

Sunset Jamm

Summer Kickoff Concert Series –Marketing Plan

Executive Summary

Sunset Jamm is a national touring concert series designed to celebrate the start of summer by bringing together top-charting artists into a high-energy arena experience. The tour will travel across major U.S. cities between June and July 2026, combining a festival-style lineup with the accessibility of a touring model.

The primary objective of Sunset Jamm is to generate strong ticket sales, maximize revenue through multiple streams (including sponsorships, merchandise, and concessions), and establish a recognizable annual summer concert brand. By leveraging digital marketing, artist-driven promotion, and fan engagement strategies, Sunset Jamm is positioned to become a premier live entertainment experience.

In addition to financial success, the event aims to create a repeatable touring model that can grow annually and become a staple within the live music industry.

Market Analysis

The live music industry has experienced significant growth in recent years, driven by increased demand for in-person experiences and the influence of social media. Following the COVID-19 pandemic, consumers have shifted toward valuing experiences over physical goods, leading to increased concert attendance and ticket sales.

Gen Z and millennial audiences play a major role in this growth, as they are highly engaged with artists and frequently share live event experiences online. Platforms such as TikTok and Instagram have become key drivers of music discovery and event promotion.

Pop and mainstream touring acts currently dominate ticket sales due to their strong streaming performance and global fan bases. Multi-artist events and festival-style concerts have become increasingly popular because they offer greater value to consumers by combining multiple performances into a single event.

Sunset Jamm capitalizes on these trends by delivering a multi-artist experience in a touring format, allowing access to multiple markets while maintaining exclusivity through limited tour dates.

Event Overview

The Sunset Jamm tour will take place across major U.S. cities, including New York, Los Angeles, Chicago, Houston, Philadelphia, Miami, Dallas, and Atlanta. Each show will be hosted in large indoor arenas to ensure consistent production quality and a controlled fan experience.

Each event will include:

- Multi-artist performances
- Food and beverage vendors
- Sponsor activation booths
- Interactive fan experiences
- Merchandise stands

This format allows the event to deliver a festival-like atmosphere within a single evening, making it more accessible and appealing to a broader audience while maintaining operational efficiency.

Artist Lineup

The Sunset Jamm tour will feature a strategically curated lineup of high-profile artists:

- Post Malone
- Dua Lipa
- Sabrina Carpenter
- Jonas Brothers
- Shawn Mendes
- Benson Boone
- Reneé Rapp
- Tate McRae
- Noah Kahan
- Chappell Roan
- The Kid LAROI

This lineup is designed to appeal to a wide but cohesive audience within the pop and mainstream music space, maximizing ticket demand and cross-artist fan engagement.

Target Audience

Primary Audience

Teens and young adults (ages 15–30) who are highly engaged with music culture and social media platforms such as TikTok and Instagram.

Secondary Audience

Parents purchasing tickets for younger fans, as well as casual music listeners seeking large-scale entertainment experiences.

Psychographics

- Value experiences over material goods
- Highly social and likely to share content online
- Influenced by artists and digital trends
- Motivated by exclusivity and limited access

Buying Behavior

This audience responds strongly to social media hype, artist announcements, presale access, and limited ticket availability, all of which drive urgency and increase conversion rates.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
High-demand lineup; touring accessibility; strong merchandise potential	High costs; complex logistics; genre concentration	Large youth audience; sponsorship growth; annual expansion	Financial risk; artist controversies; market competition

The SWOT analysis highlights the importance of strong execution and sponsorship support to offset costs while maximizing the advantages of the tour's high-demand lineup and national reach.

Marketing Strategy

The Sunset Jamm marketing strategy is centered around a digital-first approach that leverages artist influence, social media engagement, and targeted advertising.

Digital Strategy

TikTok and Instagram will serve as the primary platforms. TikTok will drive viral engagement through short-form content, while Instagram will focus on visuals, announcements, and ticket promotions.

Artist Promotion

Artists will promote the event through their personal platforms, allowing Sunset Jamm to reach multiple established fan bases simultaneously.

Influencer Strategy

Influencers will promote the event through:

- giveaways
- concert preparation content
- live coverage

Fan Engagement

Interactive campaigns such as polls, challenges, and behind-the-scenes content will build anticipation and maintain engagement throughout the campaign.

Social Media Strategy & Tools

Sunset Jamm will utilize:

- Hootsuite for scheduling and maintaining consistency
- HubSpot for email marketing and audience targeting

Campaign Phases:

Announcement Phase

Lineup reveal content and artist promotion to generate initial excitement.

Ticket Launch Phase

Presale campaigns, countdown posts, and giveaways to drive early sales.

Engagement Phase

Behind-the-scenes content, rehearsal clips, and merchandise previews.

Tour Phase

Live content, fan highlights, and real-time updates to maintain engagement.

This structured rollout ensures sustained visibility and consistent audience interaction.

Sample Social Media Content

To support the digital marketing strategy, Sunset Jam will utilize platform-specific content designed to maximize engagement, build anticipation, and drive ticket sales. The following examples illustrate how the campaign will be executed across key platforms.

Instagram Post (Lineup Announcement)

Visual: High-quality tour poster featuring all artists and “Sunset Jam 2026”

Caption:

“☀️ SUMMER STARTS HERE ☀️

The official Sunset Jam lineup is here and we’re bringing the biggest artists of the year to YOUR city.

🎤 Post Malone
🎤 Dua Lipa
🎤 Sabrina Carpenter
🎤 Jonas Brothers
...and more!

📅 Presale starts Friday at 10AM

Don’t miss your chance to kick off summer the right way.

#SunsetJam #SummerStartsHere #ConcertSeason”

TikTok Post (Teaser Video)

Video Concept:

Fast-cut clips of each artist performing → transition into “Sunset Jam 2026”

Caption:

“POV: you just secured tickets to the concert of the summer 🌅🎵

Which city are you going to? 📍

#SunsetJam #ConcertTok #SummerConcert”

Instagram Story Series (Ticket Launch)

Story 1:

“🎫 PRESALE STARTS NOW 🎫”

Story 2:

“Tickets are going FAST — don’t wait”

Story 3 (Poll):

“Which city are you going to?”

- NYC
- LA
- Chicago

📍 Includes direct ticket link swipe-up

Twitter / X Post (Urgency + FOMO)

“Tickets for Sunset Jam are selling FAST 🎫

Don’t be the one watching everyone else post about it 👁️👁️

📺 Get yours now before it’s gone
#SunsetJam”

Fan Engagement Post (Instagram / TikTok)

Caption:

“Which artist are you MOST excited to see at Sunset Jam? 🤩

Drop your answer below 👉”

👉 Drives comments + algorithm engagement

Merch Promotion Post

Visual: Hoodie + t-shirt mockups

Caption:

“EXCLUSIVE Sunset Jam merch just dropped 🤩

Only available at your city’s show — once it’s gone, it’s gone.

What are you copping? 🤩

#SunsetJam #ConcertMerch”

Tour Week Post (Live Content)

Caption:

“NEW YORK — YOU SHOWED OUT 🤩

Next stop: CHICAGO

Who’s ready? 🤩

#SunsetJam #LiveMusic”

Email Campaign (via HubSpot)

Subject Line:

“🎫 Your Summer Starts Now — Sunset Jam Presale Access”

Body:

“You’re officially invited to the biggest concert event of the summer.

Sunset Jam is bringing your favorite artists to a city near you — and you get early access.

🎫 Click below to unlock presale tickets before they sell out.

Don’t miss your chance to be part of the experience everyone will be talking about.”

Posting Strategy Overview

- TikTok → 4–6 posts per week (viral + engagement content)
- Instagram → 3–5 posts per week (announcements + visuals)
- Stories → daily during ticket launch + tour weeks
- Email → bi-weekly campaigns + presale alerts

Content will be scheduled using Hootsuite to maintain consistency and maximize reach across platforms.

Ticketing Strategy

Ticket pricing will follow a tiered structure:

- Upper-level seating (accessible pricing)
- Lower bowl seating (mid-tier pricing)
- Floor and VIP packages (premium pricing)

Presale opportunities will be offered through fan clubs, email sign-ups, and sponsor partnerships. VIP packages will include early entry, exclusive merchandise, and premium seating.

Scarcity tactics, including limited ticket availability and timed releases, will create urgency and encourage faster purchasing decisions.

Merchandise Strategy

Item	Price	Estimated Cost	Profit Margin
Tank Top	\$25	\$11	\$14
Hat	\$30	\$12	\$18
Tote	\$40	\$12	\$28
T-Shirt	\$45	\$13	\$32
Hoodie	\$75	\$29	\$46

Merchandise is a key revenue driver. City-specific items will increase exclusivity and encourage higher per-person spending. The placement of merchandise stands in high-traffic areas will maximize sales opportunities.

Revenue Streams

Source	Revenue
Ticket Sales	\$50,000,000
Sponsorships	\$40,000,000
Merchandise	\$5,000,000
Concessions	\$2,700,000
Parking	\$470,000

Revenue is diversified across multiple streams, reducing financial risk and increasing overall profitability.

Expenses

Category	Cost
Artist Fees	\$33,500,000
Venue Rental	\$5,100,000
Production	\$11,400,000
Marketing	\$1,500,000
Staffing	\$1,600,000

Total projected expenditures are approximately \$73 million. Strong ticket sales and sponsorship deals are critical to achieving profitability.

Sponsorship Strategy

Sponsorships will target brands that align with the audience, including beverage, fashion, and technology companies.

Activation opportunities include:

- branded booths
- interactive experiences
- product giveaways
- digital campaigns

These partnerships enhance both revenue and the overall fan experience.

Public Relations Strategy

The PR strategy will include press releases, media outreach, and artist promotion.

Key announcements will include:

- lineup reveal
- ticket release
- sustainability initiatives

This approach ensures consistent media coverage and audience engagement.

Sustainability Initiatives

Sunset Jamm will implement:

- carbon offset programs
- recycling and composting stations
- reusable water refill stations
- eco-friendly merchandise

These initiatives align with consumer expectations and strengthen the brand's reputation.

Conclusion

Sunset Jamm is positioned to become a leading national summer concert brand. Through strategic marketing, strong artist curation, and diversified revenue streams, the tour has the potential to generate significant profit while delivering a memorable and scalable live event experience.