

The Sewing Club - One-Page Highlights

Bonnaroo 2026 | 2026-06-11 to 2026-06-15 | Manchester, TN

Tier C | Billing 79 | Priority 48% | Viral 23% | Hype 76%

Primary Capture Moments

- TikTok: Use "Sport Mode" as the first 8-second hook before crowd payoff.
- Reels: Anchor the finale edit around "Wyatt" for a high-payoff ending.
- Prioritize the first 90 seconds: "Sport Mode" repeatedly opens recent sets.
- Plan a wide crowd payoff shot near the finale around "Wait / Alright Ok".
- Set order is volatile across recent shows, so keep one roaming operator ready for surprise pivots.

Likely Song Triggers

- Strange: in-set 86% | opener 29% | closer+encore 29%
- Sport Mode: in-set 85% | opener 50% | closer+encore 13%
- Wyatt: in-set 57% | opener 0% | closer+encore 50%
- Pocket: in-set 56% | opener 0% | closer+encore 0%
- Bite: in-set 56% | opener 20% | closer+encore 0%

Viral Clip Strategy

- Open with a 6-10s hook from "Sport Mode" to maximize first-scroll retention.
- Save a hard cut reveal for "Wait" as the end-of-video payoff moment.
- Focus on one clean hero moment and one crowd reaction cutaway for test posts.

Operational Notes

- Signal source: spotify_setlist_proxy | confidence 77%
- Data health: Spotify yes, setlist yes, YouTube no, TikTok no
- Last insight update: 2026-06-03T05:29:52.202Z
- Poster day hint: Jun 12, 2026