

BIOGRAPHY

Rocky Michaels is a California born acoustic singer-songwriter. He began playing piano at age 5 and crafted his skills into songwriting throughout high school. His debut album, 'The Great American Dream' was released in August of 2020. With a number of new songs currently in the pipeline, including a 5-song EP scheduled for release over the next few months, Rocky is excited to continue tapping into his life experiences to offer honest lyrics in storytelling that audiences have found to be both engaging and relatable.

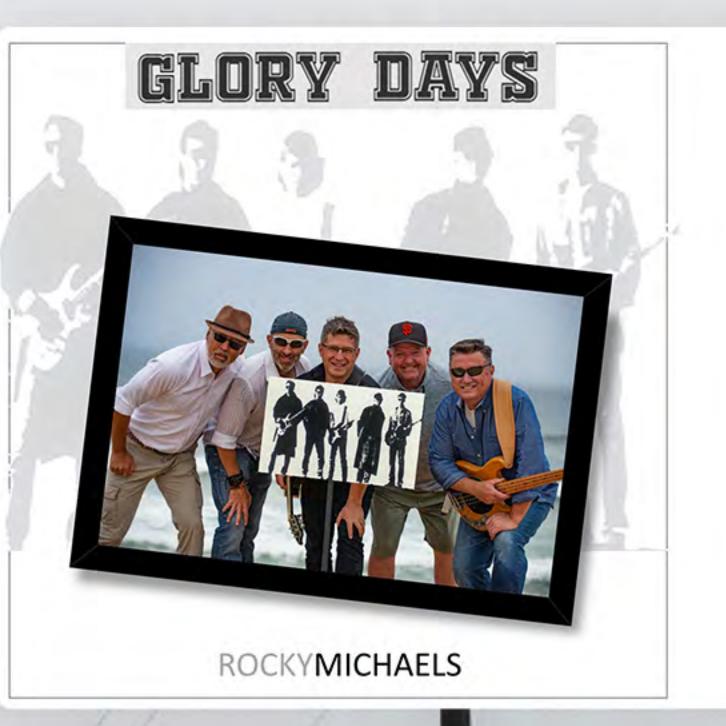


OFFICIAL PRESS PHOTOS

A TASTE OF ROCKY MICHAELS

PRESS LINKS

LISTEN NOW

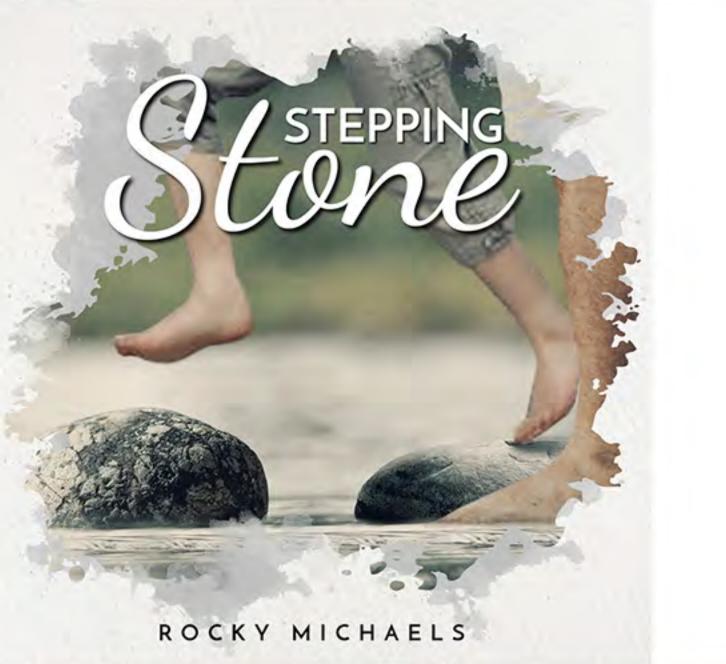


Glory Days (Single)

October 8th, 2021



SOUNDCLOUD



Stepping Stone (Single)

November 5th, 2021



SOUNDCLOUD

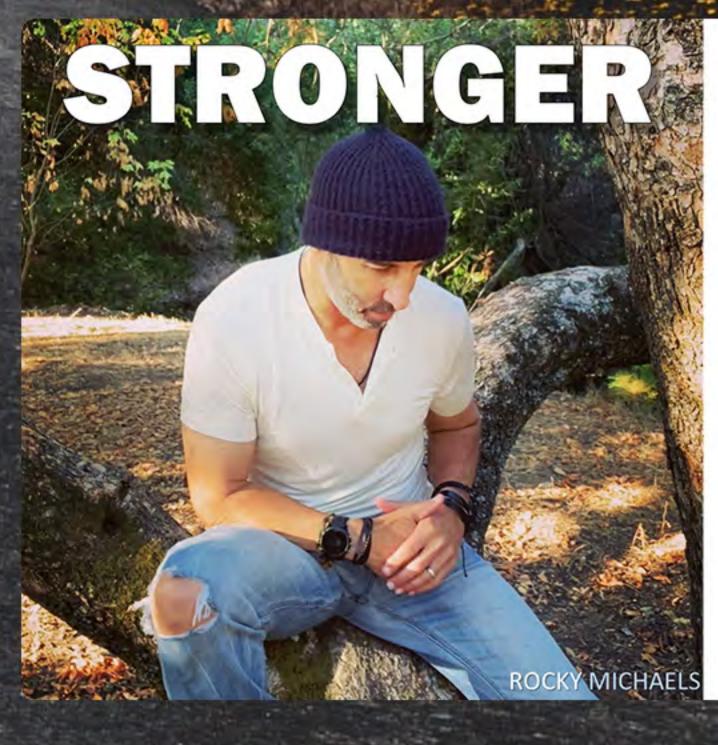


Stars (Single)

December 3rd, 2021



SOUNDCLOUD

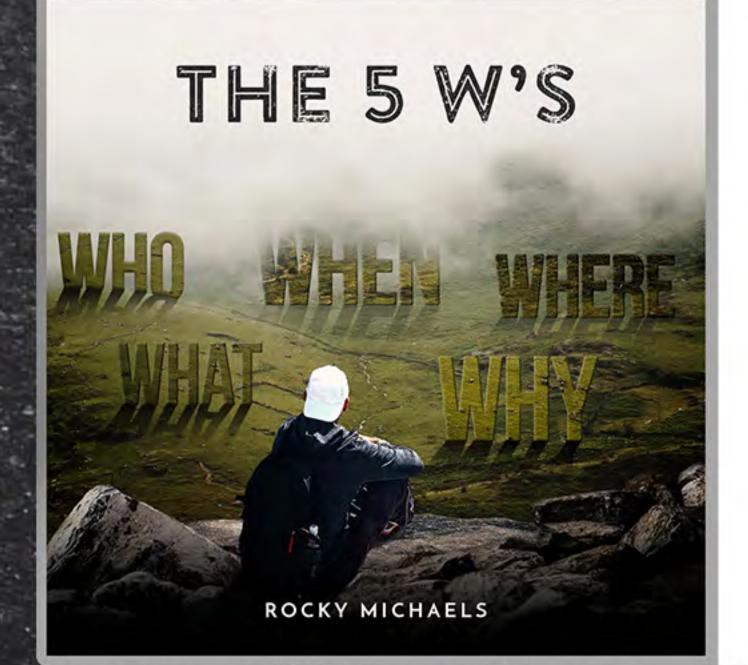


Stronger (Single)

December 31st 2021



SOUNDCLOUD



The 5 W's (Single)

January 28th 2021



SOUNDCLOUD











TARGET DEMOGRAPHIC CURATED BY:

RECOMMENDED IF YOU LIKE

Jason Mraz, Joshua Radin

GENRE

AGE & GENDER

Folk Singer Songwriter

35-60 Males/Females

PRIMARY LOCATIONS

San Francisco Bay Area

INTERESTS

Family, Triathlons

REACH & ENGAGEMENT

Based on Advertising Agenda per Month:

853,500

12,499

5% - 624

Anticipated Impression

Target
Actions Taken

Desired Conversion Rate



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



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