



# LullCo

● LIVE

## LullCo LIVE: Upholstery Camp Tour Venue Participation Guide

### The Premise

LullCo visits local interested venues to offer Weekend Upholstery Intensive Workshops. These workshops are not just educational experiences; they're a celebration of the upholstery trade and a showcase of your venue. By hosting a LullCo event, you're not just offering a workshop; you're positioning your venue as a hub for upholstery education that offers a unique skill building opportunity, and fosters community engagement.

### What's In It for your venue?

30-Day Intensive Local Marketing Campaign: My commitment to your venue goes beyond the workshop itself. I initiate a focused 30-day marketing blitz leading up to the event, featuring a press release, three weekly posts and up to three targeted hyper-local ads highlighting everything you want the public to know about your venue. Additionally, your location will receive ongoing exposure as part of my broader tour marketing efforts, providing supplemental visibility leading up to your event.

- **Increased Traffic and Interest:** Expect more people talking about and walking into your venue. People come from all over the US to attend my camps. It also draws in a ton of local interest.
- **Comprehensive Coverage:** From running hyper-local targeted ads to crafting press releases, I've got the promotional aspect fully covered. I will provide you with a marketing kit you can use for your own efforts as well.
- **Revenue Potential:** The financial model is flexible, allowing you to keep costs low or mark them up for additional revenue. Intrigued? I'm sure you'll want to discuss this further.



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## What We Need from You

- Preferred date. I plan to begin this tour in the Spring of 2024 and hope to schedule at least 6 venues before the years end. The tour will begin March 2024 and end in August 2024. I have found that scheduling in coordination with local school breaks increases likelihood of selling out these events.
- Air compressor for up to 6 hoses (I can bring my air compressor if you do not have this available)
- At least one industrial sewing machine (These are less portable, but I have one I can bring if you do not have one.)
- A room that can host up to 8 people, each needing a 4'x4' space
- Know any local upholstery shops? I'm eager to engage with them for a local industry perspective while we are in the area. I would love your help in connecting us.

## Tour Schedule

### Friday:

- I will visit a local upholsterer to establish a local trade connection to generate buzz about the event.
- Evening dinner meet & greet with the participants and venue owners to get to know each other and discuss projects and plans. Meal provided by LullCo

### Saturday & Sunday:

- Intensive upholstery workshops from 9am to 6pm, with 1 hour lunch provided by LullCo.
- Lunch Time meet and greet with industry professional guest speakers via Zoom.



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## Financial Details

The event can be structured in two ways, offering you flexibility and control over revenue:

### 1. Flat Rate Model:

Pay a flat rate to LullCo to host the event and you control ticket sales, revenue, and pricing. This number will cover the cost of my team of 3, as well as travel and accommodations. Price will vary depending on proximity to my locality. Interested in the numbers? We should talk!

### 2. Cost Share Model:

LullCo will manage the ticket sales, revenue and pricing. For this model, each workshop will be priced at \$975 per attendee—almost 40% less than our regularly sold-out camps at \$1,500. The venue's commitment would simply be the travel and hotel accommodations for my team of 3. LullCo receives proceeds from the event, and you benefit from enhanced exposure and traffic to your Venue, plus a boost in your programming without the hassle of organizing it yourself.

## Conclusion

If you've read this far, it's clear you're as intrigued as I am about what LullCo LIVE can bring to your venue. But let's be clear—this isn't just another weekend workshop. This is an opportunity to elevate your space, engage your community, and offer something truly unique.

By hosting LullCo LIVE, you're not just adding an event to your calendar; you're adding value to your venue and experiences to people's lives. It's a win-win that goes beyond the weekend, creating buzz, building skills, and fostering connections.

## CONTACT

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