TOURSTAR · PARTNERSHIPS

Partner with TourStar

The music career game where fans play every show.
Opportunities for artists, venues, labels and brands.

WHAT IS TOURSTAR

From Mom’s basement to sold-out stadiums

▶️

Play every show

Every gig is a rhythm game. How you play and what you play decides the grade, the crowd and the pay.

🌍

Tour real cities

Players build a hometown fan base, travel the map and book real venues near them.

⭐

Live the career

Releases, crew, labels, VIP, settlements and the disasters of life on the road.

👥

Play together

Weekly leagues, friends who open your shows, rival face-offs and a shared festival bill.

THE AUDIENCE

Music fans who come back every day

Built for habit. Daily rewards, streaks, weekly leagues and quests.

Into live music. They book tours, sell VIP and read show settlements for fun.

Local. Every player has a hometown, so we can reach fans by city.

FOUR WAYS TO PARTNER



Artists

Be in the game: your songs, look, stages and real tour, with fan giveaways.



Venues

Become a playable stage for local players. Pay in cash or in-kind trade.



Labels

Break new artists and win release week, with discovery data by city.



Brands

Reach a loyal audience, from a giveaway to a full takeover or pop-up.

ARTISTS

Ways to be featured

Artist pack

Your era's outfits, signature look and stage theme for players to unlock.

Your music in the game

Playable grooves in Drum School, a sample pack in the studio, a station on TourStar Radio.

Tour event week

A limited event named for your tour, with challenges and rewards.

Real tour tie-in

Your real city dates in the game, with a ticket button for players nearby.

Giveaways

Raffles for tickets, signed merch and meet & greets, earned by playing.

Presales & VIP

Presale codes and VIP upgrades for the real tour, run by Please & Thank You.

ARTISTS · EXAMPLES

What a partnership can look like



THE DRUMMER-PRODUCER

A Drum School masterclass

- Signature grooves as playable lessons
- A crate-digger sample pack
- Raffle for a seat at a DJ set



THE 90s POP GROUP

A reunion tour event week

- Era outfits as an artist pack
- A harmony challenge and a named stadium stop
- Presale codes and a meet & greet raffle



THE SHOCK-ROCK LEGEND

A Halloween takeover

- Stage props pack: pyro and set pieces
- A signature look and a “nightmare” encore
- Signed-merch raffle and store link

ARTISTS · WHAT YOU GET

New fans, real sales, no extra work

You approve every asset, song and line of copy before it goes live.

Revenue share

On your artist pack and in-game items.

Ticket and merch sales

Links shown to players who love live music, with views, taps and claims reported.

Fans by city

Where your TourStar fans are, to plan dates and VIP offers. Counts only.

Hands-off fulfilment

Please & Thank You handles prizes, VIP and shipping.

VENUES

Your room becomes a playable stage

Players near you see your venue on their Tour screen, play a show there, then tap through to buy a ticket to the real thing.

1. Name, photo, capacity and tagline you approve
2. “Featured” badge and top placement nearby
3. A fame bonus and a stage in your colors
4. “See real shows” opens your calendar



VENUES · HOW TO PAY

Pay in cash, or trade what you already have

Cash

📍 City listing

A playable stage for players in your area, with your ticket link.

⭐ Featured stop

Top placement, “Featured” badge, custom stage and fame bonus.

In-kind trade

Swap any mix of these for a listing or featured stop:

- **Social posts** about your TourStar stage
- **Screens & QR signage** in the venue
- **Guest list** spots for winners
- **Ticket giveaways** for top players
- **Newsletter** features to your list
- **A TourStar night** hosted at your room

LABELS

Break new artists and win release week



NEW-ARTIST LAUNCH

A breakout week for a debut

- The single as a playable setlist song
- A TourStar Radio and Press feature
- Pre-save links, taps by city



PRIORITY RELEASE

A release-week takeover

- An album-themed stage and pack
- A setlist challenge on the new songs
- Fan Club presales, signed-vinyl raffle



CATALOG ANNIVERSARY

A classic album's birthday

- An era-perfect look and stage
- A throwback tour event
- A reissue link and deluxe raffle

LABELS · WHAT YOU GET

See which songs players can’t stop playing

You and the artist approve every asset, song and line of copy.

Discovery data

How often your songs are added to setlists, played and finished, by city. Counts only.

Tracked links

Pre-save, streaming, presale and merch links, with views, taps and claims reported.

Opted-in fans

Fan Club members who chose to hear about presales and offers from artists they love.

Revenue share

On artist packs and in-game items for your roster.

BRANDS

Start small or take over the whole game



Giveaway

Your product as a prize players earn.



In-game item

Your drink, gear or snack in the store, with real effects.



Branded stage

A venue or stage theme in your colors.



Presented by

An event week, gig offer or radio station with your name on it.



Full takeover

The whole game in your world for a week.



Real-life pop-up

TourStar off the screen, at festivals and shows.

BRANDS · FULL TAKEOVER

One week where the whole game is yours

Where	What players see
Title & home screens	Your look on the first thing every player opens
Stages	A custom stage theme on every show that week
Store	Your products as in-game items with real effects
Gig offers	“Presented by” shows with bonus pay and fame
Quests & events	Challenges that end in your prizes
Radio & Press	A sponsored station and headlines in The Press
Email & push	A launch message to opted-in players

BRANDS · IN REAL LIFE

Take TourStar off the screen

Run by Please & Thank You, the team behind VIP and fan experiences for major touring artists for over 20 years.

Festival & tour booths

Play-to-win stations with a live leaderboard.

TourStar nights

Top players compete on stage at a partner venue.

Money-can’t-buy prizes

Soundcheck access, meet & greets and VIP trips.

In-game to on-site

Unlock the pop-up in the game, redeem in person.

HOW WE WORK

Simple for every partner

✅

You approve it

Nothing goes live without your sign-off on every asset and line of copy.

📊

You see results

Reporting on views, shows played, taps and prize claims.

🔒

Players stay private

City and audience data is counts only, never personal details.

📦

We fulfil it

Please & Thank You ships prizes and runs VIP and pop-ups.

PACKAGES

A starting point for every budget

	Starter	Feature	Headline
Artists	Fan giveaway or raffle · ask for rates	Artist pack or music in the game · rev share	Event week + tour tie-in + presale · ask for rates
Venues	City listing or trade	Featured stop or trade	Featured stop + TourStar night · trade
Labels	Single on Radio + setlists · ask for rates	Release-week takeover · ask for rates	Launch campaign + presale + data report · ask for rates
Brands	Giveaway or in-game item · ask for rates	Branded stage or “presented by” · ask for rates	Full takeover or pop-up · ask for rates

Every package can be customized. In-kind trade is welcome where it brings players real value.

LET'S PLAY

Put your name on the tour

1. Intro call
Tell us your goals and dates.

2. Custom plan
We send a plan and rate card.

3. Go live
You approve it, players play it.

help@please.co · tourstarapp.com/artists · /venues · /labels

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