

ALL CITY. EVENTS

# PROMOTER & HOST PROGRAM

---

*Bring people out. Get paid on every ticket.  
Everything you sell is tracked to you, in real time.*

---

**20%**

OF EVERY TICKET YOU  
SELL

**2**

MARKETS: WA & AZ

**24 HRS**

PAYOUT AFTER EVENT

**\$0**

COST TO JOIN

NOW RECRUITING · OLYMPIA · LACEY · TUMWATER · TEMPE, AZ

## HOW IT WORKS

# YOU GET A LINK. THE LINK DOES THE ACCOUNTING.

*No cash at the door. No arguing about who brought who. No wondering whether you got credit.*

## THE FOUR STEPS

- **Apply and get approved.** Takes about a day. We look at reach, reliability and whether you actually go out.
- **Get your personal tracking link.** Yours alone, tied to your name, live before promo starts.
- **Share it.** Instagram story, group chat, TikTok, in person, wherever your people are. Every sale through your link is credited to you automatically.
- **Get paid.** Payouts go out within 24 hours of the event by Venmo, Zelle or Cash App.

### WHY THE TRACKING MATTERS

Most promoters in this market work on a handshake and hope somebody remembers their name at settlement. We run individual attribution on every single ticket. You can see your clicks, your sales and your conversion rate at any time. If you sold it, it is on the record and it gets paid.

## WHAT YOU ACTUALLY GET

- A real number to point at. Your sales history follows you and builds a reputation you can use.
- Free entry once you hit ten tickets, every event, no exceptions.
- Early access to ticket links before public release, so your people get the cheapest tier.
- First call on paid door, hosting and staffing shifts as we scale.
- A path up. Our top performers move into Lead Host roles with retainers as we grow.

### ARIZONA — FOUNDING HOSTS WANTED

We launch in Tempe and Phoenix this fall and are recruiting the first hosts in that market now, ahead of our October date. Founding hosts earn the top 25% rate regardless of volume for their first two events, get their name on launch materials, and get first call on every paid shift we staff in Arizona.

## WHAT WE LOOK FOR

You do not need a huge following. Our best-performing host last event converted **20% of everyone who clicked** off only 25 clicks — a small, real audience that actually trusts them. That beats a big account nobody listens to, every time.

# WHAT YOU EARN

*You earn 20% of the price of every ticket you sell – or \$1.50 per ticket, whichever is higher. Tiers reset each event.*

| TICKETS SOLD | YOU EARN | WHAT ELSE YOU GET                                                             |
|--------------|----------|-------------------------------------------------------------------------------|
| 1–9          | 20%      | Discounted entry. You are building toward tier two.                           |
| 10–24        | 20%      | Free entry for you plus one guest.                                            |
| 25–49        | 20%      | Free entry plus two guests. Early access to the next event's links.           |
| 50–99        | 25%      | Free entry plus three guests. VIP table access. Your name on the event flyer. |
| 100+         | 25%      | Everything above, plus a conversation about a Lead Host retainer.             |

**Example:** You sell 30 tickets at \$12. That is \$360 of ticket sales, so you earn **\$72** — and you and two friends get in free. Sell 60 at the same price and you earn **\$180** at the 25% rate.

## PAYMENT TERMS

- Payouts are sent within 24 hours of the event closing, by Venmo, Zelle or Cash App.
- Only completed, non-refunded ticket sales through your tracking link count.
- The \$1.50 floor means a cheap early-bird tier never leaves you with pocket change.
- Free RSVP tickets earn no commission and do not count toward your tier. Only paid tickets count.
- Comped tickets, guest list entries and door cash do not count.
- You will receive a screenshot of your final numbers with your payout so you can check our math.
- Earnings over \$600 in a calendar year require a W-9 and will be reported on a 1099.

## RULES THAT GET YOU REMOVED

- Promising anything we have not offered — free drinks, entry for minors, VIP that does not exist, or a lineup we have not announced.
- Reselling tickets above face value, or buying tickets through your own link to inflate your tier.
- Promoting to anyone under the posted age minimum for the event.
- Drinking on the job at any event where you are working a shift.
- Posting anything that damages the reputation of a venue or partner brand.

We are strict about this because our venue relationships are the whole business. One host making a promise we cannot keep costs us a room we spent months earning.

## APPLICATION

# JOIN THE STREET TEAM

*Fill this out, or apply through the link in our Instagram bio. Most applicants hear back within 24 hours.*

FULL NAME

DATE OF BIRTH

PHONE

EMAIL

INSTAGRAM HANDLE

TIKTOK / SNAPCHAT

CITY YOU'RE BASED IN

SCHOOL OR WORKPLACE

PAYOUT METHOD

VENMO / ZELLE / CASH APP HANDLE

HAVE YOU PROMOTED EVENTS BEFORE? WHERE, AND ROUGHLY HOW MANY TICKETS?

REALISTICALLY, HOW MANY PEOPLE CAN YOU PERSONALLY BRING TO ONE EVENT?

WHICH MARKETS CAN YOU WORK?

☐ Olympia ☐ Lacey ☐ Tumwater ☐ Centralia / Chehalis ☐ Tempe, AZ ☐ Phoenix / Scottsdale, AZ

ALSO INTERESTED IN?

☐ Door / check-in shifts ☐ Photo or video ☐ Setup & teardown ☐ Graphic design ☐ Hosting

AGREEMENTS

- ☐ I am 18 or older.
- ☐ I have read the rules on page 3 and understand that breaking them ends my participation and forfeits unpaid earnings.
- ☐ I understand I am an independent contractor, not an employee, and I am responsible for my own taxes.
- ☐ I will never promise anything All City Events has not publicly announced.

SIGNATURE

DATE

## BUILDING EXPERIENCES

**Saul Silva** / Founder, All City Events

allcity@allcityevents.org

Instagram: @allcitypromotion

Olympia · Lacey · Tumwater, WA

Tempe · Phoenix, AZ