



CLASSICAL CLUB

Earn up to 40% commission on Season Passes for LMP's Classical Club

Delivered in partnership with Scala Radio and filmed at some of London's most iconic venues, the LMP Classical Club is a new, digital series of world-class classical music. The eight-concert series brings together legendary virtuosos and fresh young talent, to create an eclectic programme of content that has something for everyone.

To coincide with the launch of this exciting new programme, we're offering artistic organisations and other partners the opportunity to join our Classical Club Affiliate Programme – helping us to spread the word whilst generating income to help you continue building your business.

in partnership with





What's on offer

In exchange for helping us to promote the new LMP Classical Club, participating organisations will receive a commission on any Classical Club Season Passes that are sold as a direct result of their marketing activities. There are no limits on the number of passes you can sell, meaning there's a real opportunity to generate significant income for your business.

Season Pass Retail Price (what the customer pays)	No. of Season Passes Sold by You	Commission Per Ticket	Total Income by Price Band	Total Cumulative Income
Early Bird: £50 (available until 10 October)	Up to 100	£10.00 (20%)	Up to £1,000	Up to £1,000
	101 - 200	£12.50 (25%)	Up to £1,250	Up to £2,250
	201 -300	£15.00 (30%)	Up to £1,500	Up to £3,750
	301-400	£17.50 (35%)	Up to £1,750	Up to £5,500
	401-500	£20.00 (40%)	Up to £2,000	Up to £7,500
	501-2000	£20.00 (40%)	Up to £30,000	Up to £37,500
Full Price: £60	Up to 100	£12.00 (20%)	Up to £1,200	Up to £1,200
	101 - 200	£15.00 (25%)	Up to £1,500	Up to £2,700
	201 -300	£18.00 (30%)	Up to £1,800	Up to £4,500
	301-400	£21.00 (35%)	Up to £2,100	Up to £6,600
	401-500	£24.00 (40%)	Up to £2,400	Up to £9,000
501-2000	£24.00 (40%)	Up to £36,000	Up to £45,000	

How it works in practice

There are two ways to participate in our Affiliate Programme:

OPTION 1: Embedding our payment form into your website

If you choose this option, we'll provide you with an embed code for you to add to your website. Once added, the embed code will automatically generate a registration and payment form which is linked directly to our hosting platform, whilst keeping your customers on your website. Once a customer has completed their purchase on your website, they'll receive an access link to view the concerts on our site, using the same details that they registered with on your website. Your organisation will have a dedicated reporting section within our hosting platform, so we'll be able to see quickly and easily how many sales you've generated.

Once the season ends on 1 December, we'll review all purchases made through your site, and will contact you with the final sales figures by 08 December. You will then need to send us an invoice for the total commission payable to your organisation, which we will aim to pay within 30 days of receipt.

OPTION 2: Using the existing payment form on your website

If you choose this option, customers will purchase their Season Passes directly from your website in line with your current online purchasing process. Once a customer has purchased a Season Pass, you will then need to provide them with a voucher code that can be used on our website, granting them access to our concert content. If you choose this option, we will provide you with the voucher codes to give to your customers, as this is what will be used to track any purchases made through your website. You will need to have a mechanism in place to issue the voucher codes in a timely manner after the purchase is made so that the customer can access the content as soon as possible once they've paid.

At the end of the season, we will review all purchases and verify which codes issued to you have been used. We will then send an invoice for you to pay us the income from the sales, minus your commission. Invoices will be issued by 11 December, and will need to be paid within 30 days.

How to participate in LMP's affiliate programme

	Ticket set up	What the customer will see	How sales will be tracked	Payment Deadline
OPTION 1: Embedding our payment form into your website	We'll send you an embed code to add your website.	Our hosting platform's payment form, embedded on your webpage(s)	We'll set up an "app" for your organisation in the back end of our hosting platform, which will track any sales made through your website.	Within 30 days of invoicing
OPTION 2: Using the existing payment form on your website	We'll provide you with a list of voucher codes for you to issue customers once a Season Pass has been purchased via your website.	Your normal payment form, and then a page on our site instructing them to redeem their voucher code in order	We will review which of the codes issued to you have been redeemed by customers.	Within 30 days of invoicing

The fine print

All commission fees quoted in this document are inclusive of VAT. For example, if you sell 100 tickets with a commission of £15 per ticket, your total commission would be £1,500, not £1,500 + VAT. If you need to include VAT on your invoice, the invoice subtotal would be £1,250.00, with 20% VAT added on top in order to reach the total of £1,500.

Sales figures cited from LMP reporting systems will be taken as final. If you have reason to believe that there are significant discrepancies in the sales figures we report, we will work with you to investigate these on a case by case basis.

For more information on the Classical Club Affiliate Programme and how to join, please contact ceri@lmp.org

