On September 1st, 2020, #WeMakeEvents, a coalition of live events industry professionals, with the support of trade bodies, businesses, and unions, lit up over 2,000 structures, including entertainment venues, architectural icons (sky scrapers, bridges, statues, etc.), and personal residences red in over 75 cities and towns in North America to raise public and media awareness in support of the live events sector.

Will you join us?

We’re asking Congress to pass a comprehensive relief bill NOW that includes the RESTART Act and an Extension and Expansion of PUA & FPUC.

---

**WHY RESTART AND PUA & FPUC MATTER**

77% of people in the live events industry have lost 100% of their income

| Live events is an $877 billion industry | 97% of 1099 workers have lost their jobs | 96% of companies have cut staff and/or wages |

WeMakeEvents.org | View participant list here
“A lot of hurt, a lot of pain when it comes to Houston, and not just here, but in the whole country... events were the first industry to stop and these people felt the pain and will be the last ones to get their lives back on track...when the performances stop, their income stops, these are people who are taking it on the chins, these are the heroes of our time, they are still hanging in there. The Red tonight will represent a Restart.”

Sylvester Turner, mayor, City of Houston
Celebrity testimonials from Nathan Lane, Billy Bob Thornton, Leslie Odom & Nicolette Robinson, Jason Aldean, Lance Bass, Slash, The Goo Goo Dolls, Gavin Degraw, and many more!

People all over the country have been joining the initiative, from New York City, to Las Vegas, to Indianapolis, to Boulder and Denver, to Houston, to Washington DC and many more!
WHO'S TALKING ABOUT IT?

#WeMakeEvents | #RedAlertRESTART | #ExtendPUA

RUSH
Band/Musician

ALLEGIANT STADIUM
Events Arena

LUCAS OIL STADIUM
Events Arena

PEARL JAM
Band/Musician

STONE TEMPLE PILOTS
Band/Musician

TENACIOUS D
Band/Musician

DISTURBED
Band/Musician

DISTURBED
Band/Musician

DAVE MATTHEWS BAND
Band/Musician

STYX
Band/Musician

Pearl Jam
@PearlJam

#RedAlertRESTART is raising awareness to jump-start relief for the live events industry. We can’t wait to safely play live shows again for you, so we’re joining the movement & are on RED alert for the 12 million people in our industry out of work due to COVID-19.

Dave Matthews Band
@dmb

#RedAlertRESTART: the live events we love may never recover from the pandemic, we need to take action! Take 2 minutes to contact your... See More

STYX
@styx

#WeMakeEVENTS: Don’t let events go dark. The live events we love may never recover from the pandemic, we need to take action! Take 2 minutes to contact your representatives... See More

WeMakeEvents
@WeMakeEvents

#WeMakeEvents
#RedAlertRestart
#ExtendPUA

To make an event happen, we must stand in solidarity with the live entertainment industry. We stand in solidarity with venues across the country by going RED in solidarity with the live entertainment industry. #WeMakeEvents #RedAlertRestart

We are grateful beyond words for the thousands upon thousands of behind-the-scenes workers who make every STP concert a reality... See More
@WeMakeEventsNorthAmerica

BY THE NUMBERS

PAGE STATISTICS

<table>
<thead>
<tr>
<th>Actions on Page</th>
<th>Page Views</th>
<th>Page Previews</th>
</tr>
</thead>
<tbody>
<tr>
<td>630</td>
<td>44,360</td>
<td>1,246</td>
</tr>
</tbody>
</table>

Page Views: August 25 – September 3

Page Previews: August 25 – September 3

TOTAL ACTIONS ON PAGE: 1,066%

TOTAL PAGE VIEWS: 44,360

TOTAL PAGE PREVIEWS: 1,246

POST REACH

<table>
<thead>
<tr>
<th>Page Likes</th>
<th>Post Reach</th>
<th>Story Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>9,270</td>
<td>1,681,440</td>
<td>262%</td>
</tr>
</tbody>
</table>

Page Likes: August 20 – September 3

Post Reach: August 20 – September 3

Story Reach: August 20 – September 3

PAGE LIKES: 9,270

POST REACH: 1,681,440

STORY REACH: 262%

RECOMMENDATIONS

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Post Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>272,784</td>
<td>460%</td>
</tr>
</tbody>
</table>

Post Engagement: August 25 – September 3

TOTAL POST ENGAGEMENT: 272,784

RESPONSIVENESS

<table>
<thead>
<tr>
<th>As of September 1, 2023</th>
</tr>
</thead>
<tbody>
<tr>
<td>96%</td>
</tr>
</tbody>
</table>

0 hrs 53 mins

0 comments

0 shares

POST ENGAGEMENT: 272,784

RESPONSIVENESS: 96%

0 hrs 53 mins

0 comments

0 shares

VIDEOS

<table>
<thead>
<tr>
<th>Videos</th>
<th>Page Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>744,806</td>
<td>10,472</td>
</tr>
</tbody>
</table>

Videos: August 20 – September 3

Page Followers: August 20 – September 3

TOTAL VIDEOS: 744,806

TOTAL PAGE FOLLOWERS: 10,472

TOP PERFORMING POSTS

<table>
<thead>
<tr>
<th>Performance for Your Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>30,334</td>
</tr>
</tbody>
</table>

30,334 total post views

PAGE STATISTICS: 389K

1 Min video views: 46.6K

3 sec video views: 742.7K

Engagement: 73.2K

10.3K net followers

POST REACH

<table>
<thead>
<tr>
<th>Post Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,142</td>
</tr>
</tbody>
</table>

1,142 total post views

PAGE STATISTICS: 389K

1 Min video views: 46.6K

3 sec video views: 742.7K

Engagement: 73.2K

10.3K net followers

POST REACH

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<tr>
<td>1,142</td>
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</table>

1,142 total post views

PAGE STATISTICS: 389K

1 Min video views: 46.6K

3 sec video views: 742.7K

Engagement: 73.2K

10.3K net followers

POST REACH

The number of people who saw any of your posts at least once. This metric is estimated.
**@WeMakeEventsNorthAmerica**

**BY THE NUMBERS**

---

### ACCOUNT ACTIVITY

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile Visits</td>
<td>40,631</td>
</tr>
<tr>
<td>+2,414% vs Aug 21 - Aug 27</td>
<td></td>
</tr>
<tr>
<td>Website Taps</td>
<td>37,444</td>
</tr>
<tr>
<td>+3,086% vs Aug 21 - Aug 27</td>
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</tr>
<tr>
<td>Email Button Taps</td>
<td>3,172</td>
</tr>
<tr>
<td>+600% vs Aug 21 - Aug 27</td>
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</tr>
<tr>
<td>Call Button Taps</td>
<td>7</td>
</tr>
<tr>
<td>+300% vs Aug 21 - Aug 27</td>
<td></td>
</tr>
<tr>
<td>Total Followers</td>
<td>6,969</td>
</tr>
<tr>
<td>+867.5%</td>
<td></td>
</tr>
</tbody>
</table>

### ENGAGEMENT OVER LAST WEEK BY AGE

<table>
<thead>
<tr>
<th>Age Range</th>
<th>All</th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>13-17</td>
<td>0.7%</td>
<td>1%</td>
<td>0.6%</td>
</tr>
<tr>
<td>18-24</td>
<td>13%</td>
<td>12%</td>
<td>14%</td>
</tr>
<tr>
<td>25-34</td>
<td>44%</td>
<td>42%</td>
<td>46%</td>
</tr>
<tr>
<td>35-44</td>
<td>28%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>45-54</td>
<td>11%</td>
<td>10%</td>
<td>12%</td>
</tr>
<tr>
<td>55-64</td>
<td>2.5%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>65+</td>
<td>1.3%</td>
<td>1%</td>
<td>1.3%</td>
</tr>
</tbody>
</table>

---

### TOP PERFORMING POST

11:03

**wemakeeventsnorthamerica**

PASS RESTART NOW

---

### CONTENT INTERACTIONS

**Content Interactions**

32,261 interactions

+584.3% vs Aug 21 - Aug 27

**Post Interactions**

30,244

+587.2% vs Aug 21 - Aug 27

Likes 26,020

Comments 186

Saves 367

Shares 3,861

**Story Interactions**

112

Replies 79

Shares 33

**IGTV Interactions**

1,905

+258.7% vs Aug 21 - Aug 27

Likes 1,404

Comments 23

Shares 460

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### IMPRESSIONS PER POST

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INDUSTRIES AFFECTED

Theatre
Broadway, Off-Broadway, Off-Off-Broadway, Regional Theatre (LORT A/B/C/D), Touring, Community, Education, Independent, Stand Up Comedy

Dance
Ballet, Jazz, Modern, Hip-Hop, Step, Tap, Celtic, etc.
Touring, Sit-Down, One-Off

Opera
Resident, Touring, Sit-Down, Education

Music
All genres from Classical/Orchestral to EDM and everything in between
One-Off Concerts, Music Festivals, Touring, Education

Corporate
Trade-shows, Corporate Meetings, Political Rallies/Conventions, Key-Note Speakers (TED Talks, etc.)

Live Television
Game Shows, Talk Shows, News, Sports, Events, etc.

Recorded TV/Movies
All studios are essentially at a stand still, meaning there will be a gap in content at some point soon

Sports
Professional and College Sports - Broadcast and Local
Basketball, Baseball, Soccer, Football, Hockey, Nascar, F1, Motocross, PBR (professional bull riding), Poker, Golf, Gymnastics, Softball, Swimming, etc.

Fairs
State/County Fairs, Rodeos, Stock Shows, 4H

Special FX
Fireworks, Pyrotechnics, Water Shows, etc.

Themed Attractions
Amusement Parks, Haunted Houses, Corn Mazes, Family Fun Centers, Escape Rooms, Experiences

Museums
Not all encompassing, but anything interactive - Children's Museums, Interactive Exhibits, etc.