ICONIC EVENTS
THE ULTIMATE ALL-INCLUSIVE EVENT SOFTWARE
GO LIVE | GO PRO | GO VIRAL

Prepared for: [Firm name] Date: [Date]

Turn every event you sponsor into a client pipeline.

One platform for all of your firm's marketing events: promotion, ticketing, event websites and photo galleries, with the data and ROI reporting to show what each sponsorship returned.

What we build and run

- Event management and ticketing software across all your events
- A 30-day social media marketing, advertising and online branding campaign for every event, with downloadable videos, flyers and coupons. The average online social media campaign costs about $5,000 per event
- A white-labeled, branded website for each event, with community page and social share links
- Photo, video and VIP galleries before, during and after each event
- Scan-to-upload QR code so attendees add their own photos and keep coming back
- Pay-per-view streaming option for live events

What your firm gets

- Full access to ticket, attendee, marketing and advertising data
- Built-in CRM for every lead captured
- AI-assisted ads and consent-based follow-up
- ROI reporting by event: cost per lead, consultation and signed case
- Your brand on every event page, feed and gallery
- Platinum VIP Event Card: the public buys a membership good at every event you sponsor, with VIP pricing and 10% off by member ID. You capture each member's data and attendance history
- Free access to the platform for the promoters of events you sponsor, as part of your key sponsorship

Investment

Item	Amount	What it covers
Flat development fee	$250,000	Builds the platform and runs it across all of your firm's marketing events for one year.
Event platform fee	$3.50 per ticket (estimate)	Paid by ticket purchasers and included in the all-in ticket price, not by you or the promoter. Standard card processing applies. Final rate confirmed per event.

Next steps

1. Strategy call to review your event calendar and goals. 2. Written one-year agreement covering scope and fees, reviewed by your counsel. 3. Platform setup and first event launch. 4. Monthly ROI review.

Attorney advertising and fee rules vary by state, and automated calls and texts require proper consent. Campaigns are prepared for review by your compliance counsel. Fees shown are estimates for discussion, not a binding quote. Results depend on the events, audience and follow-up process.

Part 2. The Iconic Events platform

Iconic Events is the all-inclusive event software for promoters, venues and sponsors. Slogan: Go Live. Go Pro. Go Viral.

Two audiences, one platform

Audience	Message	What they get
Law firms (key sponsors)	Every event you sponsor should send you clients.	Attendee and ticket data, CRM, AI-assisted ads and follow-up, ROI reporting, Platinum VIP card data.
Event promoters	Your sponsor just brought you a full event platform.	Ticketing, marketing, event website, galleries, streaming, vendor management and payments, at no cost to the promoter. Ticket buyers pay the event platform fee.

Go Live

- Ticketing, multi-tier registration and gate scanning
- On-site command dashboard with real-time crowd metrics and staff alerts
- Pay-per-view and hybrid broadcasts alongside physical tickets
- Menus, beer and food sales with average spend per attendee

Go Pro

- Vendor applications, approvals, spot selection and payments
- Car show registration with photos, insurance and waiver review
- Unified sponsor and vendor portal with contract templates and payout calculators
- Financial center with ROI reporting and invoicing; white-label branding for venues

Go Viral

- Referral funnels at checkout so buyers bring friends
- AI social broadcaster that turns event details into promo assets
- Retargeting and lookalike audiences from past attendees
- 30-day social media and online branding campaign per event (estimated value $5,000)

Part 3. Pricing and comparison

Ticket buyers pay the fee on every platform, so the fair comparison is what they see at checkout. Figures below use a $3.50 event platform fee plus 2.9% card processing for Iconic Events, Eventbrite's published US fees (3.7% + $1.79 per ticket plus 2.9% processing on the order total), and a 15% placeholder for Ticketmaster, which sets fees by contract with each venue. These are estimates, not quotes.

Fees per ticket by ticket price

Ticket price	Iconic Events	Eventbrite	Ticketmaster (15% est.)
$50	$4.95	$5.20	$7.50
$100	$6.40	$8.55	$15.00
$1,000	$32.50	$68.91	$150.00

Iconic Events is lower on fees alone above roughly $44 per ticket. Below that, the value is in what the fee includes.

Sample event

800 general admission tickets at $50, 150 VIP at $100 and 5 VIP tables of 10 seats at $1,000.

Total	Iconic Events	Eventbrite	Ticketmaster (est.)
Tickets sold	955	955	955
Ticket sales	$60,000	$60,000	$60,000
Fees paid by buyers	$5,083	$5,783	$9,000
Lower fees for your fans		$701	$3,918
30-day social media and branding campaign included (est. $5,000)		$5,000	$5,000
Total savings		**$5,701**	**$8,918**

The $5,000 campaign value is an estimate of an average 30-day social media and online branding campaign and is not part of Eventbrite or Ticketmaster ticket fees. Attach a source before showing it to prospects.

Fee naming and price display

The FTC's rule on unfair or deceptive fees (effective May 12, 2025) does not ban ticket fees. It requires the all-in price, including mandatory fees, to be shown up front wherever a price is advertised, and requires fees to be described honestly instead of with vague labels. The fee is named the "event platform fee". Ads, flyers and coupons should quote the all-in price (for a $50 ticket in this model, $54.95 including card processing).

Pay-over-time and wallet payments

Provider	Type	Published seller fee (approx.)
Affirm	Pay over time	Varies by arrangement; about 6% + $0.30 quoted
Klarna	Pay over time	3.29% to 5.99% + $0.30
Afterpay	Pay over time	4% to 6% + $0.30
PayPal Pay Later	Pay over time	4.99% + $0.49
Google Pay, PayPal, Cash App	One-tap payment	Card-style rates; confirm with each provider

Decision made: the buyer who chooses to pay later absorbs the extra provider fee. Before launch, confirm with a payments attorney that each provider's merchant terms and state surcharge laws allow this, and show any cost to the buyer before purchase. Each provider must approve the account.

Part 4. Vendor application and spot booking

Vendors apply online, the promoter reviews and approves, and approved vendors choose and pay for a spot.

Flow

Step	What happens
1. Apply	Business details, food types and categories, menu, photos of the full setup or food truck, certificate of insurance and expiry date, food-service permit and expiry date, and a signed liability waiver covering the day before through event day.
2. Review	Promoter reviews documents in a viewer. Expiration dates are flagged if they fall before the event. The promoter approves or declines.
3. Approval code	An approved vendor receives an approval code by email.
4. Choose a spot	The vendor enters the code, sees the venue map and event map, and picks a spot by size. Example pricing: 10x10 is $250 and 10x20 is $500.
5. Pay and receive package	After payment, an emailed vendor package includes the site map, rules and regulations, a copy of the signed waiver, insurance and certificates, and a printable sheet with the spot number in large type.

The current version is a design preview with no backend. Building it live requires payments, secure file storage, email and a promoter approval screen. Have an attorney write and review the waiver, and confirm alcohol licensing for beer sales.

Part 5. Car show registration

Step	What happens
1. Register	Owner name and contact, vehicle year, make, model and color, what makes the car special, prize category, at least three photos, proof of insurance and expiry date, and a signed waiver.
2. Approval	The promoter reviews photos, insurance and waiver. If accepted, the owner gets a congratulations email with an approval code.
3. Code entry	The owner returns to the link and enters the code. The code expires the day before the show.
4. Choose a spot	After selecting a spot, a 24-hour timer starts. If payment is not made in time, the spot is released to the public.
5. Confirmed	Payment (example $75) confirms the entry and the spot, and a confirmation email is sent.

Example prize categories

Classic (before 1980), Muscle, Import and tuner, Hot rod and custom, Truck and off-road, Modern performance.

Part 6. Platinum VIP Event Card

Available at launch	Coming next
VIP pricing at every event the sponsoring firm backs; 10% off tickets and merchandise when the member ID is entered as a promo code; attendance history and member data capture.	Points (one per dollar spent) and reward levels; loadable event card with load bonuses (for example, load $50 and receive $55 to $60) usable at all events, so a leftover balance draws members to the next event.

Loadable-value cards are regulated in most states (prepaid and gift card rules, unclaimed-property laws). Launch that feature with a licensed card partner and a payments attorney. Collect member data with clear consent and a privacy policy. Call the reward system “levels”, not “multi-level”.

Part 7. Checklist before you go live

- Confirm the event platform fee is $3.50 (dictated as “$350”).
- Put a real contact email on the site and proposal (currently a placeholder).
- Add a source for the $5,000 average campaign cost.
- Have legal-ethics counsel review the law-firm fee structure and advertising rules for each target state.
- Have an attorney draft the vendor and car show waivers.
- Choose and apply to financing and wallet providers; confirm their surcharge and merchant terms.
- Decide who holds funds (ticket sales, vendor fees) and set up payments and payouts.
- Use a licensed card partner before launching the loadable Platinum card.
- Recheck Eventbrite’s published fees before publishing comparisons.