Walk the Beat — Program Update

For the Walk the Beat Board of Directors · October 2, 2026

Hello — quick update on what we've been building around Walk the Beat's theme-night program, so you have the full picture before we talk. Everything below is in the attached package.

WHAT WE'RE BUILDING

Walk the Beat, **in partnership with RezConnect.store**, is launching a rotating theme-night program across local venues, bars, and restaurants — with our student learning program walking alongside to help onboard each business.

THE MODEL

- **A different venue. A different area. A different band.** That's the beat — you walk it, night after night.
- Theme nights run **Thursday, Friday, Saturday**; each venue picks its night, usually **one night a month**.
- If a band is already booked at a venue, we **get behind them and amplify** the show.
- The venue puts out a **VIP special for Walk the Beat Club members**.
- Every night is **sponsored by Walk the Beat** — walkthebeat.org.
- One peak hour: **10% of sales funds music education for kids**.
- August tentpole: city-wide festival, **Best Band crowd vote**.

WHAT'S IN THIS PACKAGE

- **Pitch infographic** — the whole program in one picture (walk-the-beat-pitch-infographic-v4-1080x1780.png).
- **One-page pitch deck** — for merchants and sponsors (walk-the-beat-pitch-deck-8.5x11.pdf).
- **Outreach scripts** — 30-second, 60-second, voicemail, Facebook ad copy, band-recruitment blurb (walk-the-beat-outreach-scripts.pdf).
- **Walk the Beat logo** — the file you sent (wtb-logo.png).

LINKS

- Band signup & artist directory (in progress): https://beat-artist-d2c346bb.vibepreview.app/
- New walkthebeat.org (in progress): https://beat-recreate.vibepreview.app/
- Current site: https://walkthebeat.org

NEXT STEPS

1. **Your review:** venue questions and the sponsor process/form.
2. **Pilot:** 3–5 venues on the Thursday/Friday/Saturday rotation.
3. **Website review meeting** — the gate before we scale.

THE ASK

Can I get **30 minutes of your time next week** to walk through this and get your sign-off on the venue and sponsor pieces?

Book a time here: https://rezconnect.store/sales-calendar-v3

— Michael
Second Chance Pathways, Inc dba RezConnect.store
Schedule a discovery meeting: rezconnect.store/sales-calendar-v3

Package assembled October 2, 2026.