

STORIES FROM THE FRONT ROW | EPISODE 01

MORE THAN TICKETING

How Icehouse Amphitheater Built an Evvnt Partnership
That Fuels the Heartbeat of Their Community



Because local events are the heartbeat of any community.

PARTNER CASE STUDY

100+
EVENTS EACH YEAR

100,000+
ANNUAL GUESTS

LEXINGTON
SOUTH CAROLINA



CONCERTS • FESTIVALS
COMMUNITY EVENTS



*Some just become part
of the community's story.*



100,000+
EVENT GOERS EACH YEAR

01

BEHIND EVERY AMAZING NIGHT.

*Every event tells two stories—
the one the audience sees,
and the one behind the scenes.*



The crowd only sees the final three hours. **We live the other 300.**

From the first booking call to the final load-out, producing more than 100 events a year means every day brings a new opportunity to create something unforgettable.

For small teams like Icehouse Amphitheater, that can be a challenge.

They need a go-to person to keep everything organized.

Maddy LaFontan is that person.

As Icehouse's Special Events Supervisor, Maddy keeps every moving piece working together before, during, and after every event.

For years, **Cola Daily Tickets** and **Evnt** have worked alongside Maddy and her team, helping simplify event marketing, ticketing, and promotion so they can stay focused on creating unforgettable experiences.

A DAY IN THE LIFE AT ICEHOUSE



BOOKING & PLANNING

Negotiating contracts, securing talent, and planning months (sometimes years) in advance.



COORDINATION

Aligning vendors, sponsors, city departments, security, and more.



MARKETING & PROMOTION

Spreading the word, building excitement, and getting the right message to the right people.



TICKETING & OPERATIONS

Managing ticketing, seating, access, volunteers, freight, and show logistics.



SHOW DAY

Problem-solving in real time and making sure every detail comes together.



POST-EVENT REVIEW

Analyzing results, collecting feedback, and planning what's next.

“ Our experience working with your team has always been smooth. Chris, our venue's contact, has been incredible to work with. Evvnt responds fast and efficiently, and it's so helpful as an event coordinator. **”**

— **MADDY LAFONTAN**

Special Events Supervisor, Icehouse Amphitheater

evvnt

A PARTNERSHIP BUILT ON TRUST.

The right partner doesn't just provide solutions—they become part of the team.

Icehouse needed more than just another vendor.

They needed a partner who could be counted on when plans changed unexpectedly.

Like this past spring, when a last-minute cancellation forced an event to be rescheduled.

Moments like these test every relationship.

That's where partnerships matter most.



“

The EVVNT team immediately stepped in to help us determine the best course of action, even after our event staff had moved ahead with plans too quickly. Following the situation, Chris took the time to meet with my assistant and me to walk us through the various tools and resources available through EVVNT Support. His guidance helped us better understand the platform and prepared us to handle similar situations more effectively in the future.”

”

— MADDY LAFONTAN

Special Events Supervisor,
Icehouse Amphitheater

WHAT THIS PARTNERSHIP IS BUILT ON



TRUST

Honest conversations and complete transparency.



COLLABORATION

Working together to solve problems and find opportunities.



INNOVATION

Testing new ideas and refining what works best.



RESULTS

Real data.
Real insights.
Real impact for Icehouse.

THE PRESSURE IS REAL.

- Weather doesn't care about your timeline.
- Artists have rider requirements.
- Equipment breaks.
- Traffic happens.
- Budgets change.
- Last-minute requests come in.
- And expectations are higher than ever.

But the mission never changes:

Create an experience worth people's time and trust.

WHY IT MATTERS TO GET IT RIGHT



Every event is a reflection of the Icehouse team—and the community they serve.



Every decision impacts the guest experience, the artists on stage, the downtown businesses, and the memories people carry home.



It's a big responsibility.



It takes passion, long hours, and a team that refuses to settle for ordinary.

But when the music hits and the crowd cheers—*every challenge is worth it.*

evvnt

THE PARTNERSHIP EXPERIENCE.

The best partnerships aren't measured by contracts. They're measured by trust, communication, and results.

Since partnering with Evvnt, what improvements have you experienced?



IMPROVED GUEST EXPERIENCE

Guests enjoy an easier, more intuitive ticket-buying experience.



BETTER REPORTING

Greater visibility into sales and event performance.



REDUCED ADMINISTRATIVE WORK

More time focused on creating memorable events.



INCREASED ADVANCE SALES

Helping audiences discover events earlier.



OUTSTANDING CUSTOMER SUPPORT

Fast, knowledgeable help whenever it's needed.

QUESTIONS & ANSWERS

Q What made you choose our company over other ticketing providers?

I can't speak on behalf of my predecessor as to why he originally chose to work with your company over other providers, but I can certainly speak to why we continue to do so. Since I came on board, Chris has been incredibly welcoming and always willing to answer any questions my team and I have had. Shortly after I started, we jumped on a call where he took the time to walk me through the platform and make sure I understood everything.

Since then, whenever we've encountered an issue or needed assistance, we've consistently received quick, friendly, and helpful responses.

It's clear that your company genuinely cares about its customers and is committed to providing exceptional support. That level of service has made a lasting impression on us and is a big reason why we value our partnership.

Q What stands out most about working with our team?

What stands out most is that they feel more like a partner than a vendor. They take the time to understand our needs, offer guidance, and help us make informed decisions rather than simply providing a service.

Q How would you describe the level of support you receive?

The support has been outstanding from day one. No matter how big or small the question, we've always felt like a priority and have received thoughtful, timely assistance.

Q What aspects of the partnership have been most valuable?

The most valuable aspects of this partnership have been the responsiveness and hands-on support. In fast-moving event situations, having a team that communicates quickly, helps troubleshoot in real time, and takes the time to guide us through both routine questions and unexpected challenges has been incredibly important.

The platform is also extremely user-friendly, making our ticket buyers super happy!

“
They feel more like a partner than a vendor.”

MADDY LAFONTAN

Special Events Supervisor,
Icehouse Amphitheater

FUTURE GROWTH.

How has our partnership helped support the growth of your venue and events?



What types of venues or event organizations would benefit most from this solution?

Venues, amphitheaters, performing arts centers, and municipal event programs would benefit most—especially those running multiple events throughout a season and needing to launch, update, and manage ticketing quickly while maintaining strong customer support.



How scalable has the platform been as your needs have evolved?

The platform has scaled well alongside our growth. As we've expanded the number of events we manage and moved faster with on sales, it has consistently supported increased volume and activity without slowing us down or requiring major changes in our workflow.



How has our partnership helped support the growth of your venue and events?

Our partnership has helped us significantly increase the pace at which we can put events on sale and manage them once they're live. We're able to launch events faster, sell tickets more efficiently, and confidently direct customers to reliable support when needed, which has streamlined both our internal workflow and the guest experience.

TESTIMONIAL

“From onboarding through day-to-day use, the support has been responsive, knowledgeable, and genuinely invested in helping us succeed.”

— MADDY LAFONTAN
Special Events Supervisor,
Icehouse Amphitheater



In your own words, how would you describe your overall experience with our company?

My experience with the company has felt more like a partnership than a traditional vendor relationship. From onboarding through day-to-day use, the support has been responsive, knowledgeable, and genuinely invested in helping us succeed. As our event volume and pace have increased, the platform has continued to support that growth without friction. It has ultimately helped us work more efficiently, move faster, and provide a better experience for our customers.



What would you tell another venue or event organizer considering our services?

I would tell another venue or event organizer that if you want something fast, efficient, and thorough – this is the best and easiest platform to use. As stated before, it is extremely user friendly, and you really can do a lot with it. The platform team is also constantly coming up with ways to improve experiences for both the venue and the customer.



Would you recommend Evvnt?
Yes!



LOOKING AHEAD.

CHRIS AGREES.

Here's what Chris had to say about working with Icehouse.



“
Working with great partners like Icehouse is what drives us to keep innovating, solving problems, and delivering real results.”

CHRIS CAUDLE

Manager of Partnerships
at Evvnt



How has Evvnt's technology been able to help them?

Evvnt's ticketing technology has helped Icehouse Amphitheater streamline their event operations by providing an easy-to-use platform for ticket sales, onsite check-in, and event management. The platform gives their team greater visibility into sales performance, reduces administrative work, and creates a seamless purchasing experience for attendees. As a result, they're able to spend more time focusing on producing great events rather than managing ticketing logistics. Our local media partner, Cola Daily Tickets and Midlands Media Group, also ensures their events receive well-deserved local exposure to frequent local ticket buyers.



Would you recommend an Icehouse Amphitheater event to a friend or colleague?

Absolutely. Icehouse Amphitheater is a 900-seat, open-air venue that consistently delivers high-quality events with a great atmosphere. Whether you're attending for business, entertainment, or community engagement, you can expect a well-organized and enjoyable experience in a fun, safe, and family-friendly environment. I wouldn't hesitate to recommend their events to friends, colleagues, or clients.



What's your hope for the future of this partnership?

My hope is that we continue building on the success we've achieved together. We're excited to support Icehouse Amphitheater as they grow their event calendar, introduce new experiences, and continue engaging their community. We look forward to expanding our partnership by delivering innovative ticketing solutions, valuable insights, and the technology they need to keep creating exceptional events for years to come.

