



HEATHER RAE





# ABOUT *Heather Rae*

Heather Rae is an Indie/Pop singer, songwriter, producer and multi-instrumentalist based in Nashville, TN. Her refreshingly unique pop sound is a blend of Alecia Keys, Lady Gaga and Kelly Clarkson, which is a rare find in a city known for its country music. With the momentum from her two successful single releases, “Victory” and “Loco por Dinero”, Heather Rae is gearing up to release her next project in summer 2022.

*Show Dates*

## MUSIC

7.22

“LIMBO”

LISTEN NOW!

9.2

“A SONG I’VE  
WRITTEN”

LISTEN NOW!

10.14

“CON A CON”

LISTEN NOW!

12.2

“SNOW IN  
TENNESSEE”

LISTEN NOW!



# HEATHER RAE *Live*

## “A Song I’ve Written” Performance Music Video



## “A Song I've Written” Live in Nashville



## “Snow in Tennessee” Live in Nashville







# TARGET *Demographic*

RECOMMEND IF YOU LIKE:  
Lady Gaga, Kelly Clarkson, Alicia Keys

GENRE:  
Alternative Pop

AGE & GENDER:  
Female 25-40

PRIMARY LOCATIONS:  
Nashville, TN & Mid-West USA

INTERESTS:  
Figure Skating, Yoga, Hiking

## *Reach and Engagement*

BASED ON ADVERTISING AGENDA PER MONTH:

ANTICIPATED IMPRESSION  
833,300

TARGET ACTIONS TAKEN  
12,499

DESIRED CONVERSION RATE  
5% - 624



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