requests, and Crew Pass subscriptions. Every signal is earned in the real world, at real shows, from fans who chose to be here.

The fundamental difference: Other platforms tell you who to reach. We know who already cares about music like yours, and we can prove it.

02 &NBSP; PLATFORM AT A GLANCE

180K+	42	9.2	\$18–45	3.8%
VERIFIED FANS	CITIES & REGIONS	BEHAVIORAL SIGNALS PER FAN	CPM RANGE	AVG. ENGAGEMENT RATE

Fan-verified reach only. Every fan in our system has attended at least one event or completed onboarding with a verified email. No bots. No cold lists. No purchased audiences.

03 &NBSP; WHAT MAKES THIS DIFFERENT · VS. EVERY OTHER CHANNEL

Capability	Meta / Instagram	Spotify	Programmatic DSPs	revolution.fan
Verified concert attendance	–	–	–	✓ RFID + ticket-verified data
Genre affinity (real, not inferred)	–	Streaming only	–	✓ Tickets + streams + signals
Superfan / loyalist filter	–	–	–	✓ \$FAN score + events attended
Real-world event match	–	–	–	✓ Geo + artist + venue match

Post-event attribution	Last-click only	–	Modeled	✓ RFID check-in verified
CPM floor	\$6–12	\$15–25	\$3–8	\$18–45 (premium audience)
Fan consent to data use	Opt-out model	TOS-based	3rd-party sourced	✓ Explicit per-category opt-in

THE ADVANTAGE

04 &NBSP; THE SIGNAL MOAT · DATA NO OTHER PLATFORM CAN BUY

We have the data other platforms cannot buy.

Every fan on revolution.fan has a behavioral profile built from real-world actions. Not page views. Not interests inferred from browsing history. Actual ticket purchases, venue check-ins verified by RFID wristband, \$FAN earned and spent, streams watched to completion, artists tipped, and Crew Passes held.

That stack of signals is what we call the **data moat**. It cannot be replicated by an ad network pulling from a DMP. It exists only because fans chose to be on this platform and chose to share that behavior with the brands they believe in.

SIGNAL 01 Ticket Purchase History	SIGNAL 02 RFID Check-In Verified	SIGNAL 03 \$FAN Balance & Spend	SIGNAL 04 Artist Tipping Behavior
SIGNAL 05 Crew Pass Subscription	SIGNAL 06 Stream Watch Time	SIGNAL 07 Genre Preferences (Declared)	SIGNAL 08 Shoutout & Autograph Requests

05 &NBSP; CONSENT · WHY FANS SAY YES

Fans license their data. They do not give it away.

Every fan on the platform grants per-category consent to data licensing. When a brand wants to reach fans who have tipped artists in the Jazz genre in the last 30 days, those fans have explicitly opted into that category of outreach. We never use their data without permission. We never resell it without attribution.

GDPR-aligned opt-in model. Per-category consent, revocable at any time, with a full audit log. Brands get access to audiences that explicitly opted in. Engagement rates run 3x the industry average.

Fan data licensing compensation. Fans earn data licensing credits when their anonymized profile is queried by a brand campaign. This creates a flywheel: higher data quality increases brand value, which increases fan compensation, which increases opt-in rates.

06 &NBSP; ATTRIBUTION · WHAT OTHER PLATFORMS CANNOT OFFER

We close the loop at the door.

When a fan sees a brand ad, clicks through, and then attends an event, we know. The RFID wristband check-in at the venue closes the attribution loop that no digital platform can close. You can see how many people who engaged with your campaign actually showed up. That is real-world ROI.

STANDARD DIGITAL ATTRIBUTION

Impression → Click → Page View → ??? → (maybe)
Purchase

REVOLUTION.FAN ATTRIBUTION

**Ad Served → Engagement → RFID Check-In at Venue
→ Conversion confirmed**

AD TIERS

07 &NBSP; THREE WAYS TO REACH FANS · PICK YOUR APPROACH

<p>PROGRAMMATIC</p> <p>\$18–45</p> <p>CPM · self-serve, pay per 1,000 impressions</p> <p>Run targeted banner and native ads across the fan experience. Set your audience, budget, and schedule. Live in under 2 hours pending creative review.</p> <ul style="list-style-type: none"> ✓ Genre, region, and behavioral targeting ✓ Superfan inventory (\$38–45 CPM) ✓ Daily budget cap & lifetime budget ✓ Real-time impression & click reporting ✓ Creative review within 2 business hours ✓ Minimum budget: \$500 	<p>ACTIVATION</p> <p>\$5–25</p> <p>CPE · pay only on fan engagement</p> <p>Native fan experiences: sponsored shoutouts, Crew Pass promotions, artist collaborations, and in-stream brand moments. You pay when fans act, not when they scroll past.</p> <ul style="list-style-type: none"> ✓ Sponsored shoutout integrations ✓ Crew Pass co-branded tiers ✓ In-stream brand moments ✓ Post-event \$FAN reward sponsorships ✓ Real-world event activations ✓ Minimum budget: \$2,000 	<p>PRESENTING SPONSOR</p> <p>\$10K–100K</p> <p>Flat fee · exclusive event or regional ownership</p> <p>Own a tour, a regional market, a genre, or a season. Full co-branding, exclusivity, custom activations, and white-glove reporting.</p> <ul style="list-style-type: none"> ✓ Exclusive category ownership ✓ Custom \$FAN rewards your fans earn ✓ Branded RFID wristbands & venue signage ✓ Dedicated account manager ✓ Quarterly impact report ✓ RFID-verified post-event attribution
--	---	--

Stacking tiers is standard practice. Most brands run Programmatic for awareness, Activation for consideration, and a Presenting Sponsorship for their flagship moment. Each tier reinforces the others and draws on the same underlying audience data.

&NBSP; CREATIVE SPECS · WHAT WE ACCEPT

<p>PROGRAMMATIC</p> <p>Headline: 60 chars max · Body: 140 chars max · CTA: 25 chars max · Image: 1200x630px JPG/PNG · Logo: 400x400px PNG with transparent bg</p>	<p>ACTIVATION</p> <p>Shoutout script: 80 chars max · Crew Pass tagline: 40 chars max · In-stream overlay: 300x100px · \$FAN reward message: 60 chars max</p>	<p>PRESENTING SPONSOR</p> <p>All formats above included. Full brand guidelines apply. Custom templates built by our team. Approval turnaround: 48 hours.</p>
--	---	---

AI TARGETING

08 &NBSP; THE AI AUDIENCE ESTIMATOR · BEFORE YOU SPEND A DOLLAR

Know your audience before you launch.

Before you commit budget, the AI Audience Estimator shows exactly how many verified fans match your targeting criteria, alongside a signal quality score that quantifies confidence in the match. Adjust your filters and watch audience size and suggested CPM update in real time. No commitment required.

How it works: We count matching fans in the live database, then apply conservative multipliers based on targeting depth. Tighter targeting produces higher signal quality and a higher recommended CPM, reflecting the premium value of a precisely qualified audience.

TARGETING FILTERS

Stack as many as you need

01	Genre. Select one or more genres from the platform taxonomy. Fans are matched against their actual ticket purchase and stream behavior, not self-reported preferences.
02	Region. Target by city, metro, or any combination of our 42 active regions. Ideal for regional tours, local venue partners, and geo-sensitive launches.
03	Superfan Only. Restrict delivery to fans with a top-quartile affinity score. The audience is smaller; the engagement is dramatically higher.
04	Has Tipped. Fans who have sent \$FAN tips to artists in the past 90 days. These fans convert on brand offers at a meaningfully higher rate.
05	Crew Pass Holder. Active paid subscribers to an artist's Crew Pass. The highest-LTV segment on the platform.
06	Event Window. Reach only fans attending events within the next N hours. Built for venue partners, local food and drink brands, and time-sensitive activations.
07	Specific Artists. Target fans of particular artists by name. Useful for tour sponsors, merchandise partners, and brands with artist relationships.
08	Min. Propensity Score. Set a minimum platform engagement score (0–100). Filters out occasional attendees and concentrates spend on habitual concertgoers.

&NBSP; SIGNAL QUALITY · WHAT THE ESTIMATOR RETURNS

<p>ESTIMATED REACH</p> <p>12,400</p> <p>Verified fans matching your current filter set. Updates in real time as you adjust targeting. Derived from the live fan database count.</p>	<p>SIGNAL QUALITY</p> <p>High</p> <p>How behaviorally specific your audience is. Low = broad demographic. High = fans with verified real-world behavior matching your exact criteria.</p>	<p>SUGGESTED CPM</p> <p>\$32</p> <p>Recommended bid based on audience quality. Tighter targeting raises the suggested CPM. Bidding below the floor risks losing inventory to competing campaigns.</p>
---	---	---

ANALYTICS

09 &NBSP; CAMPAIGN ANALYTICS · EVERY METRIC THAT MATTERS

Every metric that matters. None of the vanity.

The campaign analytics dashboard shows impressions, clicks with CTR, engagements, conversions, and total spend broken down by day. Activation campaigns additionally surface CPE and an engagement breakdown by type: click, engage, convert. Presenting Sponsors receive the full impact report including RFID-verified attendance attribution.

CORE METRICS		All campaigns
01	Impressions. Unique fan ad views. Not page loads. Actual ad renders counted once per fan per session.	
02	Clicks + CTR. Click-through to your CTA URL. CTR benchmarks: Programmatic 0.8–1.4%, Activation 2.1–3.8%.	
03	Engagements. Actions beyond a click: shoutout responses, Crew Pass sign-ups, \$FAN reward claims, stream interactions.	
04	Conversions. RFID-verified show attendance attributable to a campaign impression within the attribution window.	
05	Total Spend. Budget consumed to date, tracked against daily cap and lifetime budget. Auto-pauses when budget is exhausted.	

&NBSP; BUDGET CONTROLS · NEVER OVERSPEND

<p>DAILY BUDGET CAP</p> <p>Set a maximum daily spend. Delivery automatically pauses when the cap is hit and resumes at midnight.</p>	<p>LIFETIME BUDGET</p> <p>Hard ceiling on total campaign spend. Campaign auto-pauses when budget is exhausted. No surprise overage.</p>	<p>MANUAL CONTROLS</p> <p>Pause, resume, or activate your campaign at any time from the dashboard. Changes take effect within 60 seconds.</p>
---	--	--

Export-ready. All analytics export to CSV from the campaign dashboard. Presenting Sponsors receive quarterly XLSX reports with regional attribution breakdowns.

NIGHT OF SHOW

10 &NBSP; NIGHT OF SHOW · LOCAL SPONSORSHIP AT VENUE LEVEL

Night of Show is revolution.fan's local-business sponsorship layer. It is not programmatic advertising. It is not CPM-based. It is a flat monthly subscription that places a local restaurant, bar, parking provider, or experience in front of fans attending an event at a specific venue, precisely when they are planning their night.

A Kuma's Corner in Chicago does not need to reach 180,000 fans. They need to reach the 400 people going to The Metro on Friday. Night of Show does exactly that, surfacing in five places: the event detail page, the fan's event card in the feed, the CityMap discovery view, the SwipeStack discovery carousel, and the admin management panel.

Why this matters to investors: Night of Show is high-margin, recurring, and venue-network-locked. Local businesses renew when they see direct foot-traffic results; at Exclusive tier, no competitor can displace them from the slot.

&NBSP; FIVE TOUCHPOINTS, ZERO EXTRA WORK

<p>EVENT DETAIL PAGE Night of Show row A horizontally scrolling sponsor strip below the event description. Tappable chip for each sponsor opens the booking link directly.</p>	<p>CITYMAP VIEW Colored venue pins When a fan taps an event marker on the city map, sponsor locations appear as color-coded pins around the venue.</p>	<p>SWIPESTACK DISCOVERY Frosted-glass perk strip A "Night of Show" strip appears above the Get Tickets CTA on each swipe card. Featured sponsors receive a priority badge.</p>
<p>EVENT FEED CARD Transport quick-links Uber, Lyft, SpotHero, and Google Transit deep links auto-generated from venue coordinates. No sponsor setup required for transport links.</p>	<p>ADMIN PANEL Full management interface revolution.fan staff create and manage listings at /admin/perks. Toggle active status, set tier, assign venue, and update details in real time.</p>	

&NBSP; PRICING · THREE TIERS, FLAT MONTHLY FEE

STANDARD	FEATURED	EXCLUSIVE
<p>\$99 per month, per venue</p> <p>Listed on all events at the target venue. Business name, logo, category, and booking link. Appears in all five surfaces.</p> <ul style="list-style-type: none"> ✓ Listed on all events at one venue ✓ Logo, description, booking link ✓ CityMap pin + SwipeStack chip + event page row ✓ Cancel any time 	<p>\$249 per month, per venue</p> <p>Priority position in every display surface. Priority badge on SwipeStack. Cover image slot on event detail page. Monthly performance report.</p> <ul style="list-style-type: none"> ✓ Everything in Standard ✓ Priority badge on SwipeStack ✓ Cover image on event detail page ✓ Priority display order ✓ Monthly impressions + click report 	<p>\$599 per month, per venue</p> <p>No competitors in your category at that venue. Own the restaurant, bar, or parking slot entirely. Dedicated account manager.</p> <ul style="list-style-type: none"> ✓ Everything in Featured ✓ Category exclusivity at that venue ✓ Dedicated account manager ✓ Priority renewal protection

Unit economics: A single mid-size venue with five sponsors averaging the Featured tier generates **\$1,245/month** from one venue. Ten venues is \$12,450 MRR from Night of Show alone, before a single programmatic impression is sold.

&NBSP; VS. OPENTABLE / SPOTHERO · WHY THE FLAT FEE WINS

Dimension	OpenTable	SpotHero / Parking Apps	revolution.fan Night of Show
Pricing model	\$149–\$499/mo + \$1–\$1.50/cover	Revenue share (varies)	\$99–\$599 flat monthly
Billing predictability	Variable; spikes to \$1,300+/mo on busy nights	Variable	✓ Fixed, no cover fees
Audience intent	General dining intent	General parking intent	✓ Fans attending a specific show tonight
Location locking	City-wide pool	City-wide pool	✓ One venue: you own the night
Competitive exclusivity	No	No	✓ Available at Exclusive tier
Surfaces	OpenTable app only	SpotHero app only	✓ Event page + map + swipe + feed

The case for Night of Show: A restaurant two blocks from The Metro pays \$249/month flat and reaches every fan buying tickets for every Metro event — no cover fees, no bidding, no category competitor at Exclusive tier. OpenTable costs more on a single busy Friday.

GETTING STARTED

11 &NBSP; LAUNCH YOUR FIRST CAMPAIGN · FROM ZERO TO LIVE IN UNDER AN HOUR

CAMPAIGN CREATOR: 4 STEPS		brand-portal/create
01	Choose your tier. Programmatic, Activation, or Presenting Sponsor. Each unlocks a different set of creative formats and targeting options.	
02	Build your audience. Apply targeting filters. The AI Audience Estimator updates your reach and signal quality score in real time as you adjust. No budget committed yet.	
03	Upload creative. Headline, body copy, CTA text, destination URL, campaign image, and logo. Creative is reviewed by our team within 2 business hours.	
04	Set budget and schedule. Total budget, daily cap, CPM bid (Programmatic), and campaign dates. Review projected impressions and estimated reach before launching.	

&NBSP; BRAND ONBOARDING · FIRST 90 DAYS

<p>DAYS 1–30</p> <p>Test and Learn</p> <p>Run a Programmatic campaign at \$500–\$2,000. Test two or three audience segments. Establish baseline CTR and engagement metrics. Review signal quality scores to identify which targeting filter drives the best results.</p>	<p>DAYS 31–60</p> <p>Scale What Works</p> <p>Increase budget on winning segments. Add an Activation campaign running alongside Programmatic to capture fans who engaged with your awareness ads. Introduce Crew Pass integration if artist partnerships are available.</p>	<p>DAYS 61–90</p> <p>Anchor Your Presence</p> <p>Evaluate a Presenting Sponsorship for a regional market or genre. Build an owned audience you can retarget. Review RFID attribution to understand real-world conversion from your digital spend. Present Q1 impact to stakeholders.</p>
--	--	--

Dedicated brand onboarding included. Every new brand partner receives a 30-minute onboarding call, access to the audience estimator tools, and a 30-day performance review. Contact brands@revolution.fan to get started.

&NBSP; PRIVACY & COMPLIANCE · HOW WE PROTECT FANS AND BRANDS

<p>FAN PRIVACY</p> <ul style="list-style-type: none"> → Per-category explicit consent, revocable at any time → Anonymized audience delivery: no PII passed to brands → GDPR Article 17 compliant deletion policy → Fan compensation for every data query (data licensing credits) 	<p>BRAND PROTECTIONS</p> <ul style="list-style-type: none"> → Brand safety review on all creatives before delivery → Category exclusivity available for Presenting Sponsors → No competitor ads in the same session window → SOC 2-compliant infrastructure; all data encrypted at rest and in transit
--	---

To advertise on revolution.fan:	brands@revolution.fan
Press & media inquiries:	press@revolution.fan
Night of Show sponsorships:	revolution.fan/advertise/perks