Who We Are

We're an online company that helps live entertainment providers across the U.S. reach a huge new audience of enthusiastic event-goers in their area.

We encourage our 6 million members to go out more by helping them discover a ton of interesting things to do. As a result, we expand the audience for theater, concerts, sports and all kinds of live entertainment partners nationwide.

We all know that not every event sells out. So instead of letting those seats remain empty, we work with partners to provide our members with unsold tickets at an accessible price (typically 50% off). We promote these events and offers to our members through our website, app and in our emails, as well as to our affiliate partners like Groupon, Living Social, and Yelp, which means exposure to a vast network of additional audiences, at no extra cost.

The result is increased revenue and an expanded audience for our partners, and inspired, engaged members for us.
How We Promote Your Event

Once you’ve provided inventory and event information, you’ll receive a custom event listing, written by our editorial team to appeal to our members. The listing will receive:

- Continuous promotion on our mobile-optimized site and app.
- Inclusion in our weekly Newsletter, sent to Los Angeles members. Our system uses a collaborative filter to customize the order of events to appeal to each member’s interests, so content is always personalized and relevant.
- Inclusion in our weekly First Look email, which is a sneak peek at our Newsletter and sent to our premium Los Angeles Red Velvet members.
- Inclusion in a Featured Today email sent to Los Angeles members, exclusively promoting your event (consult your Venue Advisor for more information).
- Triggered emails or push notifications based on members’ actions. Members “Star” venues and events they like in order to receive Tell Me When alerts when tickets go on sale, inventory is added and more.
- Abandoned shopping cart email reminders, which go out to members who have viewed specific dates for an event or have left a quantity of tickets behind during the checkout process.

Working With Us

- There’s no upfront cost to work with us. When you sell tickets on Goldstar, your event promotion is free, and you have complete control over what you sell.
- A 10% commission will be taken from each ticket sold, which means the rest of the revenue (90%) is yours to keep. We are able to keep our commission low because we charge our members a small service fee with each ticket sold.
- Once you’re a Goldstar supplier partner, you can decide on a show-by-show basis how many tickets you’d like us to sell at a discount.
- You don’t need to give us seat locations -- just the section and the discounted price for that section.
- You can see your sales in real time in our Supplier Center. It’s also where you can allot more tickets, remove ones that go unsold, view recent will-call lists, access remittance info and peruse audience reviews of your event.
• You’ll have access to Audience Analytics, which will give you insight into the members attending your event. Analytics include: buyer billing address heat map, demographics (age, gender, household income, children, marital status and education) and sales and revenue charts for the past 30 days.
• Twice a month we will send you a check for the tickets purchased through our system. A 10% commission will be deducted from your remittance. Aside from this, our services are completely free to you.

Get Started Now
To start promoting your event with Goldstar, contact Julie Bwarie at jbwarie@goldstar.com or (626) 993-3473.
**Goldstar Brings You New Buyers**

Nearly 80% of people who buy through Goldstar didn’t know the event existed until they discovered it through us.

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**Who Are Goldstar Buyers?**

Educated, high-income people of all different ages.

**Age**
Most are mid-20s to mid-50s, broken down like this:

- About 30% are age 25-35
- About 35% are age 36-45
- About 20% are age 46-55

**Education**
Almost 75% completed college or grad school.

**Income**
More than half have a household income over $75,000 a year. (National average is mid-$53,000.)

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Data collected in Feb 2016 from Goldstar members who bought concert tickets supplied by two of our biggest partners.