AUDIENCEKIT FOR VENUES

Fill the room. Run the night.

Get found on Hot Mess. Run the door, the lineup, the screens and the chat from Velvet. Keep your guests and your money your own.

LIVE FROM HOT MESS

1,933
events listed

982
venues

119
cities

Counted 15 Nov 2026




Velvet + Hot Mess by Love Wins Media

audiencekit.com/pitch/venues

THE PROBLEM

Your night runs on five tools that don’t talk

Posts that land too late

The feed decides who sees tonight’s flyer, and when.

A ticket site with your list

Your regulars become someone else’s customers.

A clipboard at the door

Cash cover, a flashlight on IDs, no totals until close.

A group chat for staff

Nobody knows who’s on shift when something goes wrong.

A TV looping an old flyer

The screens never know who’s on stage right now.

None of it gets you found

Nothing here shows up when someone picks where to go.

ONE PLATFORM

From the listing to last call



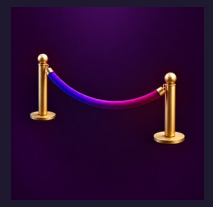
1

GET FOUND

Hot Mess

Your venue page, tonight's events and who's on stage, in the app your crowd opens to decide where to go.

iPhone · Android · hotmess.social



2

RUN THE NIGHT

Velvet

The door, the lineup, the bar TV, venue chat and safety alerts, from a phone or iPad behind the rope.

iPhone · iPad · Android



3

KEEP IT YOURS

AudienceKit

The platform underneath. Cover is paid to your own account, and your guests are never sold to anyone.

Your own Square or Stripe

GET FOUND · HOT MESS

Be where your crowd decides where to go

A venue page that stays current

Photos, hours, tonight's events and who's performing, all edited from Velvet.

Events that surface on the night

One-offs and weekly series appear in your city's Tonight and Everywhere views.

Performers bring their fans

Every act links to its own page, so a drag star's followers find your stage.

A room that talks back

Guests in the room join your venue chat from a QR at the door or on the TV.



Hot Mess

Queer nights out, all in one place.

App Store · Google Play · hotmess.social

No outside brand ads. No ad tracking.

HOT MESS TODAY

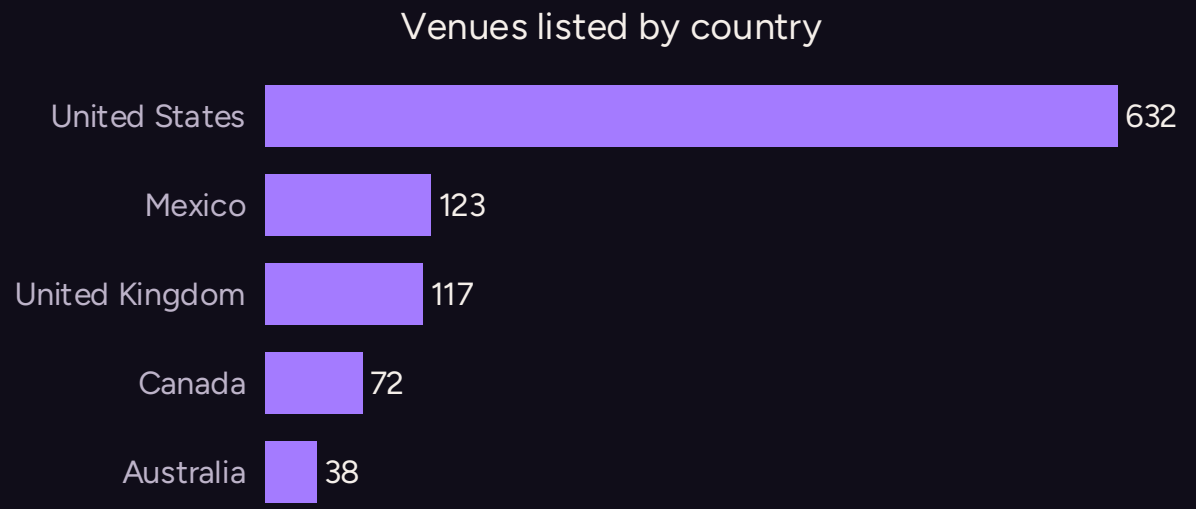
Already mapping the scene in five countries

1,933

events listed, tonight and ahead

982	119	387	5
venues	cities	talent	countries

Live count from the AudienceKit API, 15 Nov 2026 03:16 UTC. Listings reach further than the app's store countries.



Counted live

audiencekit.com/pitch/venues updates these numbers as you read.

No outside brand ads

Your venue sits where people choose tonight, with no ad tracking around it.

RUN THE DOOR · VELVET

A door that keeps up with the line

Scan passes in a second

Guests pay cover in Hot Mess. The pass changes every 30 seconds, so a screenshot won't work.

Cover goes to your account

Connect your own Square or Stripe. Cover taken in person at the door carries no app fees.

Totals while the night runs

See who's in and what the door took, live. No waiting to count the cash box.

COMING SOON

ID checks with a log

Scan an ID for age only, flag "no alcohol sale", and keep a short log you can show police.

HOW COVER WORKS

1. Guest pays in Hot Mess
2. Pass refreshes every 30 s
3. Door scans it in Velvet
4. Money lands in your account

Tonight, on every screen

Lineup and running order

Acts, stages and set times. Change one and it changes everywhere.

Events and weekly series

Set up a recurring night once. Every date gets its own page.

Venue chat, moderated

Pin tonight's special, answer guests, remove what doesn't belong.

A poster for every headliner

Story, feed and print sizes, made from the act's approved photo.



The marquee

Tonight's lineup and live chat on the bar TV, by AirPlay, Chromecast or a cheap Android TV box. It updates itself all night.

SAFETY

When something feels off, staff know in seconds

1

A guest asks for help

Anyone checked in at your venue can send a quiet alert from Hot Mess.

2

Staff on shift hear it

Velvet puts staff on shift when they arrive, and takes them off when they leave.

3

Managers get it next

An alert nobody picks up goes to venue managers after two minutes.

ALSO BUILT IN

Help in the guest's pocket

Local emergency numbers, support lines and a ride home, by country.

Chat that moderates itself

Automated checks flag, an AI host helps, and people make the call.

Bans that stick

Remove someone from your room, and drill your team with practice alerts.

YOUR TEAM

The right access on every device

One code sets up the door phone

A manager makes a one-time code, good for 15 minutes. Scan it and that phone is connected.

Only what that device needs

Door, chat and moderation, events, or full venue admin. Nothing reaches beyond your venue.

Revoke in one tap

Access lasts 90 days. Lose a phone or a staffer, and it stops working at once.

Performers run their own pages

Acts keep their profile and gigs current in Backstage, so your lineup stays right.

NEW DEVICE CODE

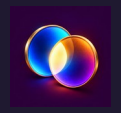
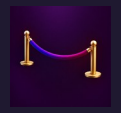
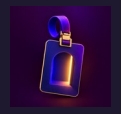
Front door iPhone

- ✓ Door and cover passes
- ✓ Chat and moderation
- Events and series
- Venue admin

One use within 15 minutes. Access lasts 90 days, or until you revoke it.

THE STAFFKIT APPS

One app for each job, and where each stands

		IPHONE & IPAD	MAC	ANDROID
 **Focus**	Run the scene: venues, talent and events for an audience	APP STORE	—	GOOGLE PLAY
 **Velvet**	Run the venue: door, lineup, screens, chat and safety alerts	TESTFLIGHT BETA	—	GOOGLE PLAY
 **Backstage**	Performers keep their profile and gigs current	APP STORE	—	GOOGLE PLAY
 **Arbiter**	The AI host and chat moderation, run on your own Mac	APP STORE	APP STORE	IN TESTING
 **Soapbox**	Local publishers post their stories to the scene	TESTFLIGHT BETA	—	—

Status on 15 Nov 2026. Hot Mess, the guest app, is on the App Store and Google Play.

GROW · PROMOTION

Promotion that’s fair, labelled and flat-priced

Sponsored placement

Put your venue or event up front in your city’s night, always labelled Sponsored.

One flat price per night

Priced by city and night from a public rate card. Never per click, never per view.

No ad targeting, ever

Placement follows the city, the night and your tags, never who is looking.

One honest number back

How many different people saw your spot each week. No hourly or demographic slicing.

Promotion is optional

Ask us for the nightly rate in your city. Every placement is labelled Sponsored and priced the same for every venue.

KEEP IT YOURS

Your guests and your money stay yours

Paid straight to you

Cover is charged on your own Square or Stripe account. Its keys are stored encrypted and used for nothing else.

Guests aren’t the product

We host communities, we don’t collect people. Nothing about your guests is sold or used to target ads.

Privacy guests can feel

Strangers see each other as “First L.” Only friends see full names.

Built for the community

Made by Love Wins Media for LGBTQ+ nightlife and the people who keep it going.

PRICING

Simple to start, nothing hidden

LISTED IN HOT MESS

Free

Your venue page and events in Hot Mess, plus Velvet for any venue the Hot Mess team lists.

VELVET SUBSCRIPTION

Ask us

For venues that sign up on their own. Starts with a free trial.

DIGITAL COVER

50¢

Per cover paid in the app. The guest pays the fees by default. Cover at the door: no fees.



Promotion is optional. Sponsored placement is priced per city and night from the public rate card.

GET STARTED

Open your doors on AudienceKit

1. **Get Velvet**
   iPhone and iPad (beta) or Android, from audiencekit.com/apps/velvet.

2. **Try the demo venue**
   Run a sample night with no setup and nothing to break.

3. **Connect your venue**
   Already in Hot Mess? We'll make you its manager. Signing up on your own in the app is coming soon.

4. **Put the QR at the door**
   Guests find your chat, your lineup and tonight's cover in one scan.

audiencekit.com/pitch/venues

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Love Wins Media, Inc.

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