



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

RELEASE *Schedule*

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”

COMING SOON



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

BRAND PARTNERSHIP 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



WWW.AGDENTERTAINMENT.COM