



The Artist Gate

Name the Band

This document details how formed partnerships act as a five-layer alliance, where each partner has a clear role, incentive, and a lot to cheer about.

Liriano Idea Advisors

The Five-Layer Alliance

“When it’s properly used its almost invincible.”

1

Airline Partner
The Backbone

2

Tour Partner
The Gatekeeper

3

Financial Partner
The Multiplier

4

Lifestyle Brands
The Flavor

5

Venue Partner
The Closer





Airline Partner: The Backbone

Example: Delta Air Lines

What They Provide

- Flight inventory (bulk or discounted seats)
- Lounge / terminal access
- Operational support

What They Get

- Premium ticket upsells
- Loyalty program integration
- Massive brand halo



Tour Partner: The Gatekeeper

Example: Live Nation Entertainment — Exclusive Tour Add-On, sold as an official extension of the tour and embedded in the ticketing ecosystem.

What They Provide

- Artist access
- VIP ticket inventory
- Tour coordination

What They Get

- New premium revenue stream
- Built-in marketing content
- Higher ticket demand for opening night

Financial / Loyalty Partner: The Multiplier

Example: Chase or American Express

What They Provide

- Sponsorship dollars
- Customer base access
- Loyalty integration

What They Get

- Cardmember exclusives
- Points redemption opportunities
- Premium brand positioning

Monetization

- Early access tickets for cardholders
- Points + cash redemption model
- **\$250K–\$1M** annual sponsorship (once scaled)





Lifestyle Brands: The Flavor

Examples: Spotify, Bose

Monetization: \$25K–\$100K per event per brand

What They Provide

- Cash sponsorship
- Product integration
- Content amplification

Embedded Brand Moments

- "Official Headphones of the Flight"
- "In-flight curated playlist by Spotify"
- Deep engagement — not passive ads
- Content rights + cultural relevance

Destination Partner: The Closer

Example: Madison Square Garden

What They Provide

- VIP access
- Early entry / backstage-lite experiences
- Venue branding

What They Get

- Higher spend per attendee
- Premium positioning
- Content + PR opportunities



Layered Revenue Streams

Instead of one revenue stream, you **stack them** — creating a compounding model that scales with each event.

| Layer | Revenue Type | Range |
|----------------------|------------------------|--------------|
| Fan Package | \$1,200 × 40 fans | \$48K |
| Airline Contribution | Operational support | \$10K–\$20K |
| Credit Card Sponsor | Per-event underwriting | \$25K–\$75K |
| Brand Partners (2–3) | Lifestyle integrations | \$50K–\$150K |
| Merch | On-site sales | \$2K–\$5K |

📄 Total per event: \$120K–\$250K potential

The Full Picture



Airline

The Backbone — brand halo, loyalty upsells, terminal access



Lifestyle

The Flavor — embedded brand moments, content rights



Tour

The Gatekeeper — artist access, VIP inventory, premium demand



Venue

The Closer — VIP access, higher spend, premium PR



Finance

The Multiplier — sponsorship dollars, cardmember exclusives

The Gate Is Open

Every flight has a departure. This is the sound of ours.

The Artist Gate is more than an event — it's a **five-layer partnership engine** where every stakeholder wins.

From the airline presenting the experience to the venue closing the night, each partner amplifies the others.

Liriano Idea Advisors

