

AG ENTERTAINMENT

Promoter Handbook

Everything you need to run shows under your brand

Version 2.0 · 2026-04-28

AG Entertainment Promoter Handbook

Audience: AG promoters (event hosts, party throwers, club nights, festivals) **Version:** 2.0 — 2026-04-28 **Site:** <https://www.agentertainment.com>


1. Welcome to AG Entertainment

You're now part of the AG roster. AG gives you everything you need to run shows under your own brand — your own page, your own ticket links, your own followers — while we handle payments, hosting, and the unsexy plumbing.

What you get: - A branded public profile page (your colors, your logo, your bio) - A ticket-sales link for every event with auto-tracked commissions - A **Followers** list — people who opted in to hear from you again - 20% commission on every ticket sold through your link (default; ask Mike to negotiate) - Email + SMS blasts to your followers, sent FROM your brand - Monthly PayPal payouts for everything you earned

What you don't have to worry about: - Stripe / PayPal account setup - TCPA compliance (we handle Reply STOP) - Email deliverability (we warm up your sender domain) - Hosting your own site

2. Your Account



Back to site

- Dashboard
- Affiliate URLs
- Statistics
- Graphs
- Referrals
- Payouts
- Visits
- Creatives
- Direct Links
- Log In



Welcome Manual

Last 30 days

<p>Referrals</p> <p>0</p> <p>View all</p>	<p>Visits</p> <p>0</p> <p>View all</p>	<p>Conversion Rate</p> <p>0%</p>
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All-time

<p>Referrals</p> <p>0</p> <p>View all</p>	<p>Visits</p> <p>0</p> <p>View all</p>	<p>Conversion Rate</p> <p>0%</p>	<p>Unpaid Referrals</p> <p>0</p> <p>View all</p>
<p>Paid Referrals</p> <p>0</p> <p>View all</p>	<p>Unpaid Earnings</p> <p>\$0.00</p>	<p>Total Earnings</p> <p>\$0.00</p>	

Recent referral activity

REFERENCE	AMOUNT	DESCRIPTION	STATUS	DATE
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404 ERROR



VENUE ADDRESS:

BAMBOO ATLANTA
183 FORSYTH ST SW
ATLANTA, GA 30303

QUICK LINKS

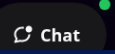
- Events
- Table Reservations

INFORMATION

- Refund Policy & Terms
- Privacy Policy

FOLLOW US

- Instagram
- Facebook



We use cookies to improve your experience on our site. By using our site, you consent to cookies.

Preferences

Reject

Accept All

WPConsent

FRIDAY – SATURDAY: 10:00 PM – 3:00 AM

HOST EVENTS ON AG. KEEP YOUR AUDIENCE.

*Your brand, your events, your audience — we handle the platform plumbing.
Atlanta's nightlife operators host on AG without giving up their identity.*

YOUR RATE. SET WITH US	30 DAY COOKIE	YOUR OWN URL & BRAND
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APPLY NOW →

Chat

WHY AG?

01

YOUR BRAND, FRONT & CENTER

Your logo, your colors, your URL — agentertainment.com/your-name. Every event you host inherits your brand. We're the platform; you're the name on the door.

02

REAL-TIME DASHBOARD

Live ticket sales, click traffic, audience growth. No Monday-morning email summaries — see your numbers the second they happen.

03

WE HANDLE THE PLUMBING

Ticketing, payouts, tax docs, fraud, refunds, scanning at the door. You promote and host. We make sure none of the back-end ever becomes your problem.

HOW IT WORKS

01

APPLY

Tell us about your brand, drop your logo, and link your socials. The more we know about your scene, the faster the yes.

02

GET APPROVED

We review applications personally — usually within 24 hours. You'll get an email with your handbook, dashboard login, and your branded URL.

03

BUILD YOUR PROFILE

Your promoter page goes live the moment you're approved — your bio, brand color, socials,

Login

<https://www.agententertainment.com/wp-login.php> Or click "Login" on the public site, top-right.

Forgot password

Click "Lost your password?" on the login screen. Reset link arrives in 1-2 minutes.

Profile URL

Your public profile lives at:

[https://www.agententertainment.com/<your-username>/](https://www.agententertainment.com/<your-username>)

This is the page you put on your IG bio, your QR code, your flyer.

3. Setting Up Your Profile

The screenshot displays the Agent Entertainment dashboard. On the left is a dark sidebar with the AG logo and navigation links: Back to site, Dashboard, Affiliate URLs, Statistics, Graphs, Referrals, Payouts, Visits, Creatives, Direct Links, and Log In. The main content area is titled "Welcome Manual" and features a "Last 30 days" section with three cards: Referrals (0), Visits (0), and Conversion Rate (0%). Below this is an "All-time" section with four cards: Referrals (0), Visits (0), Conversion Rate (0%), and Unpaid Referrals (0). At the bottom of the All-time section are three cards: Paid Referrals (0), Unpaid Earnings (\$0.00), and Total Earnings (\$0.00). The dashboard also includes a "Recent referral activity" table with columns for REFERENCE, AMOUNT, DESCRIPTION, STATUS, and DATE.

Once approved, log in and go to **Affiliate Area** → **Profile** (or the "Edit Profile" button on your public page).

Fields you'll fill out:

Field	What goes here
Display Name	The name on your profile (your brand, not your legal name)
Company	Legal business entity (for tax forms)
Brand Color	Hex code (e.g. #FF3366) — drives your accent color across your page and emails
Logo	Square PNG, 512×512 minimum
Bio	1-3 paragraphs — who you are, what you throw
Instagram	@handle — auto-links
Website	Optional external site
PayPal Email	This is where your money goes. Double-check it.

Save. Your public page updates immediately.

4. Creating Your First Event

• CREATE EVENT

NEW EVENT

EVENT TITLE *

DATE & START TIME * END TIME (OPTIONAL)

mm/dd/yyyy, --:-- -- mm/dd/yyyy, --:-- --

VENUE ADDRESS (OPTIONAL)

DESCRIPTION

ALLOWED TAGS: P, BR, STRONG, EM, A.

HERO IMAGE

Choose File No file chosen

JPG/PNG/WEBP. REPLACES THE EXISTING HERO ON SAVE.

VARIANT

NIGHTS CONFERENCE

ACCENT COLOR (OPTIONAL OVERRIDE) FEATURED

MARK AS MY FEATURED EVENT

ONLY ONE EVENT CAN BE FEATURED AT A TIME.

OVERRIDE VARIANT DEFAULT

TICKET TIERS

• TIER

TIER NAME	PRICE (USD)	QUANTITY
General Admission	25	100

+ ADD TIER

TERMS (OPTIONAL)

CREATE EVENT → CANCEL

We use cookies to improve your experience on our site. By using our site, you consent to cookies. Preferences Reject Accept All WPConsent

Chat

Go to **Affiliate Area** → **Create Event** (or `/create-event/`). Every field explained:

Field	What goes here
Event Title	The headline. Keep it short, all-caps if it fits the vibe
Date	Date picker — must be in the future
Doors / Start time	When attendees walk in
Venue Name	"The Tabernacle"
Venue Address	Auto-completes via Google Maps
City / State	Required for search filters
Cover Image	1200×630 minimum. JPG or PNG. This is your share-card and your flyer hero
Description	Full event copy. Markdown allowed. Be specific — what's the experience?
Lineup	Comma-separated list of acts/DJs/performers
Age Restriction	18+, 21+, All Ages
Ticket Tiers	Repeatable rows: Tier name, price, quantity. Add as many as you need
Ticket Sale Start / End	When the buy button is live
Visibility	Public / Private (private = unlisted, accessible only by direct link)

Click **Publish**. Within ~10 seconds:

1. Your event appears on your profile page
2. The ticket page goes live at `/event/<slug>/`
3. Your tracking link is generated: `/event/<slug>/?ref=<your-id>`

Important: every ticket sold through ANY link on AG that traces back to you (cookie-based, 30-day window) credits you 20% commission. So the `?ref=` param matters less than you think — your followers' purchases are auto-attributed.

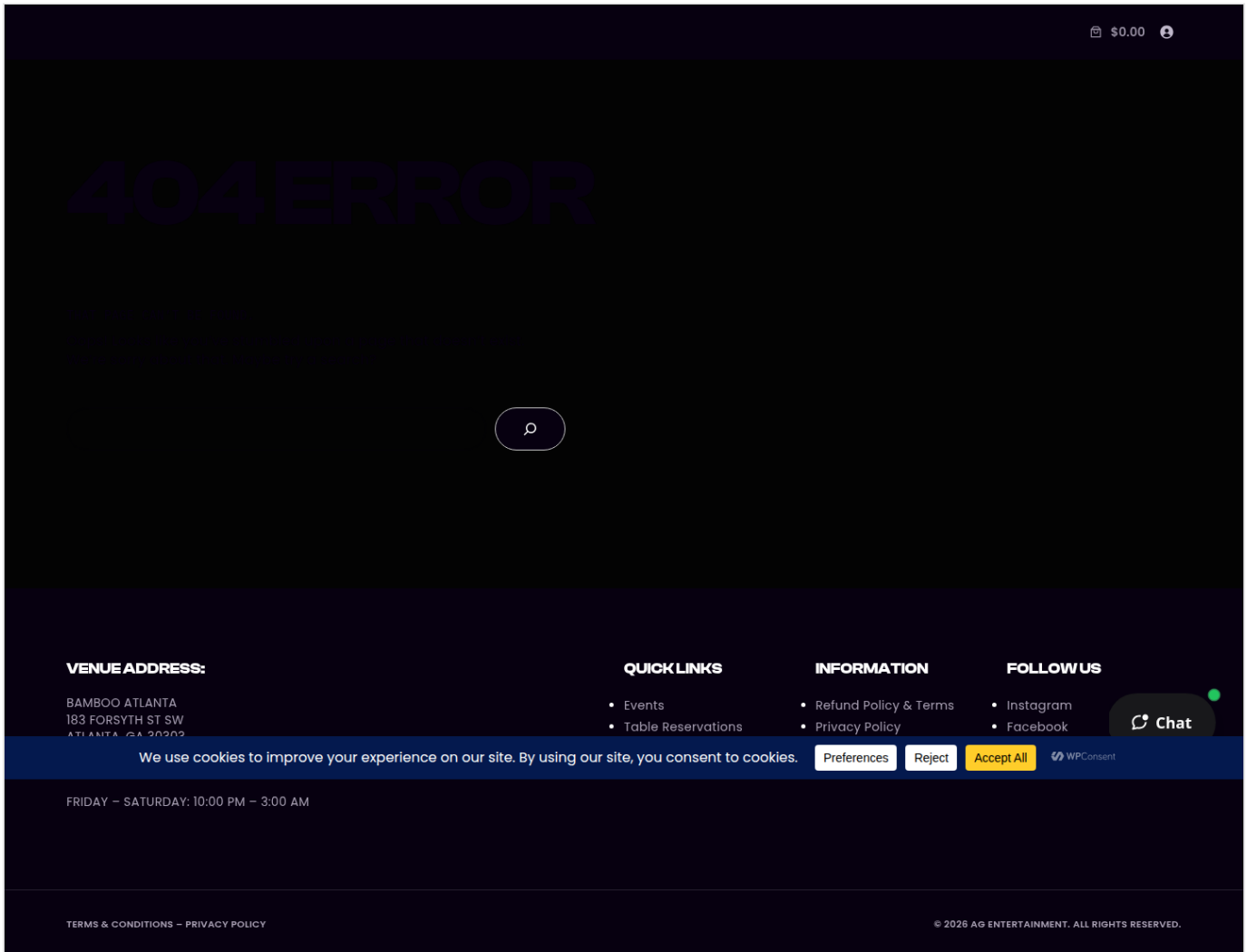
5. Editing Events

Go to your profile → click the gear icon on any event card → **Edit**. Or directly: `/edit-event/?event_id=<id>`.

You can edit anything until the event date. After the event date, the page becomes read-only (archived). If you need to fix something post-event, ping Mike.

To pull an event before it goes live: edit → set Visibility to Private. To delete entirely: contact Mike (we keep records for tax reasons).

6. Marketing Your Events



Direct event link

Just share `https://www.agentertainment.com/event/<slug>/` — anyone who buys gets attributed to you.

Tracked link with `?ref` param

`https://www.agentertainment.com/event/<slug>/?ref=<your-affiliate-id>`

Use this on platforms where you can't be sure the cookie will survive (Instagram in-app browser, TikTok). Find your affiliate ID in **Affiliate Area** → **Stats**.

Creatives

Affiliate Area → **Creatives** has pre-built share assets for every event you've created: - 1080×1080 IG post - 1080×1920 IG story - 1200×630 share card (Twitter / OG) - Plain text caption

Right-click → Save Image. Or copy the share-link button (auto-includes your `?ref`).

Custom domains

If you have your own domain (e.g. `tickets.yourbrand.com`) and want it to redirect to your AG profile, send Mike the domain — we'll set up a 302 redirect with your `?ref` baked in. No DNS changes needed beyond a CNAME.

7. Followers — Your Owned Audience

This is the most valuable thing AG gives you. Followers are an opt-in audience that's YOURS — not Instagram's, not TikTok's, not Meta's. Algorithm changes can't touch them.

How followers grow

Auto-follow on ticket purchase (default ON): every customer who buys a ticket through your link gets opted into your follower list with a single checkbox at checkout. They can uncheck it. ~80% don't.

Follow button on your public profile: visitors can click "Follow" without buying a ticket. Email + phone, double opt-in.

Sending blasts

Affiliate Area → **Followers** → **Send Blast**.

You compose: - Subject line - Body (rich text or plain) - Optional SMS counterpart (160 char hard limit) - Send time (now or scheduled)

Sends go out from `<your-slug>@agmail.com` for email and from a shared shortcode for SMS, but the FROM name is your brand.

TCPA compliance (don't skip this)

Every SMS automatically appends "Reply STOP to opt out". Reply STOP = permanent unsubscribe across ALL AG promoters, logged in `wp_ag_follower_events`. You CANNOT message that number again, period. This is federal law — TCPA fines start at \$500/text.

CSV export

Affiliate Area → **Followers** → **Export CSV**. Use it for PAR/uspara if you want to push your list to other tools. The CSV excludes anyone who opted out — safe to upload anywhere.

8. Tracking Sales

Affiliate Area → **Stats** shows lifetime + monthly numbers. **Affiliate Area** → **Referrals** is the line-item view — every individual sale.

Status meanings: - **Pending** — sale just happened, awaiting clearance (24-48 hr) - **Unpaid** — cleared and ready for next payout - **Paid** — money sent to your PayPal - **Rejected** — refunded by customer; you don't earn on this

9. Getting Paid

- Method: PayPal (the email you set in your profile)
- Cadence: Monthly, on the 5th of the following month
- Threshold: \$50 minimum. If you didn't clear \$50, it rolls into next month
- Cut: 20% of ticket face value (default — yours may be different)

You'll get a payout email confirmation with the breakdown.

10. TCPA + Legal

Short version: don't text anyone who hasn't opted in, and respect STOP.

Long version: AG handles compliance for you, but if you upload a list to the followers tool that wasn't legitimately opted in, **you're on the hook**. We will not upload third-party purchased lists. The Followers list grows organically through tickets + the Follow button — that's the moat.

If a follower replies STOP, you can never message them again across any AG promoter. This is enforced at the database level (`wp_ag_follower_events.opted_out=1`).

11. FAQ + Troubleshooting

Q: My event isn't showing up on my profile. A: Visibility might be set to Private. Edit → Visibility → Public. Allow 30s for cache.

Q: A customer says they didn't get their ticket email. A: Check spam first. If still missing, email Mike with the customer's email — we can resend from the admin side.

Q: My commission rate looks wrong. A: Default is 20%. If you negotiated something else and don't see it, message Mike with your affiliate ID.

Q: My follower list shrunk overnight. A: 30-day-old unsub'd rows get hard-deleted (TCPA hygiene). Active followers don't get deleted.

Q: Can I run paid Meta ads to my events? A: Yes. Use your `?ref` link as the destination URL. Make sure your Pixel is firing through AG's domain — we have an iframe-friendly checkout.

Q: How do I stop someone from booking my events? A: We can blacklist phone/email at the platform level. Send Mike the contact info and the reason.

12. Contact AG

- **Mike Johnson** — mjohnson@groundrushinc.com — direct line for anything urgent
- **Support** — alfred@groundrushinc.com — Alfred (the AI butler) handles routine asks 24/7
- **Bug reports** — same email, subject prefix `[BUG]`

End of promoter handbook. Welcome aboard.