WALK THE BEAT • VENUE PARTNER BOOKLET

A different venue.
A different area.
A different band.

The festival is the celebration. Walk the Beat theme nights are the year-round rhythm in between — a rotating live-music program that brings promoted shows into local rooms, turns slow weeknights into reasons to gather, and connects a night out to music education for kids.

Prepared for venue partners — restaurants, bars, breweries, and rooms with a stage. This booklet covers how a theme night works, what partners receive, how the pilot starts, and how to join.

The model in one line: you bring the room and a VIP offer for Walk the Beat Club members. The band brings the sound. Walk the Beat, with Second Chance Pathways, Inc. dba RezConnect.store, builds the reach — promotion, sign-ups, follow-up, and screens.

01 • THE MODEL

A theme night that travels — your room is the stop

Recurring Thursday, Friday, or Saturday events, usually one night per month at each participating venue. The experience moves; the Walk the Beat identity holds it together, so fans learn a simple habit: “Where are we walking the beat this week?”

The venue

Picks the night and offers a VIP special for club members. If you already have a band booked, the program gets behind that show and amplifies it.

The band

Brings the sound, plays the room, and gains promoted visibility, fan capture, and a path toward the festival stage.

RezConnect.store

Builds the reach — social, email, screens, sign-ups, and follow-up — so a single booking becomes a campaign.

The fans

Return as VIPs, follow favorite bands, unlock incentives at participating venues, and become the audience that comes back.

The mission hour. One designated peak hour during the night directs 10% of sales toward youth music education. Customers are not just buying a night out — they are helping put lessons, instruments, and opportunity within reach for kids. That story is worth sharing, and it is approved before it is published.

02 • WHAT PARTNERS RECEIVE

Promotion, presence, and a returning audience

BENEFIT	WHAT IT MEANS FOR YOUR ROOM
Co-branded promotion	Band and venue profiles, social assets, email and SMS invitations, and screen creative before the night.
VIP offers	A member offer that gives Walk the Beat Club members a reason to choose your room — and to return.
Digital-screen visibility	Your night appears on community screens and in the rotation; sponsors and venues stay visible between events.
Directory placement	A listed presence in the Walk the Beat band and venue directory, so fans can find you and follow the rotation.
Fan follow-up	Thank-yous, next-event invitations, artist discovery, and campaign reporting after the night — the booking keeps working.

During the night: VIP incentives, simple QR sign-up, mission storytelling, visible sponsors, and clear calls to participate. Across the year: annual festival communication, the Halfway to the Beat seasonal bridge, venue rotation, member recruitment, and sponsor continuity.

03 • THE ECONOMICS, PLAINLY

Slow nights first. Theme nights second. Platform last.

The question this program answers is the one every operator asks: what do your slowest weeknights look like — and what would a promoted live-music night do for covers?

10%

The mission hour

One designated peak hour directs 10% of sales to youth music education. The room does good, visibly, on its busiest moment of the night.

1×

Once a month

The usual cadence is one theme night per month per venue — enough to matter, light enough to run well.

WHAT WE DO NOT PROMISE

We do not guarantee income, crowd size, or rebookings. What we build is a mechanism: promote the show, pack the room, let the venue see demand, put the band in front of fans, capture permission to follow up, and create the conditions for another paid booking. Technology does not carry the mission. People using it well do — so every participating business gets coaching and a student-supported onboarding process, not just tools.

04 • THE PILOT

Start controlled. Learn. Then scale.

This is not a request to launch everything at once. The board holds the approval gates, and the pilot is designed to be reviewed before anything expands.

PHASE	WHAT HAPPENS
1 — Alignment	Confirm the venue promise, sponsor process, use of the Walk the Beat name and logo, and partnership boundaries.
2 — The 3–5 venue pilot	Select a compact rotation, set baseline measures, test the VIP offer, promotion, fan follow-up, and venue workflow.
3 — Seven-night rhythm	Expand only after the pilot demonstrates repeat attendance, operational clarity, and mission-safe communication.
4 — Festival flywheel	Connect year-round fans, bands, sponsors, and venues to the annual festivals and Halfway to the Beat programming.

What gets reviewed: the exact venue and sponsor promise, how the name and mission are represented, the mission-funding language, which 3–5 venues belong in the pilot, what data matters and who can see it, and the go / no-go criteria before expansion.

05 • HOW TO JOIN

Fifteen minutes to sketch your night

You are not being sold on a call. The goal is a short sketch of what a theme night could look like in your room — the night, the band situation, the VIP offer, and the promotion plan — so you can decide with something concrete in front of you.

Schedule a discovery meeting
rezconnect.store/sales-calendar-v3 • Call or talk with Angie: (616) 612-1774

- **Bands:** register at **walkthebeat.store** — land on the cover, tap Register Your Band, and you are in the directory.
- **Venues:** book the discovery meeting above, or call (616) 612-1774 to start the sketch.
- **The pilot:** 3–5 venues, one night a month to start, baseline measures set together.

Walk the Beat is a live-music community project in Grand Haven, White Lake, and the Tri-Cities. The partnership pairs Walk the Beat's trusted community identity with Second Chance Pathways, Inc. dba RezConnect.store — the communication platform and coaching that keep the beat going between festivals. Many times people fail because they are not coached. That is why the coaching is built in.

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Your room is where the mission happens.

The merchants around you — the coffee shop, the salon, the restaurant down the block — get introduced by nonprofit members doing real affiliate work. Every merchant they bring in funds the mission through the split: **$40** to the member who did the work, **$7** to the nonprofit they named, **$50** to RezConnect. Almost 50-50 stays on the community's side of the table.

Launch sessions

Your venue hosts the 2–3 working sessions that get a new merchant up and running — real neighbors, real business, in your room.

Theme nights

Bands, fans, and the neighborhood gather on your night. One peak hour can direct 10% of sales to kids' music education.

The network effect

Every affiliate merchant becomes a reason for someone new to walk through your door — and every theme night gives merchants a reason to stay.

The rule

The affiliate always names the nonprofit. The money follows the mission they chose — and your room is where it all connects.

Bring the mission into your room
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CONTINUE YOUR PATH

Every path connects.

Walk the Beat and the student affiliate program are one system. Wherever you enter, the whole path is open to you.

Walk the Pathway — Student to Expert
tinyurl.com/Student-to-Expert-Pathway — ten stops, ten choices, on your phone.

THE OTHER BOOKLETS

Board & Mission

Board & Mission Booklet (PDF)

Band & Artist

Band & Artist Booklet (PDF)

Student Affiliate

Student Affiliate Booklet (PDF)

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