

# SUSPENDED TICKETS



## “Suspended ticket”: what is it?

It's a fundraising strategy. The suspended ticket approach is a business model innovation that allows operators of the cultural and creative sector to diversify funding sources and increase self-financing. Suspended tickets will support **both** emerging artists' registration costs **AND** tickets for the general audience of the MArteLive events.

The suspended ticket approach comes from a solidarity tradition in Naples, Italy, called "suspended coffee": when you go to a bar, you drink ONE coffee but you pay for TWO. Then the barman offers the second coffee to someone who cannot afford it. This concept can be applied for audience development in order to foster inclusion of marginalized audiences or emerging artists.

*“There are many legends about the presence of **coffee** in **Naples**, but it is only at the beginning of the **19th century** that it is really attested, thanks to the first **coffee peddlers**. They went around the city with two big containers (one full of **coffee**, the other full of **milk**), shouting at the people out there in order to sell their product. These figures are now disappeared, but they still play an important role inside the Neapolitan culture. The usage of the “**suspended coffee**” started during the **Second World War**, when, in very hard times, people used to pay two **cups of coffee**: one for themselves and the other for someone who couldn't afford it. To the question: “Would you like a cup of coffee, sir?” people used to answer with joy and happiness, also asking themselves when entered for a **cup of coffee** to give back”.*  
(<https://www.visitnaples.eu/en/neapolitanity/flavours-of-naples/the-tradition-of-the-suspended-coffee-in-naples-curiosity-and-facts>)

MArteLive encourages a new business model on sponsors paying for “solidarity” tickets. This is called the “Suspended tickets” approach, which is developed in this manual.

Suspended ticket approach will allow beneficiaries who generally cannot access the culture world to discover various sides of artistic creation.

## **The aim of this document is to explain how to raise money for inclusive culture through suspended tickets.**

Many opportunities exist to support artistic and cultural development at a national level, but often these initiatives are not taken by all types of citizens. To overcome the endemic problem of art being enjoyed by the same groups of people, MArteLive intends to direct participants along a path that fosters inclusion through the development of an original “suspended ticket” methodology, in which public bodies and private donors can offer the ticket to groups of people who cannot afford it.

The main objectives of this approach are to:

- 1) Improve exposure of young emerging artists to more audience
- 2) Give access to culture to underrepresented groups of citizens.
- 3) Diversify funding sources for EU initiatives

### **Why suspended tickets and suspended mobility grants?**

The implementation of the “suspended ticket methodology” is a disruptive innovation in the creative sector. It can reward the artists who best fit into the Contemporary European context

The model proposed by MArteLive is highly innovative not only in the content of the artistic proposals that will emerge, but also regarding the simple, immediate and replicable working method.

It commits to audience development, particularly when it comes to underprivileged and marginalized audiences. The implementation of the “suspended ticket methodology” will allow reaching an underrepresented audience, from young public to marginalized people who are deprived of cultural opportunities. Suspended tickets could be made available to whoever would like to see the artistic performance but who can't afford it. Modest people will be able to participate. Partnership with specialized organisations which work with these groups of people, will allow to carry out tangible social impact.

Moreover, suspended ticket methodology can strengthen capacity for collaborating at a European scale involving members and artists.

## Who is this manual for?

Mainly for CCS operators.

- Social organisations, local associations whose beneficiaries could benefit from suspended tickets.
- Private funders who could finance these suspended tickets.

## Who benefits from suspended tickets: Beneficiaries and targets

artists: registration cost (5-10€), travel and accommodation costs (>400€)

audiences: tickets to MArteLive shows or Artistic Residences' final show

The policy is to give a fixed price of 10€ per suspended tickets, and to implement a large scale communication for private funders who could decide to finance entire packages of tickets for underrepresented audience. The price of 10€ is set for all countries in order to deliver a simple message to all potential funders. This approach is innovative in terms of business model, because private funders may be interested in financing access

to culture for specific people who are deprived of it. This approach is complementary to the more classical approach of ticket sales to the general audience: even single persons can offer a suspended ticket.

- Platform for accessing
- E-learning tool
- Benefits (value for money) for funders (CSR, image, true impact)
- Benefits for artists
  - Helping an artist's professional development / creating concrete opportunities
- Benefits for audience
- How to promote? (how to encourage people to acquire it? corporations vs. private vs. public vs. others (Foundations))
  - main tasks for promotion

## How to implement?

The implementation of the suspended tickets approach is likely to reduce public funding requests. If implemented at large scale, it can turn to a powerful fundraising tool for culture. This approach is innovative in terms of business model: private funders may be interested in financing access to culture for people who are deprived from it. This approach can be also implemented at a personal level, as a gesture of solidarity: I buy two tickets, and I leave one “suspended” for someone who cannot afford it.

Social organisations, local associations whose beneficiaries could benefit from suspended tickets.

Private funders who could finance these suspended tickets

a) Promotion towards target groups Relevant potential beneficiaries are informed of the availability of a given number of tickets: NGOs, social organisations, youth organisations, local associations who work with specific vulnerable groups, social centres which support resilience of forced migrants through art etc. Suspended tickets may be associated with geographical or economic conditions such as “coming from a specific city”, “coming from a specific association”, “unemployed people”, or coming from a specific target group, or left very general intentionally as an encouragement for youth to take part in creative activities.

b) When compiling the application form, artists can ask for a sponsored access to the contest and justify their request for such support. The same applies for a group of audiences who would like to request a suspended ticket to attend the MArteLive show.

c) Validation of the requested suspended ticket is performed within 24h by the Procult team on the information system. Minimal checks are conducted (example: upload a justification of unemployment +

ID for unemployed people). If the request is rejected, the application may apply through the regular process.

This process is piloted by Procult and involves operators from each partner country which implements the contest. Note: The suspended tickets fund may be used to support mobility of artists who cannot face travel costs, in accordance with the funders. The duration of availability of the fund is set in advance. In case a grant has not been used within 6 months, the amounts are automatically refunded.

- **phase 1 - generating/ publishing**
  - Fundraising
  - Creating tickets
  - uploading tickets
- **phase 2 - retrieve**
  - Promote towards target groups
  - Request by target groups
  - Validation by MArteLive ticketing team
- **phase 3 - use / consume suspended tickets by target groups-**

Creating suspended tickets. Public, private or corporate donors pre-finance batches of applications or tickets, according to a threshold to be determined in agreement with the funder, according to its financial capacities, interests and ambition in supporting inclusiveness in the field of culture. Funders determine their target (underrepresented artists or underrepresented audiences), the rewarding criteria and volumes of tickets. Corresponding amounts are blocked on a specific e-wallet account. The name of the funder is mentioned on a specific page of the MArteLive website. Funders may also decide to leave their support anonymous.

c) Upon reception of funds by the funder, available suspended tickets are uploaded mentioned on the MArteLive website:

- On the contest website if the support is targeted at underrepresented artists
- On the ticket dealer website if the support is targeted at underrepresented audiences

This process is piloted by Procult and involves operators from each partner country which implements the contest

# Building and validating agreements with donors

“grant agreement template” → common basis which could be adapted in each country. This grant agreement template stipulates:

- roles and commitment from the funder
- roles and commitment from the organisation that facilitates creation, allocation to beneficiaries and consumption.

creation

allocation

consumption

monitoring

reporting

evaluation

Analysing comparable processes such as generating NFTs

- Direct implementation: “do you want to offer a ticket to someone”?
- Discounted tickets when suspended tickets are offered.

Principles

- anonymous, spontaneous
- direct, word of mouth

Adapting principles to “reality”

- more engineering involved
- CSR with “return on investment”

Ethical considerations:

are we allowed to “control” how

Guarantee / ensure of impact

- keep reports available (data involved: anonymous for privacy reasons)
- Storytelling tips (where they are coming from)
- Versions of the MAnnual: CCS operators, + donors who want to know more about the mechanisms
  - lighter versions for promotion among funder’s networks (spreading the word)

Selling system (where can we buy these suspended tickets?). Online platform

- e-learning tools
- Impact assessment / indicators
  - relevant? (did we reach the right targets?)
  - number of beneficiaries per type

immediate outputs

- direct support to mobility.
- direct support to expression of underrepresented artists
- proof/ showing results:
- pics / videos of the event including
- mentions on media

Channel more funds for culture from other sources.

Assistance to artists for using mobility grants

example :

- finding mobility opportunities (for individuals, or through more articulated artistic proposals,
- connect with specific opportunities for artists from EU <https://on-the-move.org/>
- connect with suspended mobility grants and mobility

Further relevant developments (out of the scope of this manual)

- state of the art of similar solutions (matching offer and demand)