

# LE ITT PAVILION

**Event Name:** Passing the Crown

**Artist:** RAPSODY

**Support:** PENDING

**Series:** Levitt Free Series

**Show Date:** 8/23/2025

**Announce Date:** 3/25/25

**On-sale Date:** 3/25/25

**Ticketing URL:**

<https://tickets.venuepilot.com/e/passing-the-crown-2025-08-23-levitt-pavilion-denver-denver-785b7f>

**Sales Count URL:**

<https://www.venuepilot.co/events/report/vQ4wjRX3BvG243q5mD0M#/>

**Partner Organization(s):**

[Wondersmith Entertainment](#) (any additional?)

## Marketing Contacts

Director of Audience: [Jessi Whitten](#)

Communications Manager: [Helen Gover](#)

**Localized Admat :** PENDING

**Group Announcement Admat:** PENDING

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### Levitt Accounts

Facebook: [@LevittPavilionDenver](#)

Instagram: [@levitt\\_denver](#)

Bluesky: [@levittdenver.bsky.social](#)

### Partner Accounts

Facebook: [@Wordsmith Entertainment](#)

Instagram: [@wondersmithent](#)

Bluesky: N/A

**LEVITT META BUSINESS ID:** 592736851197309

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## DIGITAL MARKETING

- Digital media strategy to include paid social advertising which will run through the on-sale and closing campaigns:
  - Social Media Ads - Facebook and Instagram
    - Prospecting / Engagement - Finding new fans interested in the artist
      - Genre targeting
    - Conversion / Traffic - Finding high intent fans interested in purchasing tickets
      - Email list retargeting
      - Event RSVP retargeting

## ORGANIC ADVERTISING:

- Inclusions in overall email blast(s) to all subscribers (71,000)
- Personalized e-blast to relevant past buyers
- Announce and on-sale posted on venue social channels (IG, FB)
- Facebook Event to be created with pertinent show information, artist added as co-host
- Posted on Venue website, [Levittdenver.org](#)
- General social media content (please provide any special content - videos, press updates)
- Request for Presents sent out to Media List (note any preferred presenters or if neutral preferred)

- Possible Marketing Opportunities
  - Instagram Takeovers
  - Video Shout-Outs
  - Artist Curated Spotify Playlist

#### **MEDIA:**

- Press Release sent to media list
- Radio proposals requested from appropriate formats, management approval
- Promotional opportunities pursued with Denver Westword, 303 magazine, Colorado Public Radio, and other major media outlets
- Inclusion in monthly calendar across publications (do303, Indie 102.3, Colorado Sound, Visit Denver, Westword, etc)
- Ticket giveaways via Indie 102.3, Do303 and Denver Westword

#### **PRINT**

In-House Street Team

- 11x17 calendar posters featuring show
- Inclusion on calendar handbills & rackcards

#### **IN VENUE**

- Inclusion in rotating screen graphics inside venue
- In stall season calendar
- Exit flyering at appropriate concerts