

The background is a dark, deep blue gradient. It features several dynamic light trails. A prominent, thick white light trail curves from the bottom left towards the center. Above it, a series of thinner, vibrant red light trails curve in a similar path. In the upper right, two thin, parallel red lines stretch diagonally across the frame. The overall effect is one of motion and energy.

the
SOUTHERN GOTHIC

The Southern Gothic

BIOGRAPHY

Continually evolving, unbound by genre, and unafraid to explore new territory every time out - that's the Southern Gothic. Blurring the lines between rock, pop, americana, country and folk the band maneuvers effortlessly, adapting their own unique talents around the songwriting of singer/founder, Connor Christian. Refusing to be boxed in, Christian brings an authentic and bold approach to storytelling, and the Southern Gothic uses every paint in their pallet to bring those stories to life.



The Southern Gothic Releases

LISTEN NOW



"Ain't Gonna Lie" First Single
January 17, 2020

[SOUNDCLOUD](#)

[PRESS RELEASE](#)



"Past Midnight" Second Single
October 23, 2020

[SOUNDCLOUD](#)

[PRESS RELEASE](#)



Burnin' Moonlight EP
December 4, 2020

[SOUNDCLOUD](#)

[PRESS RELEASE](#)



"Past Midnight" Official Music Video
November 12, 2020

[YOUTUBE](#)

[PRESS RELEASE](#)

PRESS LINKS
(COMING SOON)

SHOW DATES
(COMING SOON)

TARGET DEMOGRAPHIC

curated by:

Recommend If You Like :

Chris Stapleton, Imagine Dragons, Hardy, Eli Young Band

Genre :

Americana/Rock

Age & Gender :

23-45 Male/Female

Primary Locations :

Nashville, Atlanta, Tampa, & Washington, D.C.

Interest :

Urban Wear, Outdoor Gear, & Breweries/Distilleries

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, cross-posting, 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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