

*tikè*m

*Price it to
sell out.*

TIERS · EARLY-BIRD · PROMO CODES

GIVE PEOPLE A CHOICE

Build the ladder.

Three tiers is the sweet spot. A cheap way in, a standard, and a premium that makes the standard look like a deal.

- Name tiers by value, not just price.
- Cap the cheap tier to create urgency.

Early Bird

FIRST 100 · LIMITED

800

General

STANDARD ENTRY

1,500

VIP

FRONT + LOUNGE

BEST VALUE

4,000

PRICES IN HTG · SET ANY CURRENCY PER EVENT

REWARD THE PEOPLE WHO MOVE FIRST

The early-bird curve.

Raise the price as the date nears. Early buyers feel smart, late buyers pay more, and you get cash — and proof of demand — early.

6+ WEEKS OUT

Early Bird

Lowest price, capped quantity. Turns your first fans into promoters.

≈ 60% of full price

THE MAIN RUN

General

Your anchor price once early-bird sells out. Most tickets land here.

Full price

FINAL WEEK / DOOR

Last Call

A small bump for procrastinators. Rewards everyone who bought early.

+10–20%

TURN YOUR NETWORK INTO A SALES TEAM

Codes that *work*.

EARLY20

Reward the plug

Give a % or flat discount. Hand it to partners, sponsors, and street teams.

DJKARL

Track who drives sales

A code per promoter or influencer — see exactly who's selling and pay them fairly.

VIP-COMP

Comp your guests

100%-off codes for press, artists, and friends — no free-ticket spreadsheet.

FLASH50

Create urgency

Time-boxed or quantity-capped drops. A weekend flash sale fills a slow week.

PRICE FOR YOUR CROWD

Local sense, local *gourdes*.

Price in HTG for a Haitian crowd — it feels native and removes friction. Save USD for diaspora or international events.

01

Default to gourdes

HTG is the home currency — no mental math for buyers.

02

Round, friendly numbers

500, 1,000, 1,500 — clean prices convert better.

03

Free is fair game

RSVP events build your following with zero barrier.

04

USD for diaspora

Switch per event when the crowd is abroad.

SET THE PRICE

*Cheap in early. Full at the **door**.*

Three tiers, a rising curve, codes for your crew. That's a sell-out plan.

SET UP YOUR TIERS →

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