



Monetizing Virtual Concerts



Hello!

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Connection

Board Member, Greater Boston
Choral Consortium



How do Virtual Concerts Make Money?



Direct Revenue Streams

1. Ticket/Digital Content Sales
2. Donations/Fundraising
3. Sponsorships
4. Advertising
5. Dues/Participation fees

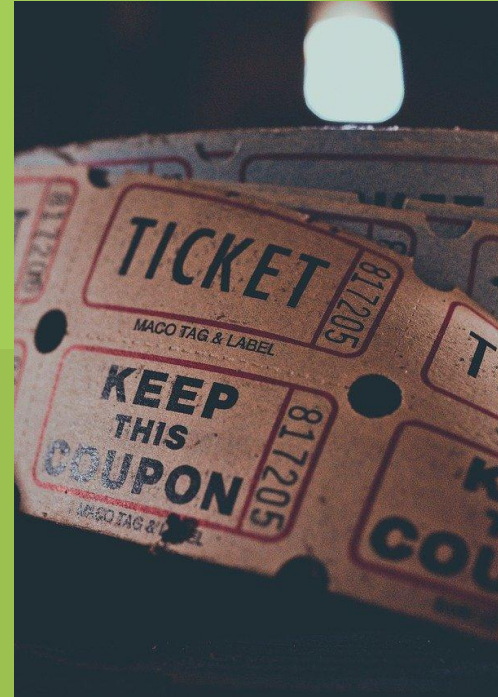


Indirect Revenue Streams

1. Lead generation
2. Community following
3. Brand awareness and reach



Ticket & Digital Content Sales



Should you
charge
money?



Event vs Content — What's the Difference?



Example 1 - Standard Ticket Sales Page

Solution Needed:
E-Ticketing
Event Registration

Sample Systems:
Eventbrite
PatronManager
Zoom

Around the World in 80 Minutes - Virtual Cabaret

LIVE STREAM: FRIDAY, OCTOBER 16, 2020 AT 8:00 PM CST

[Learn more](#)

Let members of CGMC take you on a musical trip around the world! This world music cabaret will transport you to the Great Down Under, Asia, South America, Africa and Europe. A small cast of performers will be your tour guides as we enjoy all the musical traditions our world has to offer. Join us on this musical adventure!

Instructions:

1. Purchase your ticket online
2. You will receive a confirmation email with details of your order and a link to access the performance. **DO NOT DELETE THIS EMAIL.**
3. We will send you another email two (2) hours prior to your selected show time/date.

Questions? Email CGMC Director of Operations Kevin Corbett at kevincorbett@cgmc.org.



Virtual Ticket

ONLINE

@ \$15.00

Add items

Back

Next

Source: [Chicago Gay Men's Chorus](#)

Example 2 - Standard Event Subscription Model

Solution Needed:

Payment Processor
E-Ticketing

Sample Systems:

PayPal/Stripe
WooCommerce WP
Easy Digital Downloads
WP
Eventbrite

TICKETS FOR SEASON 25

SUBSCRIPTION

Season 25 subscription packages include:

- Access to all season concerts, including in-person and streaming performances
- Ticket to "Teaching Notes," CCC's new concert lecture series hosted by Artistic Director Christopher Windle
- LIVE streaming access to artist interviews and panel discussions
- LIVE streaming access to the 25th Anniversary Concert and post-performance talkback
- Free digital album copy of *Star in the East: A Chicago Chamber Choir Christmas*
- 10% discount on ChoirShop merchandise
- Complimentary season poster

\$50.00

Quantity:

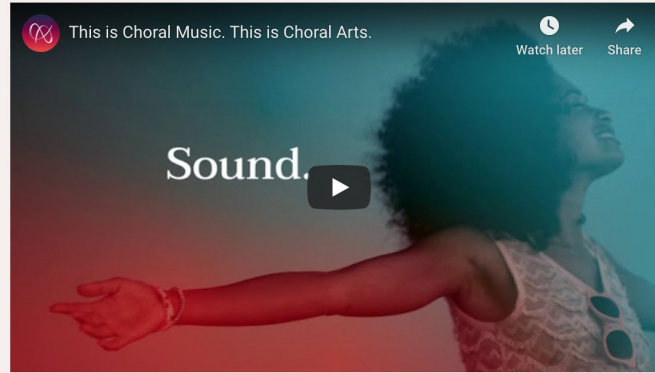
ADD TO CART

Source: [Chicago Chamber Choir](#)

Example 3 - Recurring Subscription Model

Solution Needed:
Content Subscription
Donor Management

Sample Systems:
PatronManager
Patreon



Awaken your world with a Virtual Subscription to Choral Arts.

As a virtual subscriber, you'll enjoy a range of experiences that reawaken your capacity for awe. From open rehearsals and virtual performance premieres, to live conversations with our guest artists and collaborators, you'll see firsthand how we craft experiences that connect to the music within you.

SUBSCRIBE TODAY

With new experiences each month, you'll have access to public virtual offerings and subscriber-only events, on demand video of past performances, and early access to concert tickets when it's safe for us to hold in-person events.

Subscribe by September 30 for just **\$9.99 per month**.

\$11.99 per month after September 30.

[Click here to gift a Virtual Subscription to a friend or family member.](#)

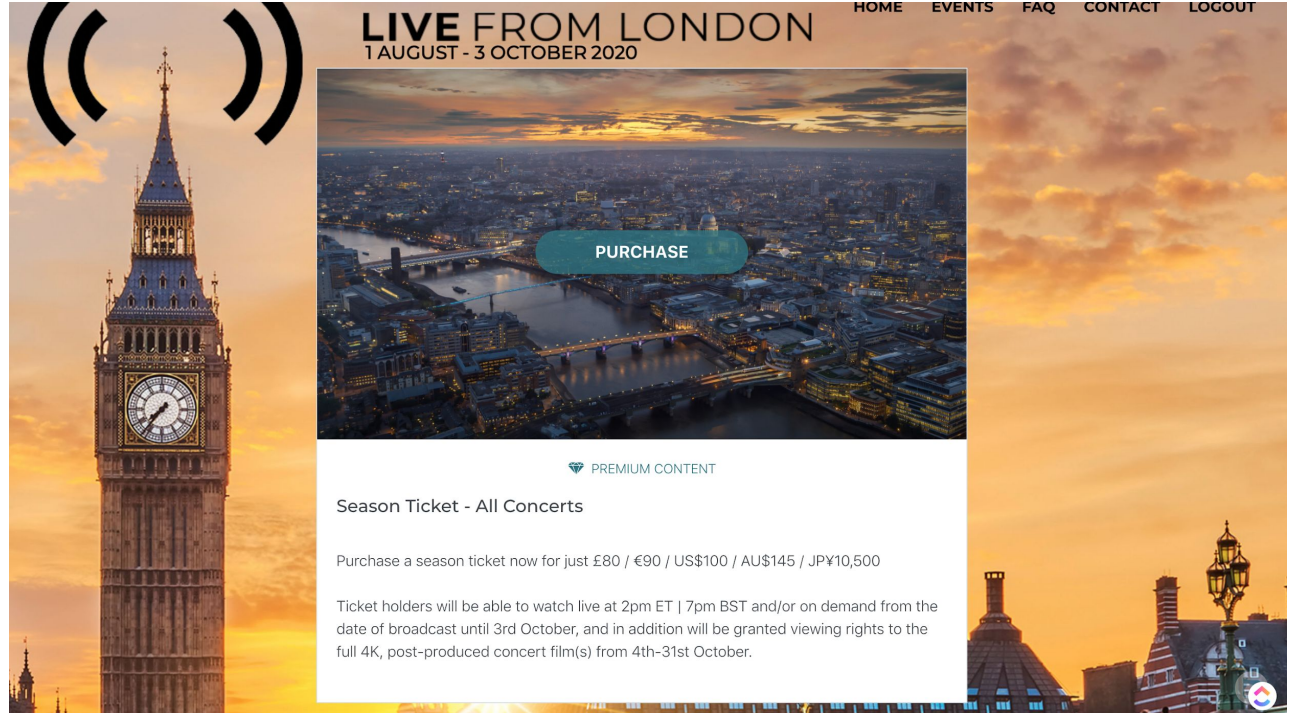
Source: Choral Arts of Washington

Example 4 - Gated Individual Video Content

Solution Needed:
Video Monetization

Sample Systems:

Vimeo.com
Jwplayer.com
InPlayer.com
Piano.io
Wistia.com



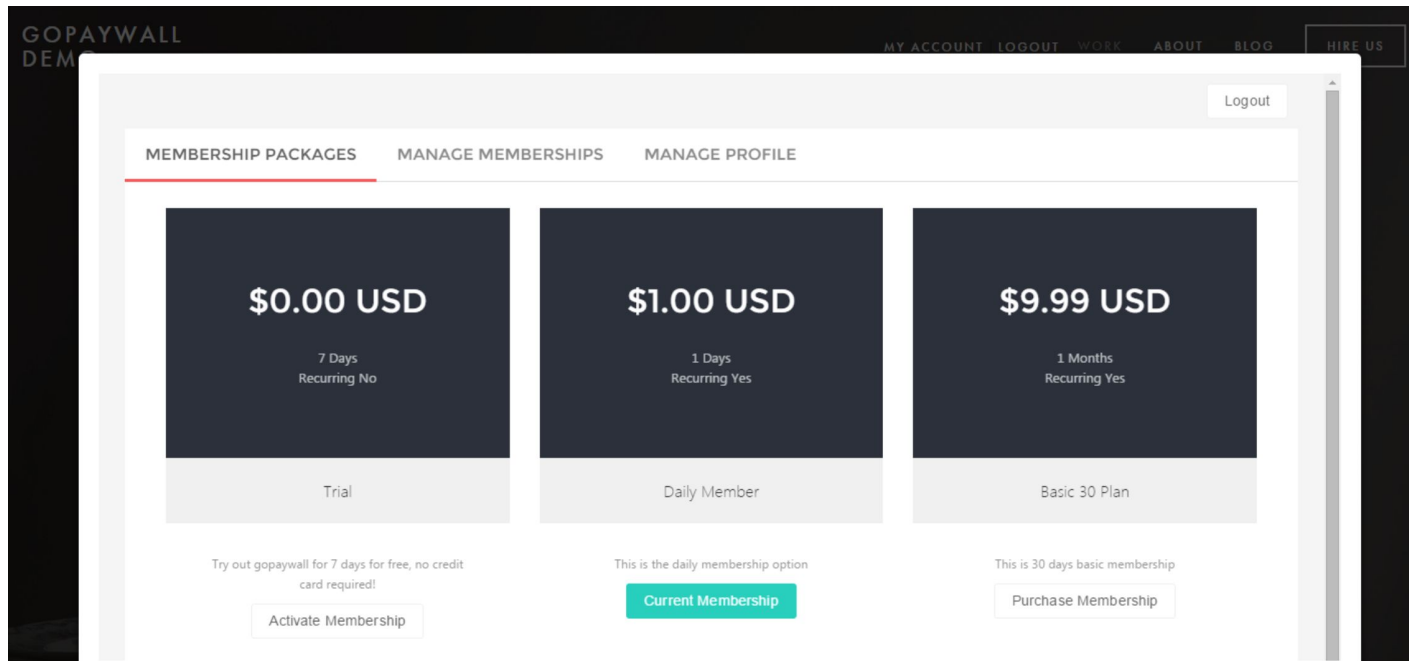
The screenshot shows a website for "LIVE FROM LONDON" with a navigation bar at the top containing links for HOME, EVENTS, FAQ, CONTACT, and LOGOUT. The main visual is a large image of Big Ben and the London skyline at sunset. A large black "C" icon is overlaid on the left side of the image. A teal "PURCHASE" button is centered over the skyline. Below the image, a white box contains the text "PREMIUM CONTENT" with a diamond icon, followed by "Season Ticket - All Concerts". Below this, it states: "Purchase a season ticket now for just £80 / €90 / US\$100 / AU\$145 / JPY10,500". At the bottom of the white box, it says: "Ticket holders will be able to watch live at 2pm ET | 7pm BST and/or on demand from the date of broadcast until 3rd October, and in addition will be granted viewing rights to the full 4K, post-produced concert film(s) from 4th-31st October." A small circular logo is visible in the bottom right corner of the website image.

Source: Voces8

Example 5 - Gated Website Content

Solution Needed:
Content Management

Sample Systems:
Restrict User Access WP
GoPaywall
Wix Members

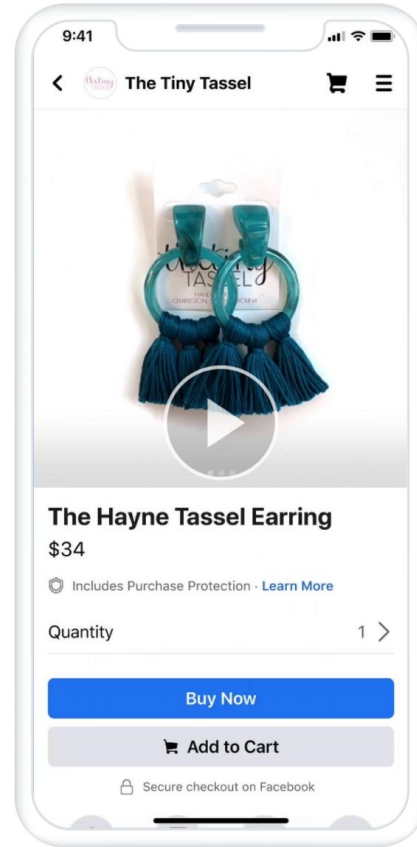


Example 6 - Digital Content Sales

Solution Needed:
Digital Content Sales

Sample Systems:

Gumroad
Shopify
Sellfy
Facebook Products



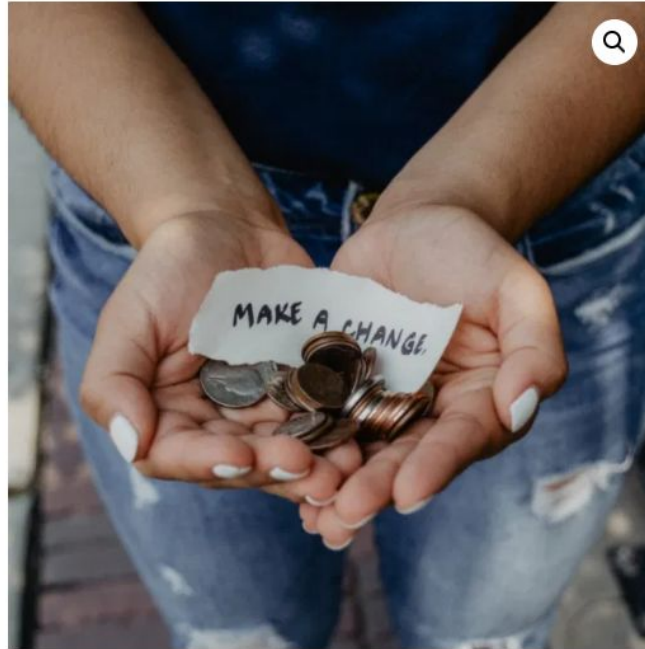
Donations & Fundraising



Donation-Based Ticket “Purchases”

Solution Needed:
E-Ticketing
Donor Management

Sample Systems:
Eventbrite
Ticketleap
Woocommerce “Name
Your Price



Donate

Support the Greater Boston Choral Consortium with a tax-deductible gift! In the box below, please list the amount that you would like to donate, click add to cart, and view cart for checkout.

Name Your Price

1

Add to cart

We also warmly welcome checks sent to:

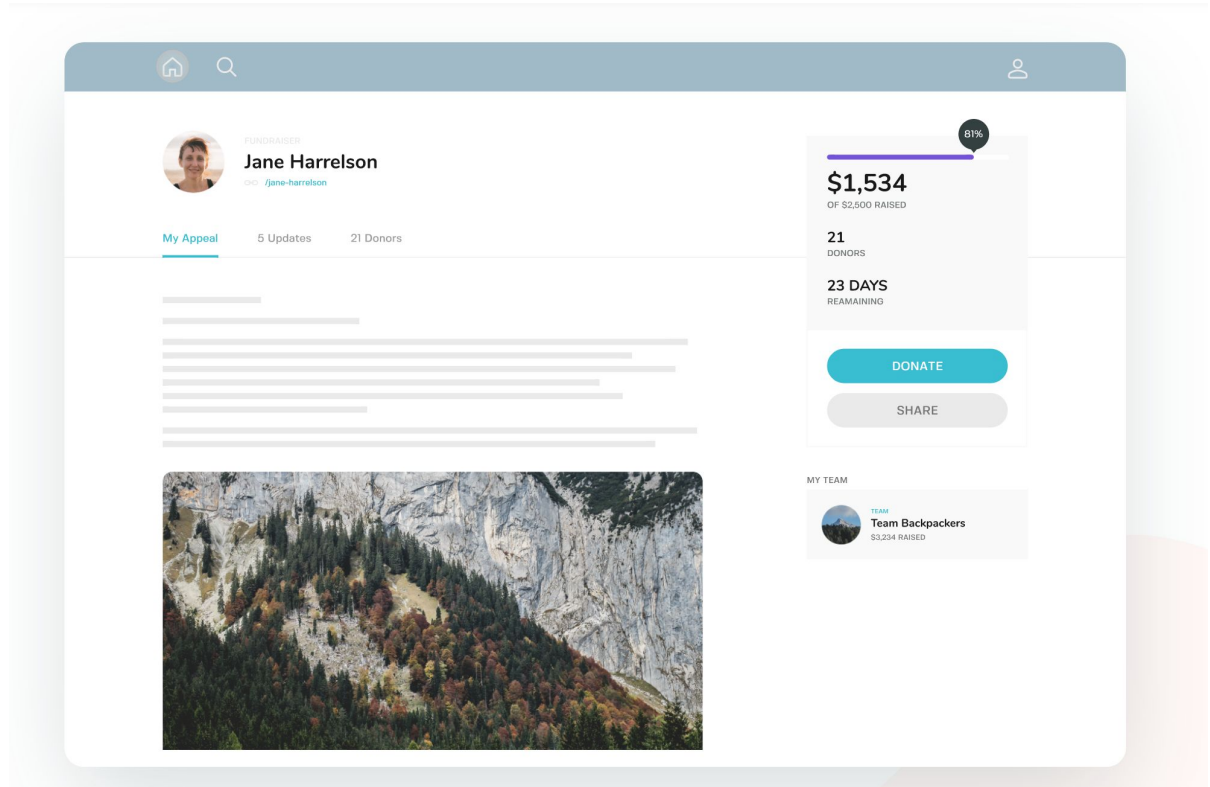
Greater Boston Choral Consortium
c/o Cantata Singers, Inc.
361 Newbury Street
SPACES, 5th Floor
Boston, MA 02115

Source: Greater Boston Choral Consortium

Peer-to-Peer Fundraising

Solution Needed:
Donor Management
Fundraising

Sample Systems:
CauseVox
Classy
Donately



Source: CauseVox

Live fundraising campaigns and activities

Solution Needed:

Donor Management
Fundraising
Text2Give

Sample Systems:

OneCause
QGiv
Connect2Give



Sponsorships



Create Sponsor Tiers & Incentives

Financial contributions and/or material goods

Sample incentives:

- Logo placement/listing in credits
- Logo placement on intro slide placeholder
- Video ad
- Live shoutouts
- Hyperlinks/content cards to their website
- Logo/listing in digital programs

Advertising



Advertising

- Sell ads in your digital programs
- Sell video placement ads directly to businesses
- Use livestreaming platforms' advertising accounts (YouTube's AdSense, Facebook In-Stream Ads, etc.)
- Affiliate marketing links

Participation Fees



Indirect Revenue



Indirect Revenue

- Gate content with contact information or email subscription
- Social following CTAs
- Make content easy to share
- Brand awareness!

Rake in
that dough!



Download
Slides &
Resources

Download Slides:
bit.ly/virtualconcertrev

Resources:

- [How to Determine Ticket Prices](#)
- [40+ Income Sources for Choruses](#)
- [Choral Marketing eBook](#)
- [Getting Corporate Sponsors](#)