Katie Pederson

Limitless

INTERNATIONAL AWARD WINNING SONGWRITER KATIE PEDERSON IS A POP-PIANO SONGSTRESS WITH MIDWEST MICHIGAN ROOTS. HAVING TOURED THE COUNTRY WITH HER LYRICAL AND VULNERABLE SONGWRITING ON DISPLAY, SHE HAS SHARED THE STAGE WITH ARTISTS SUCH AS MASON JENNINGS, MATT GIRAUD, AND WILL DAILEY. GAINING INSPIRATION FROM POP PIANO ICONS, KATIE'S NEWEST PROJECT, LIMITLESS, IS SURE TO CAPTURE THE HEARTS OF FANS OF CAROL KING, THE CHICKS, AND ELTON JOHN. THE LYRICS WEAVE STORIES THAT TAKE US THROUGH THE MOUNTAINS OF WESTERN CANADA, ALL THE WAY THROUGH THE FORESTS AND PLAINS OF THE NORTHWEST UNITED STATES, RESOLVING FINALLY HOME, AT THE SHORES OF LAKE MICHIGAN WHERE SHE CONNECTED WITH PRODUCER JAKE RYE, OF SOCIAL RECORDING COMPANY TO RECORD HER NEW RECORD, LIMITLESS, SET TO BE RELEASED IN THE SPRING OF 2022.

Limitless Release Schedule

Guard Down
NOVEMBER 19 | LISTEN NOW

Lake Louise
JANUARY 7 | LISTEN NOW

Shrapnel
FEBRUARY 11 | LISTEN NOW

One Before The One
MARCH 18 | LISTEN NOW

Limitless
APRIL 22 | LISTEN NOW

Guard Down Official Music Video
DECEMBER 3 | WATCH NOW

Tour Dates

Target Demographic

RIYL: SARA BAREILLES, ADELE, AND ELTON JOHN

GENRE: POP-PIANO
AGE & GENDER: MALE/ FEMALE, 18 - 34
PRIMARY LOCATIONS: USA / NASHVILLE, TN
INTEREST: SOLO TRAVEL, NATURE

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.

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