



NPR MUSIC 'FIRST LISTEN LIVE'

New Music Performed Live from Today's Top Artists





FIRST LISTEN LIVE

Marquee Music Event Sponsorship

- NPR Music's *First Listen Live* series lets fans hear upcoming albums in their entirety days before an album's official release date
- First Listens feature a range of new and established artists across genres. Past albums include Miguel, Alabama Shakes, Dan Deacon, Belle and Sebastian, and Bob Dylan
- Sponsors have the opportunity to be the exclusive sponsor of the event, streamed across NPR Music digital platforms to audiences nationwide
- Past *First Listen Live* events have drawn crowds of up to 700 guests, with events selling out in under a minute

**"We're psyched to announce that Miguel is turning up at Le Poisson Rouge...to perform songs from the album, as well as older favorites, as part of NPR's *First Listen Live* series."
– *Time Out New York***





NPR MUSIC 'FIRST LISTEN LIVE' & MILLER HIGH LIFE

Case Study

In partnership with Miller High Life, NPR Music featured back-to-back nights of music for its First Listen Live series, live concerts that invite fans to experience new music from today's most exciting artists – performed live for the very first time in an intimate setting.

On Sept. 9, The Arcs – side project of Dan Auerbach, singer-guitarist of The Black Keys – played songs from their upcoming release *Yours, Dreamily* in front of a crowd of 200 guests at Housing Works Bookstore Café in New York, NY.

The following evening, Beirut debuted songs from the band's new album *No, No, No* at The Bell House in Brooklyn, NY, for 350 fans.

Miller High Life was prominently recognized at each venue through co-branded collateral, and guests at both concerts received two (2) complimentary Miller High Life drink tickets.

As a champion of craft and music discovery, NPR Music produces high-quality live performances and music coverage that brings together fans and artists around a shared love of music. The result is a live event experience that aligned seamlessly with Miller High Life's manifesto to live a life well made.



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Sponsorship Extensions and Collateral



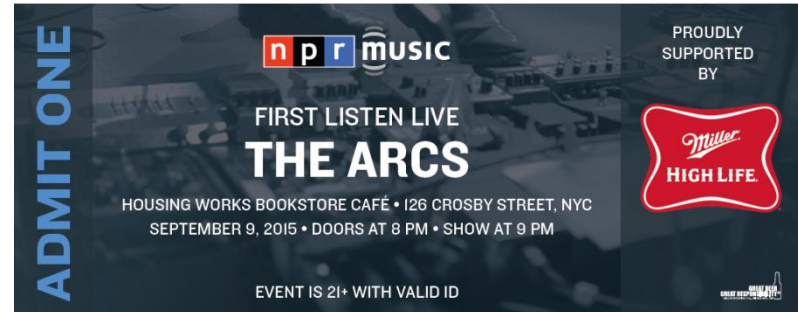
Specialty poster signage / table top tents for Miller High Life



Custom, co-branded EarPeace ear plugs



Two (2) complimentary Miller High Life drink tickets for each guest



VIP ticket for Miller High Life guests



THE ARCS AT HOUSING WORKS BOOKSTORE CAFE





BEIRUT AT THE BELL HOUSE





NPR MUSIC 'FIRST LISTEN LIVE' & MILLER HIGH LIFE

Social Media Coverage: The Arcs at Housing Works Bookstore Café

mintshake
Housing Works Bookstore Cafe 5d



♡ 💬 ...

♥ 31 likes
mintshake the arcs had their first show last night and they were SOOOO GOOD! they're a new band fronted by dan auerbach from the black keys. best of all, it was at housing works and FREE bc npr rules.

weallwantsomeone
Housing Works Bookstore Cafe 5d



♡ 💬 ...

♥ 91 likes
weallwantsomeone Dan Auerbach of @thearcs, who played their first show last night at @housingworksbooks, for free, thanks to @nprmusic. An unforgettable, once in a lifetime sort of show. #thearcs #danauerbach #housingworks #housingworksbookstore #npr #nprmusic

anthonyvbauer
Housing Works Bookstore Cafe 5d



♡ 💬 ...

♥ 38 likes
anthonyvbauer Thanks to NPR, I was on hand last night for The Arcs (side project band of Dan Auerbach from the Black Keys) who played their first full set at the unbelievably intimate and tiny @housingworksbooks in SoHo for @nprmusic, and it was all sorts of amazing. #thearcs #theblackkeys

m3ghankathleen
Housing Works Bookstore Cafe 6d



♡ 💬 ...

♥ 18 likes
m3ghankathleen I thought today was going to be like any normal day, but somehow I ended up at @nprmusic's First Listen concert for The Arcs (their first show ever!). This is made more meaningful by the fact that I've been listening to their new album Yours, Dreamily nonstop, and tried to score tickets last week without success. Knowing and being friends with @zachtimm has done magical things for me and music this year. 🎵🎸🎤 #thearcs #nprmusic



NPR MUSIC 'FIRST LISTEN LIVE' & MILLER HIGH LIFE

Social Media Coverage: Beirut at The Bell House

brooklynvegan
The Bell House

5d



324 likes

brooklynvegan Horns o' plenty here at the Bell House as Beirut performs for NPR Music First Listen Live-pp(@psquaremedia) #beirut #npr #nprmusic #nprFLLbeirut #thebellhouse #nonono

sarah_wildlife
The Bell House

5d



flowerwheel76, saidahb, charli0982, kellely23_ill_make_you_rich, nycitybilly

sarah_wildlife Free Beirut, free beer and free high fidelity ear plugs with @jennhlopek #winning #nprmusic

weallwantsomeone
The Bell House

4d



50 likes

weallwantsomeone Beirut playing songs both new and old, to an appreciative crowd at the intimate @bellhouseNY last night for @nprmusic. #beirut #beirutband #zachcondon #thebellhouse #bellhouse #bellhouseNY #npr #nprmusic #nprfirstlisten

nicolefonsh
The Bell House

5d



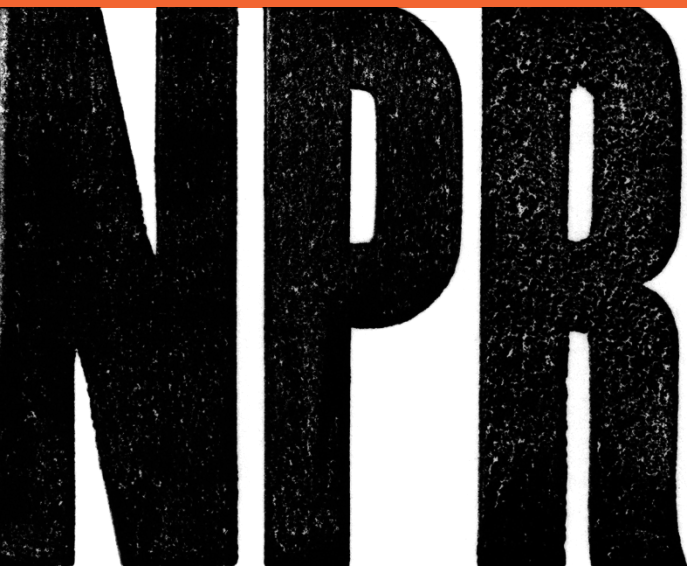
16 likes

nicolefonsh That thing where the music enters your bones and you don't know where the memories stop and the moment begins. That. #nprmusic #nprFLLbeirut #beirut

Anthony Bauer @anthonyvbauer · Sep 11

Seeing @Beirut play at the @BellHouseNY last night for NPR's **First Listen Live** was such a treat. Thank you @nprmusic!

4AD, Beirut, The Bell House and nprmusic



CONTACT

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