TON-E
ards
dy to die
HF-S90
SONY
THE LOW END THEORY

Resonance I

Ton-E is a music producer from Phoenix, AZ that started his music journey as a child in the 80's. Growing up, Ton-E was always listening to a wide variety of music which had a strong influence on his style. After DJing for a number of years, Ton-E decided that it was time to make music of his own. After putting out music on his Soundcloud for a year, Ton-E is now gearing up for the release of his 6 song EP, Resonance I. This EP is broken down into 3 chapters, with each chapter having 2 songs in it, each bringing a new vibe and mood to the table. Ton-E's diverse influences can be heard throughout this project as each chapter tells a unique story about a feeling, or certain time and place in one's life. Ton-E believes that music is the pure connection to all of humanity and reaches across generations. His main mission is to connect present and future generations with his music.

Resonance I Release Schedule

Chapter I

NOVEMBER 12

Featuing 808 &
The Top Down: Scene I and II

LISTEN NOW

Chapter II

DECEMBER 17

Featuring The Cover Bodega:
Scene I and II

LISTEN NOW

Chapter III

JANUARY 21

Featuring Vibrancy:
Scene I and II

LISTEN NOW

Resonance I

FEBRUARY 25

LISTEN NOW

TARGET DEMOGRAPHIC

RIYL: DJ Premier, Dr. Dre, Justin Timberlake, Michael Jackson, Quincy Jones
Genre: Hip Hop, Dance, Reggaeton
Age & Gender: Male/ Female 18-34
Primary Locations: Southwest USA
Interest: Music Production, Fashion, Sports, Earth Sustainability

REACH AND ENGAGEMENT - BASED ON ADVERTISING AGENDA PER MONTH:

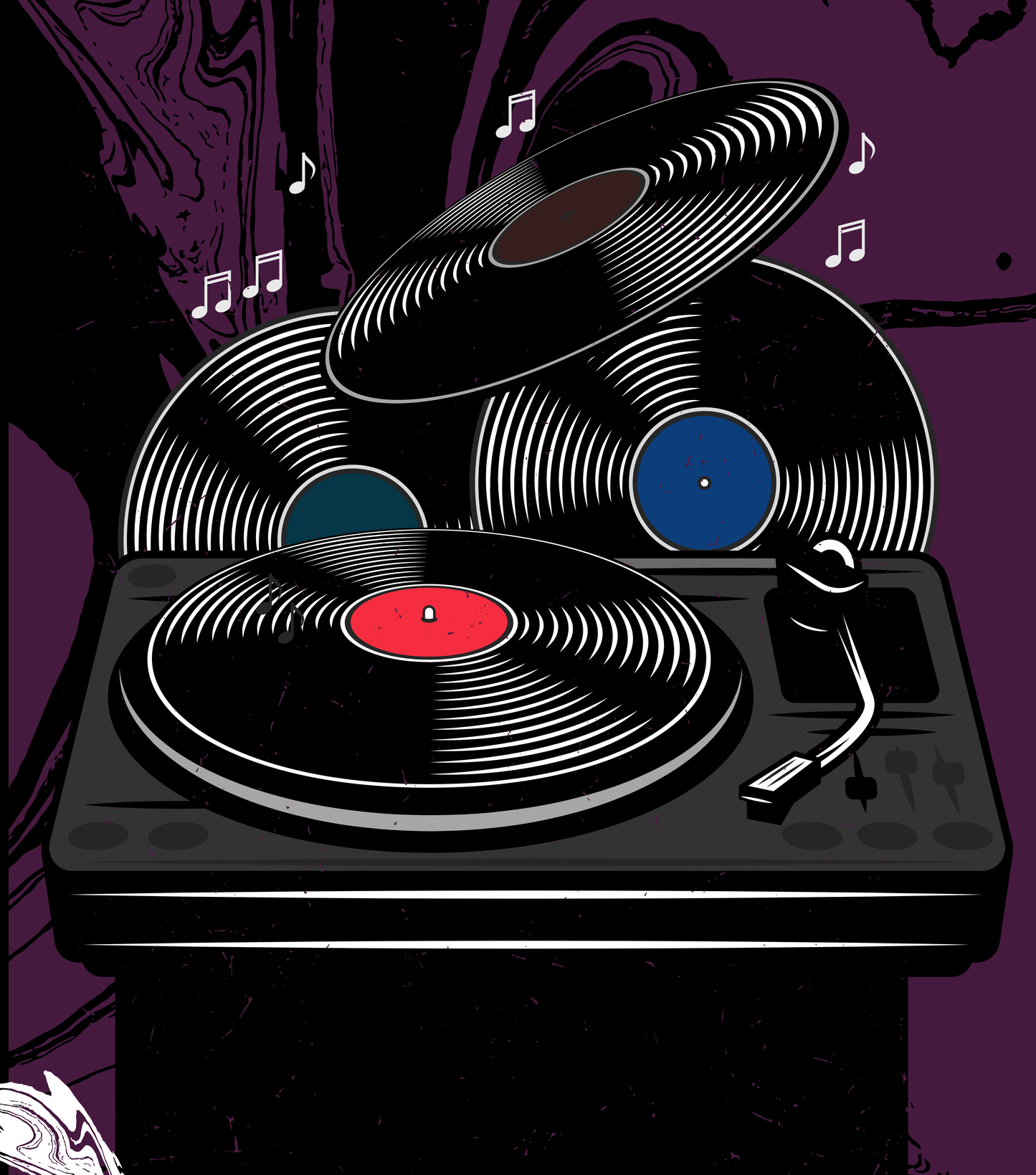
Anticipated Impression - 833,300
Target Actions Taken - 12,499
Desired Conversion Rate 5% - 624

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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