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Providing Value With Values

Brown Paper Tickets' "Not-Just-for-Profit" Business Model Appeals to Both Value-Conscious and Socially-Conscious/Ethical Consumers

May 1, 2013 (Seattle) – Most people expect to pay a little more when they buy something that was made ethically or that responsibly protects the environment; Brown Paper Tickets, the Not-Just-for-Profit ticketing company, has disrupted the ticketing industry for over a decade, offering socially-conscious event ticketing and management tools that include “pay it forward” donations made to social causes with every purchase, producer payment policies, community engagement programs, and free services, designed to “give more.” Not-Just-for-Profit is also a play on words alluding to the company’s commitment to “take less” in fees and conduct business with more transparency than even the leading philanthropic donation and ticketing sites, while going further than is profitable, when needed, to make every event producer successful.

“Sow before you reap, and take only what you need to be profitable and healthy,” said Steve Butcher, CEO of Brown Paper Tickets, and creator of the Not-Just-for-Profit business model. “We are not even trying to make the most money. By focusing solely on profit, you destroy your company’s long-term growth and may even diminish its short term potential.

“Give more, take less; we give to many of the communities that we touch, and expect nothing in return, Butcher said. “ The idea behind our Not-Just-for-Profit model is that if your business is not taking as much as the market will bear, then customers have more to spend but remain loyal to you, the economy gets healthier, and everyone prospers.”

Brown Paper Tickets has always been a change-maker, as the world’s first free online event registration and ticketing company. As social entrepreneurs, the company created its Not-Just-for-Profit business model more than a decade ago, starting with a commitment to donating a minimum of 5% of its profits to communities and causes.

More than 10 million ticket buyers using Brown Paper Tickets in 27 countries have been asked to choose from a list of causes at the time of their ticket purchase to indicate what type of cause the donation resulting from their purchase should go to. Choices include animals and environment, children and human rights, or microfinance and microloans. “I got the idea from the 1 percent club, which advocated giving that much of your personal income to the causes of your choice. I figured that we could budget 5 percent of profits and still be lower in total cost to the ticket buyer than any of our competitors. Just think, if every company did this, we would solve all of the problems of the world together.”

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After the first several years of donations, the company launched an innovative \$2 million community engagement program called "The Doers." Six professionals, immersed in their industries, were hired full-time to dedicate their time, skills, passion and drive to the mission of building communities, with no sales goals or objectives. "Doers are our 'super-citizens,' like professional good neighbors, providing help where it's needed without asking for anything in return," said Butcher."

"Not-Just-for-Profit is a way of inspiring others to give more and take less as well; employees have the chance to be paid to work 40 hours annually for the cause of their choosing; event producers have the opportunity to easily donate tickets to their events to U.S. veterans, active military and their families; and they can also offer their ticket buyers crowdfunding opportunities, such as the Artist Ticket fundraiser, or our fee-free donation tool, so that any event organizer can collect donations with no fee from us whatsoever," Butcher said. "We get everyone involved in recycling, and we use only sustainable forest paper for our tickets."

The other half of the Not-Just-for-Profit formula is taking less. "We are developing a relationship with every customer, through our transparency, our low fees, our payment and customer service," Butcher said. "Every other ticketing company advertises their fees separately from credit card charges that are added onto the ticket buyers purchase. No one likes financial surprises, and so, unlike the rest of the ticketing marketplace, we make sure your ticket buyers are never charged one cent more than we advertised our fees to be."

If the event organizer uses PayPal, Amazon, Google Checkout or their own credit card processor, then Brown Paper Tickets pays the event organizer 2.5% of the ticket price, keeping only 99 cents plus 1% of the ticket cost. "We don't keep money that we did not need to make your event successful," Butcher said. "You won't find another ticketing company in the world that does this."

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About Brown Paper Tickets: Brown Paper Tickets (<http://www.brownpapertickets.com>), the Not-Just-for-Profit ticketing company, revolutionized the industry by putting free, professional tools for ticketing any sized gathering on the Internet, and continues to champion the rights of ticketbuyers with the lowest fee for the most service in the industry. The company donates 5 percent of the profit from each ticket sale to build communities and nonprofits, pays its employees to work 40 hours each year for the cause of their choosing, and employs a team of "Doers," experts in industries such as music, new media, makers, roller derby and more, to fix, improve and revolutionize the communities where we live, work and play.

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