



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
Full Price: £60	501-2000	£20.00 (40%)	Up to £30,000	Up to £37,500
	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: Direct your customers to purchase tickets directly from our website

If you choose this option, customers will purchase their Season passes directly from the LMP website, but we'll provide you with a unique referral code that you can include in promotional copy on your website and in emails. When a customer registers on our site, they will be prompted to provide us with your organisation's referral code so that we can track the purchase back to you. At the end of the season, we will review all purchases made through our website and identify those which contain your unique code. We will then send you final sales figures for your organisation by 08 December, after which you will need to send us an invoice in order to receive your commission payment.

OPTION 2: 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.

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: Directing your contacts to purchase tickets directly from our site	We'll send you a unique code specific to your organisation, to add to your emails and other promotional copy.	The payment and registration form on the LMP website.	The reporting section of our hosting platform will show us how many purchases are made using your organisation's code.	Within 30 days of invoicing
OPTION 2: Embedding our payment form into your website	We'll send you an embed code to add your website. Hased via your website.	Our hosting platform's payment form, embedded on your webpage(s).	Your normal payment form, and then a page on our site instructing them to redeem their voucher code in order	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

