

WELCOME TO THE SEED SOUNDS WEEKENDER ASSET PACK

This toolkit is designed to help you, celebrate your place in the UK's biggest multi-venue music festival this April. Use these assets to shout about your involvement, drive footfall and get your community excited!



ABOUT US



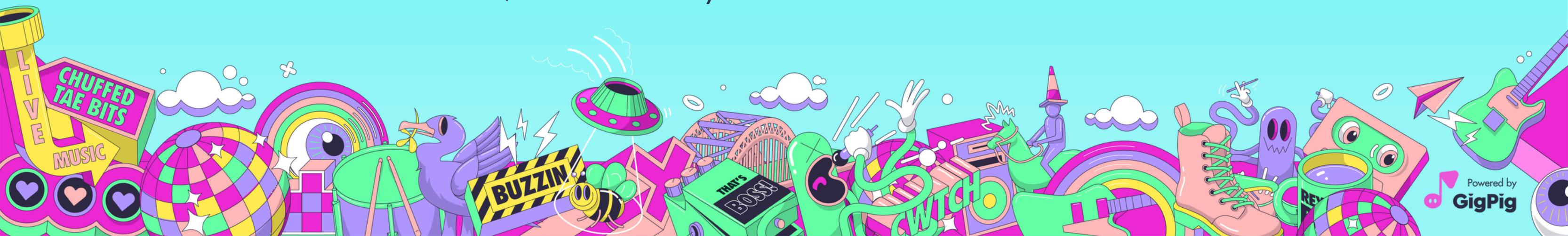


WHAT IS THE SEED SOUNDS WEEKENDER?

The Seed Sounds Weekender is the largest multi-venue festival in the UK.

The festival will see thousands of acts grace stages at venues in towns and cities up and down the UK this April. Presented by live music and entertainment marketplace GigPig, it will bring thousands of music fans into the UK's pubs, clubs, restaurants and hotels to take part in the world's biggest celebration of 'seed music venues' and the music careers they ignite.

GigPig will be removing the cost to book for venues for this weekend, making it the most accessible, affordable way to book entertainment.



LOGOS





PRIMARY LOGOS



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SOCIAL MEDIA ASSETS



MAIN POSTER KV



[CLICK HERE TO DOWNLOAD](#)

SOCIAL MEDIA ASSETS

STORY KV



POST KV



SQUARE KV



[CLICK HERE TO DOWNLOAD](#)



EXAMPLE CAPTION AND WHEN TO POST

EXAMPLE CAPTION

WE ARE A SEED SOUNDS WEEKENDER VENUE!

**We're officially part of the Seed Sounds Weekender!
Join us [insert SSW date] as we celebrate seed music, the place where it all begins.
Live music, all weekend, right here at [venue name] and it's completely free!
Grab your mates, head down, and be part of the UK's biggest multi-venue music
festival!**

#SeedSounds #LiveMusic #SSW

WHEN TO POST

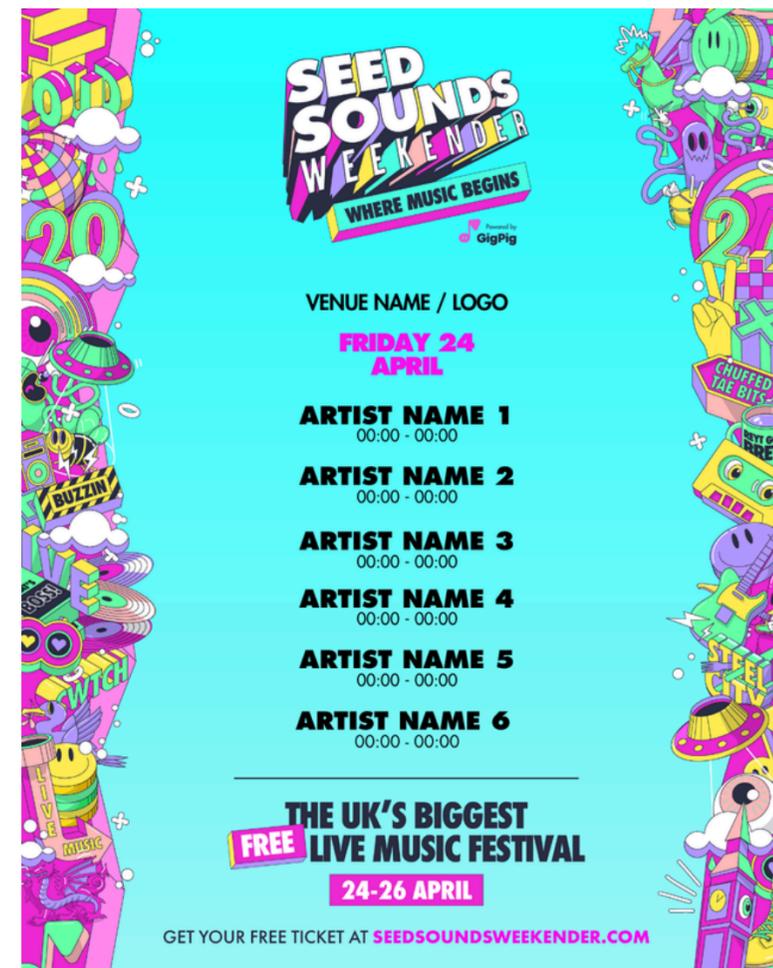
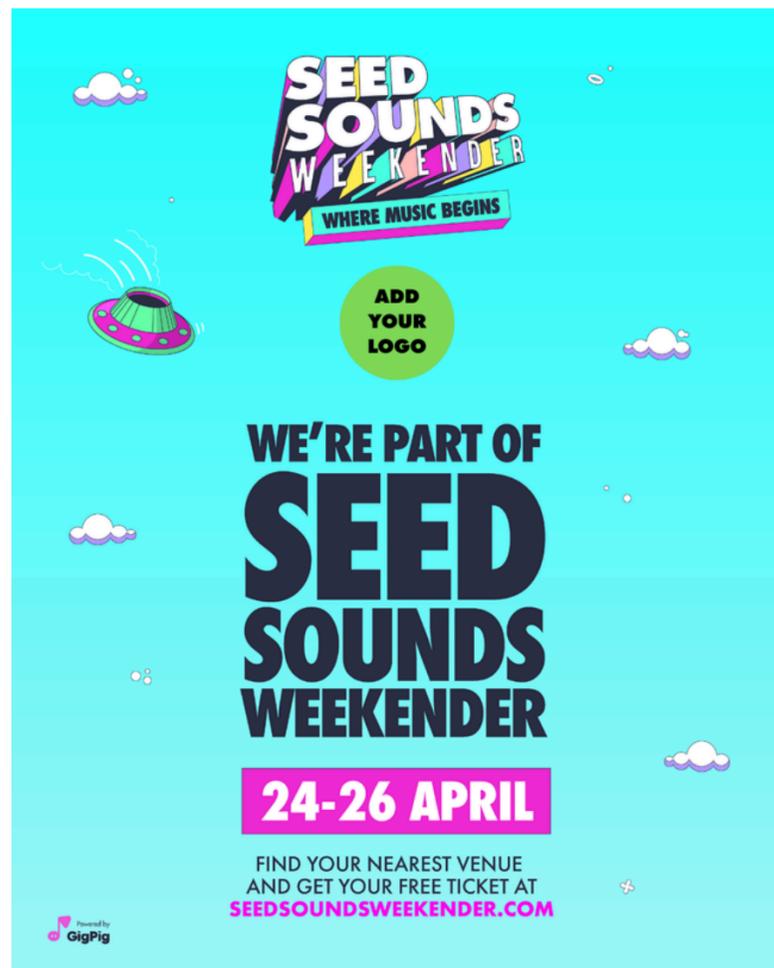
**Once you're booked! - Announce you're taking part
1-2 weeks prior - Share your line-up
Festival Weekend - Post daily updates!**

WANT YOUR OWN PERSONALISED SEED SOUNDS WEEKENDER ASSETS?

We've made some super-easy templates so you can show off your line-up, your venue, and your part in the UK's biggest multi-venue music festival!

Need a hand? The team is here to help, just email us at hello@seedsoundweekender.com

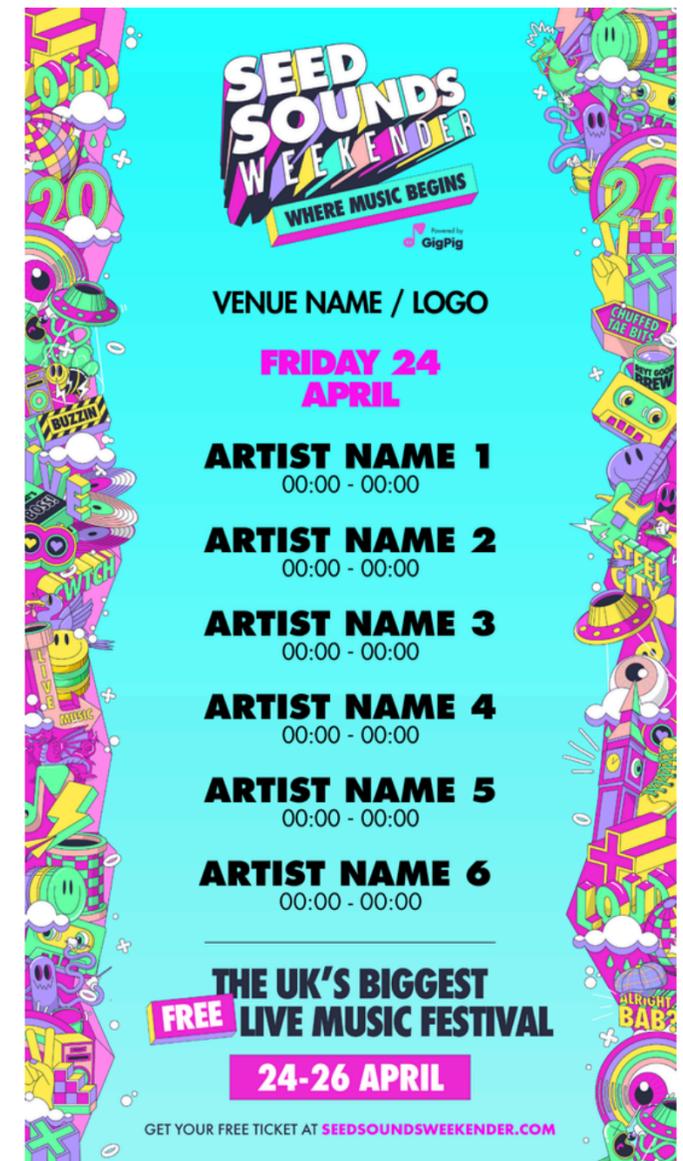
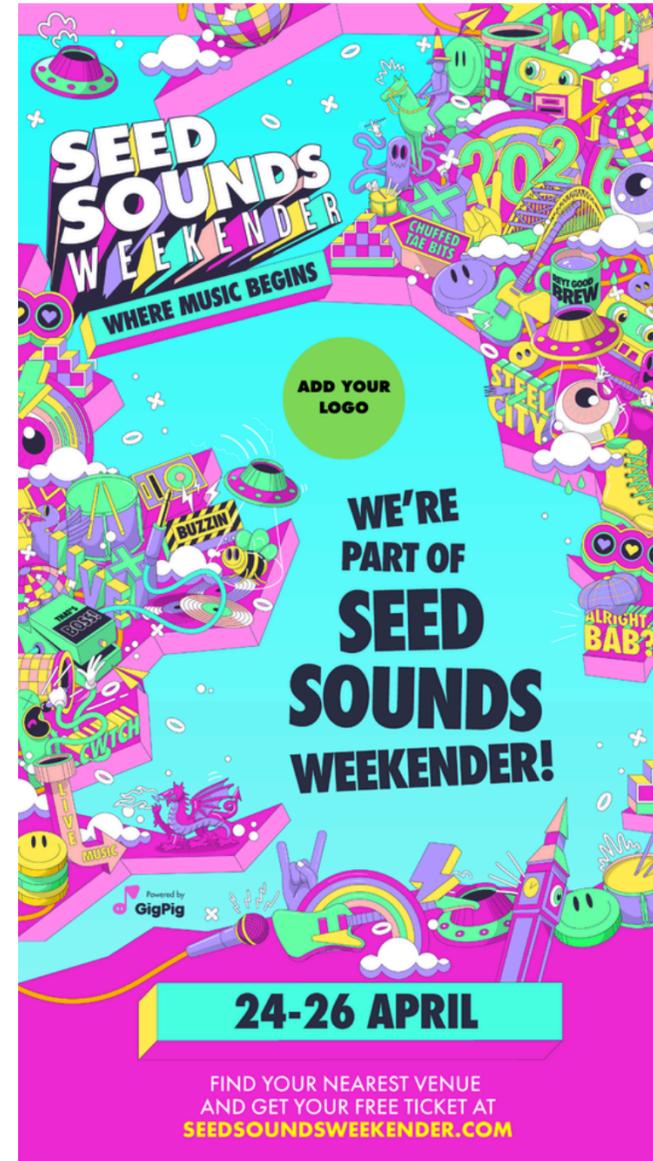
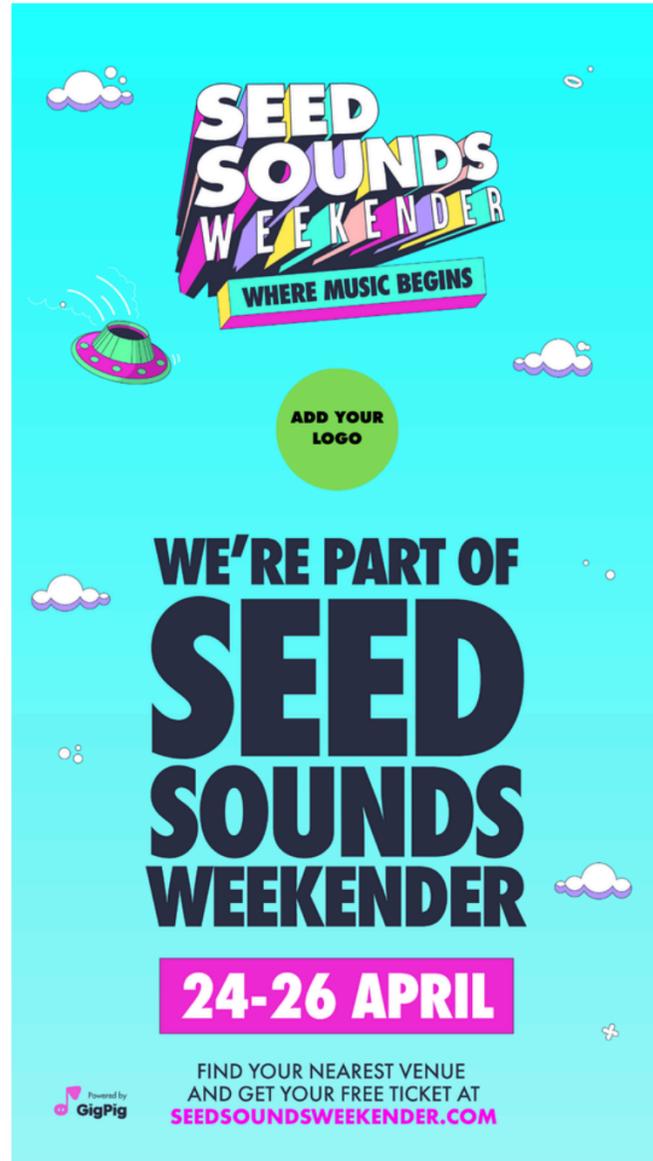
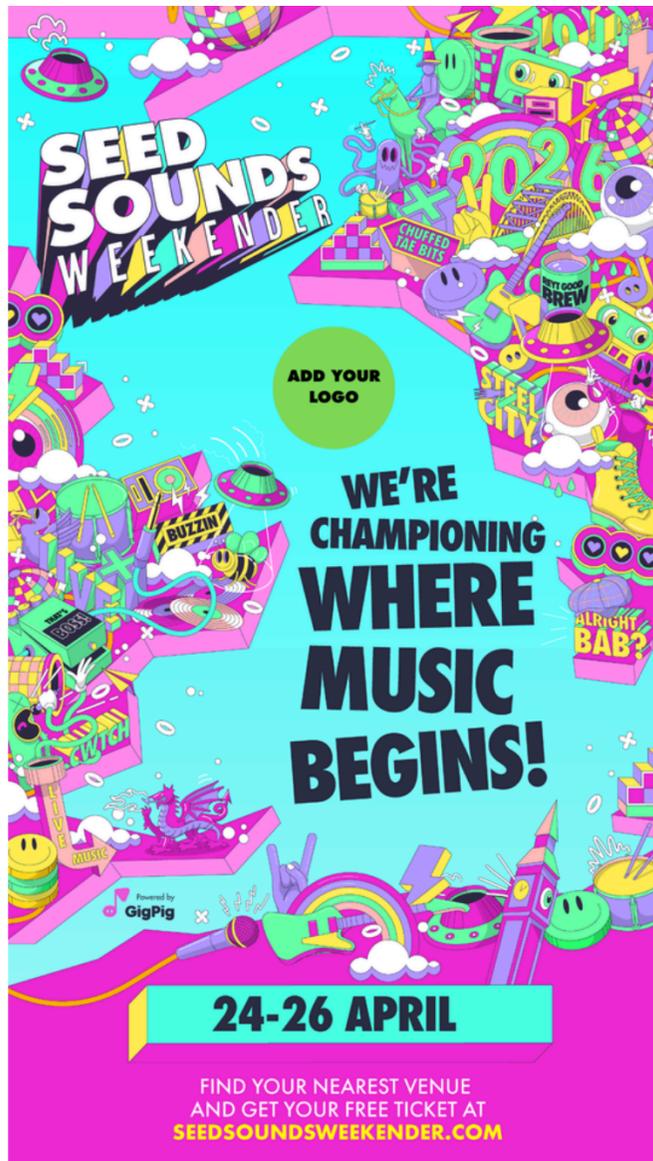
SOCIAL MEDIA ASSETS - POSTS



[CLICK HERE FOR POST TEMPLATES](#)



SOCIAL MEDIA ASSETS - STORY



[CLICK HERE FOR STORY TEMPLATES](#)





SOCIAL MEDIA ASSETS - LINE UP ANNOUNCEMENT

SEED SOUNDS WEEKENDER
WHERE MUSIC BEGINS
Powered by GigPig

THE DOG & DUCK

FRIDAY 24 APRIL

GLUE ORCHARD
12:00 - 12:45

VELVET CHISEL
13:00 - 13:45

ARLO BLOOM
14:00 - 14:45

SIENNA WILDE
15:00 - 15:45

OLIVER HAYES
16:00 - 16:45

NOVA CLUB
17:00 - 17:45

FREE THE UK'S BIGGEST LIVE MUSIC FESTIVAL
24-26 APRIL

GET YOUR FREE TICKET AT SEEDSOUNDSWEEKENDER.COM

WE RECOMMEND POSTING THE LINE UP AND RUNNING ORDER 1-2 WEEKS PRIOR TO SSW

