



MAKE RELEASE WEEK MATTER

FairSound OUTSTORES

Be Fair / Be Sound

FairSound will programme a UK *Outstore* tour for you

FairSound will manufacture and fulfil exclusive products to fans

Fans enjoy a unique show and take home a unique product. You take home more income

ONE SUPPLIER WITH EXPERTISE IN EVERY PART OF THE PROCESS

Example

OUTSTORE SHOW | 400 CAPACITY
(TRADITIONAL RETAIL)

NET INCOME TO YOU
£2,000 - £5,000

OUTSTORE SHOW | 400 CAPACITY
(FAIRSOUND SERVICES)

NET INCOME TO YOU
£4,000 - £8,000



Outstore tours are activations where your artist plays smaller venues, offering entry in exchange for buying a record. *Outstores* are a great way to drive physical sales and chart positions whilst creating a unique experience for fans.

The revenue when selling at traditional retail price makes it an expensive project and challenging to predict what formats will sell the most alongside live shows.

FairSound live will provide an **all-in-one** solution to this challenge. Working with our *FairSound* D2C store, we will create products **exclusive** for your *Outstore* events. Our experienced live music booking team will then programme the events nationally. We will manufacture your **chart-eligible** products to the volumes sold, fulfilling directly to the customer.

Increase Profit

Unique Products

Reduce Footprint

Reduce Waste

Reach Superfans

START YOUR CAMPAIGN
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