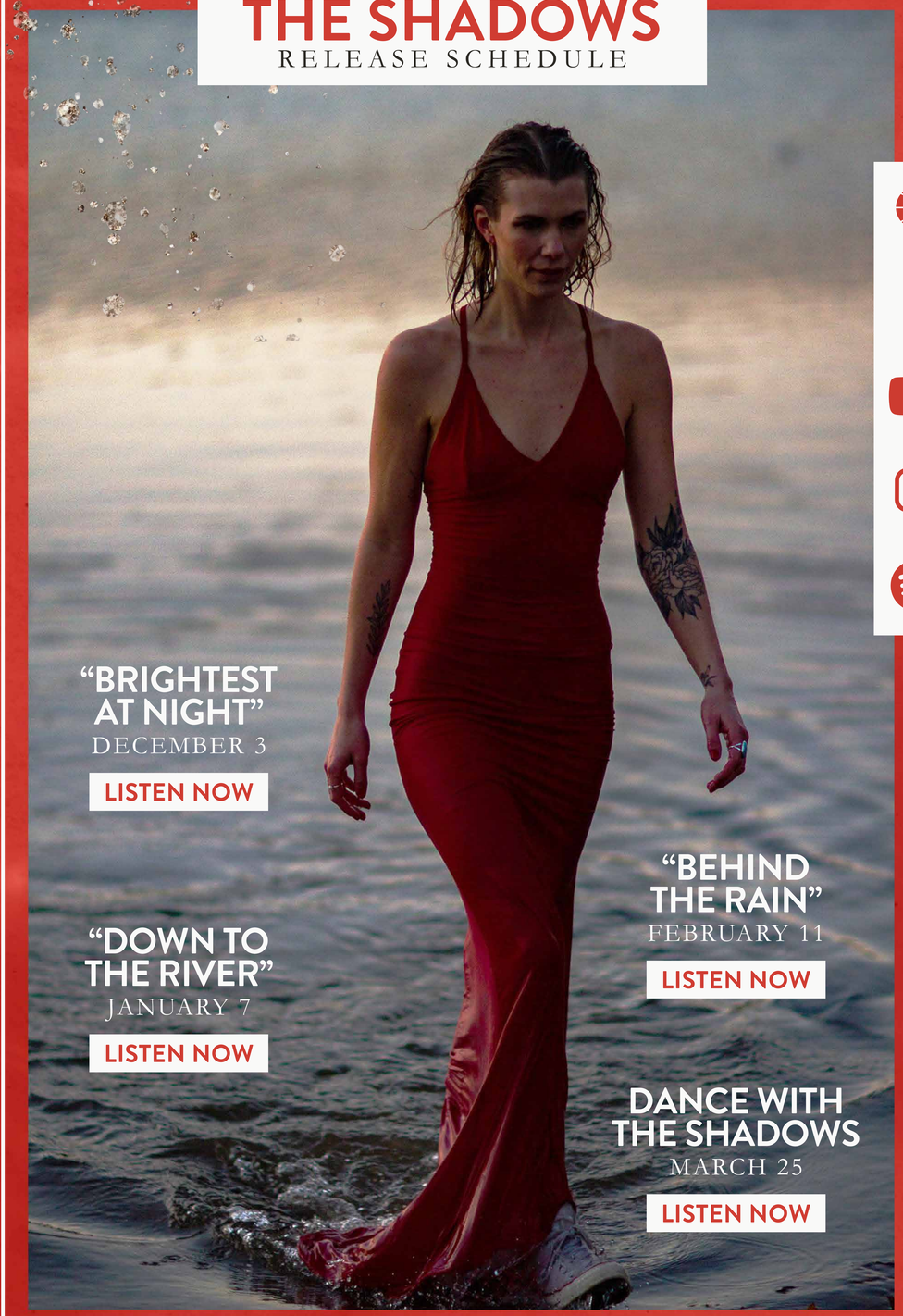
GRACE THEISEN

DANCE WITH THE SHADOWS

RELEASE SCHEDULE



ABOUT GRACE THEISEN

Grace Theisen is a Kalamazoo-based independent Blues/Americana artist. Grace's love for music started in her childhood living room, harmonizing to folk and blues songs with her family. Inspired by a variety of artists from bluegrass/folk singers like Patty Griffin and Alison Krauss to pop artists like Billy Joel and The Beatles to blues artists ranging from B.B. King to Bonnie Raitt.

Grace lived in Nashville, TN from 2015-2018 to run her nonprofit, Songs Against Slavery, full-time. Their mission was to raise awareness and fight sex trafficking in the U.S. through benefit concerts. They ended up raising over $375,000 to aid in the fight. In that time she opened for Emmylou Harris, played the infamous Bluebird Cafe, participated in songwriter rounds at The Listening Room and opened for Matthew Perryman Jones at The Nashville City Winery.

Grace won Cari Cole's Best New Artist of 2021 and was named "Artist To Watch" by Michigan's Local Spins media outlet in January of 2022. In March, she released her 3rd EP, Dance With The Shadows. This record was produced by Jake Rye of the Social Recording Company and is a mix of Americana, Blues and Pop. From that EP, the Down To The River official music video won Best Americana Video & The Audience Choice Award at the 2022 Michigan Music Video Awards. Behind the Rain was picked up by one of Spotify's official playlists, Home At Last.

MUSIC VIDEOS

A CHANGE IS GONNA COME (SAM COOKE COVER)
NOVEMBER 5

DOWN TO THE RIVER
JANUARY 13

TARGET DEMOGRAPHIC

CURATED BY:

RIYL: ELLE KING, BRANDI CARLILE, THE BAND JOSEPH

GENRE: AMERICANA SINGER/SONGWRITER

AGE & GENDER: MALE/ FEMALE, 24 - 46

PRIMARY LOCATIONS: NASHVILLE, TN & THE MIDWEST

INTEREST: SOCIAL JUSTICE, FEMALE EMPOWERMENT, MENTAL HEALTH, ANTI-TRAFFICKING AND ANTI-BULLYING

REACH AND ENGAGEMENT

BASED ON ADVERTISING AGENDA PER MONTH:

ANTICIPATED IMPRESSION - 833,300

TARGET ACTIONS TAKEN - 12,499

DESIRED CONVERSION RATE 5% - 624

BRAND PITCH DECK

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, crossposting, etc. to executing the agreed upon promotional strategy.

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.

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.

POWERED BY

agdentertainment.com