



Bandsintown and NIVA Pledge Support to Indie Venues Through New Partnership

The year-long commitment provides NIVA members access to premium venue positioning, an exclusive marketing program and support to help the trade association accomplish its goals

NEW YORK, NY (July 11, 2022) – Even as music fans return to live concerts in record numbers, many independent venues and promoters continue to struggle. A comprehensive new partnership between #1 live music discovery platform [Bandsintown](#) and the [National Independent Venue Association](#) (NIVA) is stepping up to help.

Thanks in large part to NIVA, many independent venues received much needed [Shuttered Venue Operating Grants](#) from federal pandemic relief which helped them survive shutdowns. Now, rapidly rising costs, last-minute tour cancellations and stops due to COVID, higher no-show rates and a crowded marketplace are challenging independent venues in unforeseen ways.

Bandsintown offers venues and promoters a scalable and unique value proposition to promote shows to artists' fans or fans of similar artists. This platform is particularly efficient when it comes to promoting developing artists among audiences that may not be targeted by promoters through traditional social networks.

Premier positioning

Throughout its discovery platform of 70 million registered concert-goers, Bandsintown will grant NIVA's venue and promoter members premier positioning to help sell out shows more efficiently. Bandsintown will create free "verified venue" accounts on its platform for each NIVA member, enabling them to update their profile, with pictures, event data and venue details. These enhanced profiles will boost attractiveness and discoverability of shows, making them more searchable for music fans on the Bandsintown iOS and Android Apps as well as [Bandsintown.com](#), the largest search engine for live events in the world, and Bandsintown's distribution partners including Apple's Shazam.

"Independent venues are keeping communities alive and they are instrumental in supporting diversity and building culture. Bandsintown shares the same ethos and is proud to partner with NIVA and its members," said Bandsintown co-founder and managing partner, Fabrice Sergent.

Exclusive marketing program and new media buying interface

NIVA members will be able to experience Bandsintown's newly revamped Promoter platform, which now offers a redesigned user experience, including an email builder that automatically populates tour dates listed on Bandsintown. Lastly, NIVA members will be granted access to an exclusive marketing program where they can buy media on the Bandsintown platform at discounted rates with a minimum spend lowered to \$50 per campaign versus \$150 for non NIVA members.

"While we're grateful to be reopened and to have federal emergency relief, venues, festivals and promoters are still faced with enormous unexpected expenses and unpredictable hits to revenue in this stage of the pandemic," said Rev. Moose, NIVA's Executive Director. "Independent venues require attention, funding, support and resources to survive. We're focused on facilitating our members' ability to survive and thrive, and are grateful for industry partners like Bandsintown who are helping make it a reality with business development tools and new opportunities for discoverability and ticket sales."

Additionally, NIVA will receive \$100,000 worth of marketing support from Bandsintown to help build a stronger independent live music community. Bandsintown will also work hand-in-hand with NIVA to offer free training through ongoing webinars and develop a quarterly newsletter that keeps venues and promoters aware of what's working and what isn't in live music marketing.

To know more about the NIVA & Bandsintown partnership, please visit [niva.bandsintown.com](#)

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ABOUT BANDSINTOWN

With a global reach of 250 million monthly active fans, over 70 million registered users to its flagship concert discovery services, and 560,000 registered artists to [Bandsintown For Artists](#)—its artist and event marketing suite—[Bandsintown](#) is the leading global platform for artists and live music discovery. Its impact platform, Bandsintown For Good, believes in the power of music and its potential to unite and make a difference in the world. Since launching in July of 2021, Bandsintown For Good has driven more than \$618,000 in charitable donations and 10,000+ actions. For more information visit <https://www.impact.bandsintown.com/>.

ABOUT NIVA

NIVA formed at the onset of the COVID-19 shutdown, National Independent Venue Association (NIVA), represents independent music and comedy venues, promoters, and festivals across the country. NIVA created and led the #SaveOurStages campaign, resulting in landmark legislation establishing the \$16 billion "Shuttered Venue Operators" Grant. NIVA's mission is to preserve and nurture the ecosystem of independent live venues, promoters, and festivals throughout the United States.