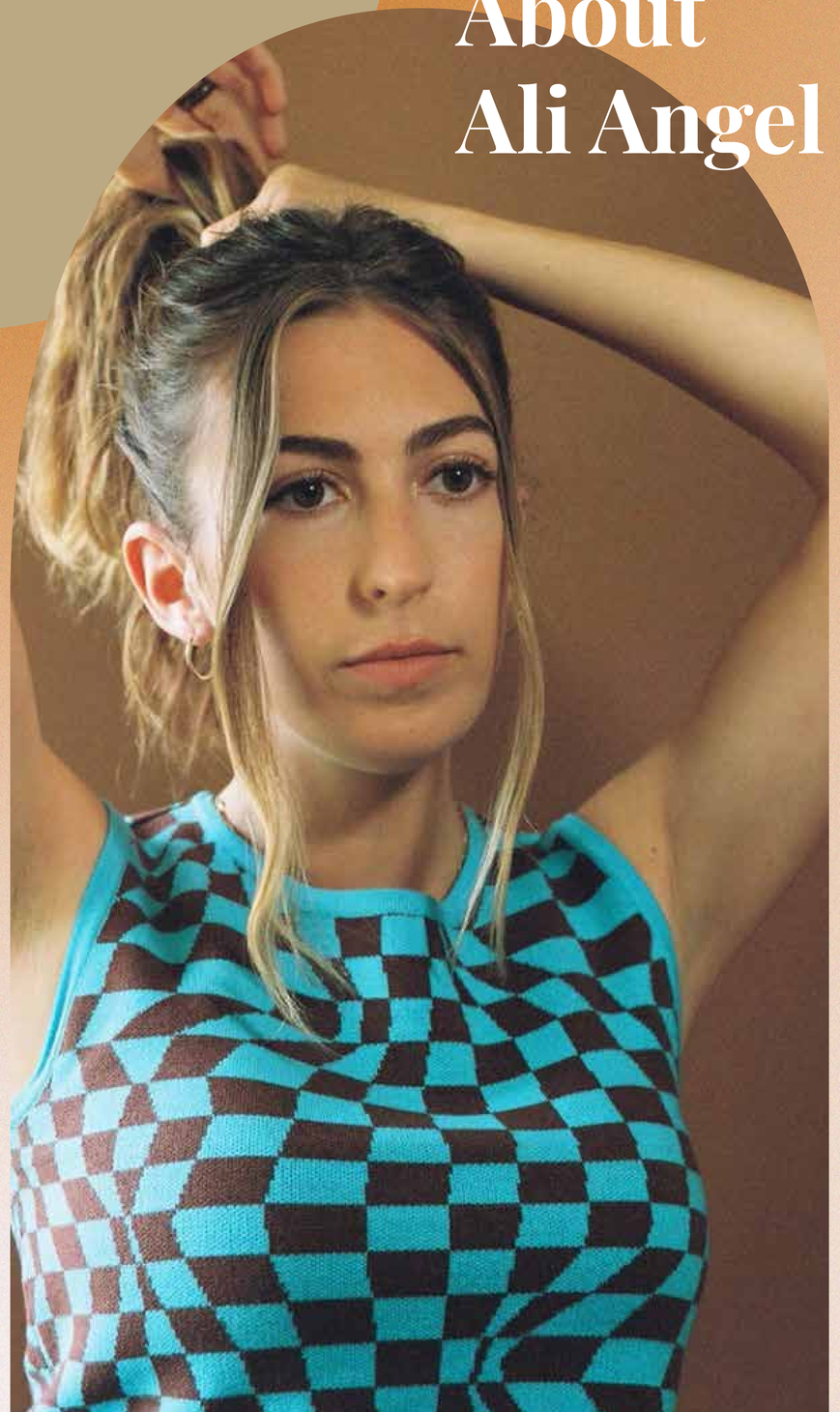
# Ali Angel

# About Ali Angel



LA-based singer-songwriter Ali Angel energizes and inspires listeners with the honesty and optimism she evokes through her music. Her retro-soul production and classic songwriting style emanate a 1970's influence, and her dynamic sound plays at many genres, giving lovers of soul, country, indie and classic rock all something they can gravitate towards. Upon releasing her debut single, "Play Pretend" in April of 2021, the record amassed over 75k streams on Spotify independently and was added to more than 1k user-made and tastemaker playlists. Her self-titled debut EP is set to be released in spring of 2022 and expected to only garner even more attention and praise for the up and coming artist.

## Release Schedule

"I'm A Ram"
(Al Green Cover)
February 4 | Stream Now

"Extra Wild"
March 4 | Stream Now

"Middle Name"
April 8 | Stream Now

"Loving You Lately"
May 13 | Stream Now

Ali Angel
June 17 | Stream Now

Extra Wild
Official Music Video
March 10 | Watch Now

## Tour Dates

# Target Demographic

RIYL: St Paul & The Broken Bones, Haim, & Lake Street Dive

Genre: Retro-Soul/ Indie Pop Rock

Age & Gender: Female & Male; 18 - 30

Primary Locations: Los Angeles & Southwest USA

Interest: Vintage fashion, travel, yoga & cooking

# Reach and Engagement

Based on Advertising Agenda per Month:

| Anticipated Impression | Target Actions Taken | Desired Conversion Rate 5% |
|---|---|---|
| 833,300 | 12,499 | 624 |

## Cross Promotional Partner:

A cross promotional partnership is the suggested option for brands who have equal social reach and/or existing promotional budget. Under the cross partnership, the brand and artist agree to equally cross promote each other through shoutouts, takeovers, cross-posting, etc. to executing the agreed upon promotional strategy.

## Artist Sponsor/Marketing Partner:

When a brand becomes an artist sponsor, they will endorse the artist's full release campaign. They are included on all content & events and contribute financial assets towards the marketing agenda for the campaign.

## Product Partner:

In cases where a partner has a physical product that aligns with the artist's aesthetic, the product partner can have their product featured in a promotional giveaway (either physical or digital,) promoted during an event, and/or exchange product with the artist to execute the agreed upon promotional strategy.

# Brand Pitch Deck

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