



PRESS & MEDIA KIT

Labor Day 2026 Launch Edition

Palm Springs First. Everywhere Next.



MORE THAN A PERFORMANCE. A SHARED EXPERIENCE.

HouseShow.co | press@houseshow.co | (760) 334-5518

HouseShow at a Glance

A new marketplace for intimate live music experiences - launching in Palm Springs over Labor Day weekend 2026.

The Story in One Sentence

HouseShow is a hospitality-driven marketplace that enables verified artists and hosts to create independent, intimate live music experiences that guests discover and book one show at a time.

Why It Matters

HouseShow is built around a simple idea: the best live music experiences are not always the biggest. By bringing artists, hosts, guests and communities together in welcoming private and unique spaces, the platform is designed to make live performance more personal, more sustainable and more connected.

Launch Model

HouseShow is not producing a fixed concert series. The marketplace can support as many independent HouseShows as verified artists and hosts choose to create. A launch weekend could include three shows, ten shows, twenty-five shows or more. Guests buy admission to the specific HouseShow they choose.

Launch Timing

Palm Springs launch: Labor Day weekend, September 4-7, 2026. Labor Day falls Monday, September 7, 2026.

HouseShow Launches Palm Springs Marketplace for Intimate Live Music Over Labor Day Weekend 2026

Hospitality-driven platform connects verified artists, hosts and guests - with fair economics, a community giveback and a model designed to scale show by show.

FOR IMMEDIATE RELEASE

PALM SPRINGS, Calif. - August 13, 2026 - HouseShow, a new marketplace for intimate live music experiences, today announced its Palm Springs launch beginning Labor Day weekend, September 4-7, 2026. The platform connects verified artists with hosts who open welcoming private and unique spaces, while giving guests the ability to discover and purchase tickets to individual HouseShows.

Unlike a traditional concert promoter or fixed event series, HouseShow is designed as a marketplace. The number of HouseShows in a city is created by the community itself: when a verified artist and verified host decide to create a show, that experience can be published on the platform for guests to discover. If three matches produce three shows, the platform supports three. If twenty-five qualified artist-host matches create twenty-five shows, the platform supports twenty-five.

"HouseShow is not about creating one big event," said founder Bruce Brainerd. "It is about giving artists, hosts and guests a trusted way to create many meaningful experiences throughout a community. Palm Springs is where we begin, but the model is designed to grow one artist, one host and one HouseShow at a time."

The marketplace launches with an artist-first ticket model: artists receive 70% of ticket revenue, hosts receive 18%, and HouseShow receives 12%. Hosts may also offer food and non-alcoholic beverages, retaining 88% of those sales while HouseShow receives 12%. Artist merchandise sold onsite belongs entirely to the artist. Artist merchandise sold through the platform or offsite is split 95% to the artist and 5% to HouseShow to cover transaction-related costs. Official HouseShow-branded merchandise is sold by HouseShow.

HouseShow experiences are designed and promoted as non-alcoholic. The approach reflects the inherent safety, liability and insurance risks associated with alcohol at private events and keeps the HouseShow offering centered on music, hospitality and connection.

Hosts are encouraged to review their homeowner, renter or other applicable insurance coverage before hosting and to consider additional event or umbrella coverage when appropriate. HouseShow provides guidance and insurance resources so hosts can make informed decisions with their own insurance professionals.

A Marketplace Built Around Shared Success

HouseShow also gives artists and hosts flexibility beyond the performance itself. A host may offer an artist lodging at no charge, charge for lodging, or privately negotiate an arrangement directly with the artist. The platform is designed to facilitate the relationship while leaving those lodging terms to the people involved.

For discretionary ticket and food-and-beverage refund or cancellation decisions, HouseShow uses a two-of-three principle among the artist, host and platform. Merchandise remains under the control of the party that owns it: artists determine refund decisions for their own merchandise, and HouseShow determines refund decisions for official HouseShow merchandise.

Community impact is also built into the city-launch model. For the Palm Springs launch, HouseShow will contribute 2% of HouseShow's 12% platform share to a local music-, artist- or community-focused cause. Artists and hosts may choose to contribute voluntarily as well. HouseShow intends to carry the launch giveback concept into future cities.

The HouseShow Promise

Before making an important decision, HouseShow asks four questions: Does this help the artist? Does it improve the host experience? Does it create a better experience for the guest? Does it strengthen the community?

Brainerd brings more than three decades of hospitality and business leadership to HouseShow, including senior hotel leadership roles with The Ritz-Carlton Hotel Company and Hyatt. His experience shaped the platform's emphasis on intentional hospitality: clear expectations, thoughtful preparation, trust and the small details that determine how an experience feels.

"We do not measure success by the number of performances we create," Brainerd said. "We measure success by the connections and memories they create."

Artists, hosts and guests can learn more at HouseShow.co. Media inquiries: press@houseshow.co or (760) 334-5518.

About HouseShow

HouseShow is a hospitality-driven marketplace for intimate live music experiences in private and unique spaces. The platform connects verified artists, hosts and guests through transparent economics, practical host support and a community-centered operating philosophy. HouseShow launches in Palm Springs over Labor Day weekend 2026. Palm Springs First. Everywhere Next.

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Why HouseShow Exists



Music has always brought people together. HouseShow exists to make those moments more personal, more welcoming and more memorable.

The platform is built around a return to human-scale live performance: artists close enough to see every face, hosts creating thoughtful environments, guests who choose the specific experience they want, and communities strengthened through repeated gatherings. Technology handles discovery, ticketing, verification and coordination. The experience remains human.

Brand Position

Setting the standard for intimate live performance experiences.

Brand Promise

More than a performance. A shared experience.

The HouseShow Promise

HouseShow publicly commits to a four-question decision test. It is designed to keep growth, product decisions, partnerships and policies aligned with the people the marketplace exists to serve.

01

Does this help the artist?

Does it create opportunity, fair economics, stronger relationships or a better experience for the people making the music?

02

Does it improve the host experience?

Does it make hosting clearer, safer, more supported, more rewarding or more memorable?

03

Does it create a better experience for the guest?

Does it make discovery, purchase, arrival, hospitality, listening or connection better?

04

Does it strengthen the community?

Does it encourage connection, support local creativity or leave the community better than before?

Public Commitment

If a decision fails one of these questions, HouseShow pauses, improves the idea and tries again. The Promise is intended to be visible - not buried in internal documents.

How HouseShow Works

HouseShow is a marketplace, not a centrally produced concert series. Each published HouseShow is an independent experience created through the platform.

1. Artists join

Artists create profiles, complete required verification and make themselves available to hosts.

2. Hosts join

Hosts create profiles, describe their spaces, review safety and insurance expectations, and complete required verification.

3. A HouseShow is created

A verified artist and verified host agree to create a show, including date, pricing, capacity and experience details.

4. Guests choose

Guests browse published HouseShows and purchase a ticket for the specific show they want to attend.

5. The community gathers

The artist performs, the host welcomes, guests participate and HouseShow supports the transaction and platform experience.

6. The flywheel continues

Strong experiences lead to repeat artists, repeat hosts, returning guests, referrals and additional HouseShows.

Important for Media

There is no fixed number of Palm Springs launch shows. Inventory is dynamic and depends on verified hosts and artists creating and publishing individual HouseShows.

A Model Designed Around Shared Success

HouseShow uses transparent revenue shares so the people creating the experience participate directly in its economics.

Revenue stream	Share	Who benefits / why
Ticket revenue - Artist	70%	The majority of ticket revenue goes to the artist.
Ticket revenue - Host	18%	Recognizes the host's home, preparation and hospitality.
Ticket revenue - HouseShow	12%	Supports the platform, operations, trust systems and growth.

Additional Revenue

- Host food and non-alcoholic beverage sales: 88% Host / 12% HouseShow.
- Artist merchandise sold onsite: 100% Artist.
- Artist merchandise sold through the platform or offsite: 95% Artist / 5% HouseShow to cover transaction-related costs.
- Official HouseShow-branded merchandise: 100% HouseShow.
- Artist lodging: complimentary, paid or privately negotiated directly between host and artist.

Media note: revenue percentages should always be described by revenue stream. Merchandise policies are intentionally different from ticket and food-and-beverage policies.

Artists First

The official HouseShow brand standards begin with a clear principle: Artists First. HouseShow is designed to give performers meaningful economics, attentive audiences and environments where the distance between artist and guest is intentionally small.

What Artists Receive

- 70% of ticket revenue.
- 100% of merchandise revenue when selling their own merchandise onsite.
- 95% of merchandise revenue for artist merchandise sold through the platform/offsite, with 5% retained by HouseShow for transaction-related costs.
- A direct relationship with hosts and guests in intimate settings.
- Optional lodging arrangements negotiated with hosts.
- A platform designed around repeat performances and community-building rather than one-off exposure.

Media Angle

HouseShow combines creator-friendly economics with a hospitality model that treats the artist as a partner in the evening - not as inventory in a ticketing catalog.

Hosts Create the Room



Hosts are not treated as anonymous venues. They are participants in the experience - opening a home or unique space, preparing the environment and helping create the welcome that makes an intimate performance feel different.

Host Economics & Support

- 18% of ticket revenue.
- 88% of host food and non-alcoholic beverage sales.
- Practical guidance for guest flow, refreshments, artist hospitality, safety and event preparation.
- Insurance-review guidance and a resource directory so hosts can evaluate their own coverage needs.
- Flexibility to offer artist lodging at no charge, for a fee or under a private arrangement.

HouseShow Standard

A home is never "just a venue." Opening a private space is an act of trust. HouseShow is building standards designed to support that trust.

Guests Choose the Experience



Guests do not buy a pass to a generic launch weekend. They browse individual HouseShows and purchase a ticket for the specific artist, host, time and experience they want.

What Makes the Guest Experience Different

- Smaller, more personal live performances.
- A specific show chosen by the guest rather than a fixed series schedule.
- Welcoming private and unique spaces.
- A hospitality-first environment designed to encourage listening and conversation.
- Transparent ticket economics that show how artists, hosts and the platform participate.
- A community culture built around presence, respect and connection.

HouseShow's internal measure of success is intentionally broader than attendance: "We do not measure success by the number of performances we create. We measure success by the connections and memories they create."

Every City Launch Gives Back

HouseShow is designed to enter a city as a participant in the community, not simply as a marketplace extracting transactions from it.

Palm Springs Launch Commitment

2% of HouseShow's platform share

For the Palm Springs launch, HouseShow will contribute 2% of HouseShow's 12% platform share to a local music-, artist- or community-focused cause. The recipient may be announced separately.

Artists and hosts may choose to contribute voluntarily as well. Their participation is optional; HouseShow's launch contribution is the platform's own commitment.

Long-Term Intent

HouseShow intends to carry a local giveback principle into future city launches. The goal is simple: when HouseShow enters a community, the community should share in the value created.

The Fourth Question

Does it strengthen the community? The launch giveback turns that part of The HouseShow Promise into an operating practice.

Intentional Hospitality Includes Risk Awareness

Non-Alcoholic by Design

HouseShow experiences are designed and promoted as non-alcoholic events. HouseShow does not sell, facilitate or promote alcoholic beverages as part of the HouseShow offering. The position is intentional: alcohol can introduce additional safety, liability and insurance complexity at private events, and HouseShow prefers to keep the experience centered on music, hospitality and connection.

Host Insurance

Hosts are strongly encouraged to review their homeowner, renter or other applicable coverage before hosting. Depending on their circumstances, they may wish to discuss event-specific coverage or umbrella liability protection with an insurance professional. HouseShow provides educational guidance and insurance resources but does not replace individualized insurance advice.

Verification & Expectations

The platform includes identity and role verification processes, show-specific ticketing and host/artist onboarding. HouseShow is building clear experience standards so artists, hosts and guests understand what is expected before the first guest arrives.

Media/legal note: specific insurance coverage depends on policy terms, location and individual circumstances. HouseShow does not represent that any particular policy automatically covers a HouseShow.

Shared Decisions Where the Economics Are Shared

Tickets & Food / Non-Alcoholic Beverages

When a discretionary refund or cancellation decision affects the shared economics of a HouseShow, the platform uses a two-of-three principle among the artist, host and HouseShow. Two of the three parties must agree to the qualifying refund or cancellation decision.

Merchandise

Merchandise follows the owner of the merchandise rather than the two-of-three process. Artists determine refund decisions for their own merchandise. HouseShow determines refund decisions for official HouseShow-branded merchandise.

Why the Distinction Matters

Tickets and host food/beverage revenue involve shared event economics. Merchandise is independently owned. The policy is designed so no single party controls a shared event refund while each merchandise owner retains control over its own products.

Plain-English Summary

Shared event money -> shared decision. Artist merchandise -> artist decision. HouseShow merchandise -> HouseShow decision.

Bruce Brainerd



Founder, HouseShow

Bruce Brainerd is an entrepreneur and hospitality executive whose career has centered on service, operations, financial stewardship and creating experiences people remember. His hospitality leadership includes senior roles with The Ritz-Carlton Hotel Company and Hyatt Hotels & Resorts, including service as General Manager of The Ritz-Carlton, Laguna Niguel and Hyatt properties in Southern California.

That background shaped the core idea behind HouseShow: technology should make it easier for people to gather, while hospitality determines how the gathering feels. Brainerd founded HouseShow to create a marketplace where artists can perform on fair terms, hosts can confidently create meaningful evenings, guests can discover live music at human scale and communities can benefit from the connections those gatherings create.

His operating philosophy for HouseShow is summarized in four questions - The HouseShow Promise - and in one measure of success: "We do not measure success by the number of performances we create. We measure success by the connections and memories they create."

Interview Topics

Hospitality as a business philosophy; artist-first marketplace economics; building trust in peer-to-peer experiences; Palm Springs as a launch market; human connection in an increasingly digital world; scaling a community marketplace without losing intimacy.

Fast Facts

Fact	Current V1.0 Detail
Official name	HouseShow
Website	HouseShow.co
Launch market	Palm Springs, California
Launch window	Labor Day weekend, September 4-7, 2026
Founder	Bruce Brainerd
Category	Marketplace for intimate live music experiences
Model	Verified artists + verified hosts create independent HouseShows; guests buy tickets to specific shows
Ticket split	70% Artist / 18% Host / 12% HouseShow
Host F&B	88% Host / 12% HouseShow; non-alcoholic beverage offering
Artist merch onsite	100% Artist
Artist merch platform/offsite	95% Artist / 5% HouseShow
HouseShow merch	100% HouseShow
City-launch giveback	2% of HouseShow's platform share to a local music/artist/community cause
Media email	press@houseshow.co
Information line	(760) 334-5518

Questions Journalists Are Likely to Ask

Is HouseShow producing a concert series? No. HouseShow is launching a marketplace. Verified artists and hosts create individual HouseShows through the platform. The number of shows is dynamic.

How does a guest attend? Guests browse published HouseShows and buy a ticket for the specific show they want to attend. A ticket is valid for that show, not for every HouseShow during the weekend.

Why Palm Springs? Palm Springs combines a strong hospitality culture, distinctive private spaces, design, creativity and a community accustomed to gathering around experiences. It is the first market - not the limit of the vision.

What does "Artists First" mean? Artists receive 70% of ticket revenue, retain 100% of merchandise they sell onsite, and receive 95% of artist merchandise sold through the platform/offsite.

How do hosts earn? Hosts receive 18% of ticket revenue and 88% of food and non-alcoholic beverage sales.

Does HouseShow serve alcohol? No. HouseShow experiences are designed and promoted as non-alcoholic. HouseShow does not include alcohol in its offering because of the added safety, liability and insurance risk.

Does HouseShow provide insurance? HouseShow provides guidance and insurance resources. Hosts are encouraged to review their own coverage and consult their insurer or insurance professional about additional protection when appropriate.

Can artists stay with hosts? Yes, if both parties agree. Lodging may be complimentary, paid or privately negotiated.

How are refunds handled? Qualifying discretionary ticket and food/beverage refunds use a two-of-three decision principle among artist, host and HouseShow. Merchandise refunds are controlled by the owner of that merchandise.

How does HouseShow give back? For a city launch, HouseShow contributes 2% of its platform share to a local music-, artist- or community-focused cause. Artists and hosts may voluntarily participate as well.

What happens after Palm Springs? HouseShow is designed to expand city by city as communities of verified artists, hosts and guests develop. Palm Springs First. Everywhere Next.

Approved V1.0 Language for Media

Use

- HouseShow - one word, capital H and S.
- "Marketplace for intimate live music experiences."
- "Verified artists and hosts create independent HouseShows through the platform."
- "Guests buy tickets to the specific HouseShow they choose."
- "Artists First."
- "More than a performance. A shared experience."
- "Palm Springs First. Everywhere Next."
- "We do not measure success by the number of performances we create. We measure success by the connections and memories they create."

Avoid

- "House Show" as the company name.
- Describing the Palm Springs launch as a fixed or centrally produced concert series.
- Calling hosts "venues" when "hosts," "homes" or "unique spaces" is more accurate.
- Suggesting alcohol is part of the HouseShow offering.
- Saying artists keep 100% of all merchandise without distinguishing onsite sales from platform/offsite sales.
- Applying the two-of-three refund principle to merchandise.

Boilerplate

HouseShow is a hospitality-driven marketplace for intimate live music experiences in private and unique spaces. The platform connects verified artists, hosts and guests through transparent economics, practical host support and a community-centered operating philosophy. HouseShow launches in Palm Springs over Labor Day weekend 2026. Palm Springs First. Everywhere Next.

Press Contacts & Asset Checklist

Media Contact

Press inquiries: press@houseshow.co

The Doorman information line: (760) 334-5518

Website: HouseShow.co

Social channels: Facebook, Instagram and TikTok - HouseShow.co / HouseShow brand channels.

Recommended Press-Room Downloads

- HouseShow Press & Media Kit V1.0 (this document).
- Official transparent HouseShow logo - primary and light-background variants.
- HouseShow Brand Guidelines.
- Founder headshot and founder biography.
- Palm Springs / HouseShow lifestyle photography approved for editorial use.
- Launch press release in plain text and PDF.
- One-page HouseShow Fast Facts sheet.
- Host and artist experience overview.
- Community Commitment statement.

Image Caption Template

HouseShow connects verified artists with hosts who open welcoming private and unique spaces for intimate live music experiences. The marketplace launches in Palm Springs over Labor Day weekend 2026. Courtesy of HouseShow.

Media Note

Because HouseShow inventory is marketplace-driven, the number, artists, homes, capacities and schedules of launch-weekend HouseShows may change as verified listings are created and published. Media should confirm current show listings through HouseShow.co before publication.

HOUSESHOW.CO

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