

A person wearing a blue hoodie is seen from behind, with their right arm raised in the air. They are surrounded by a large, out-of-focus crowd at night, with many small lights visible in the background. Another person in an orange hoodie is partially visible to the right, also with their arm raised. The overall atmosphere is that of a large outdoor event or concert.

NIGHTMARE ON GRINCH STREET

Featuring Shawny Binladen & YTB, Dee Aura & More

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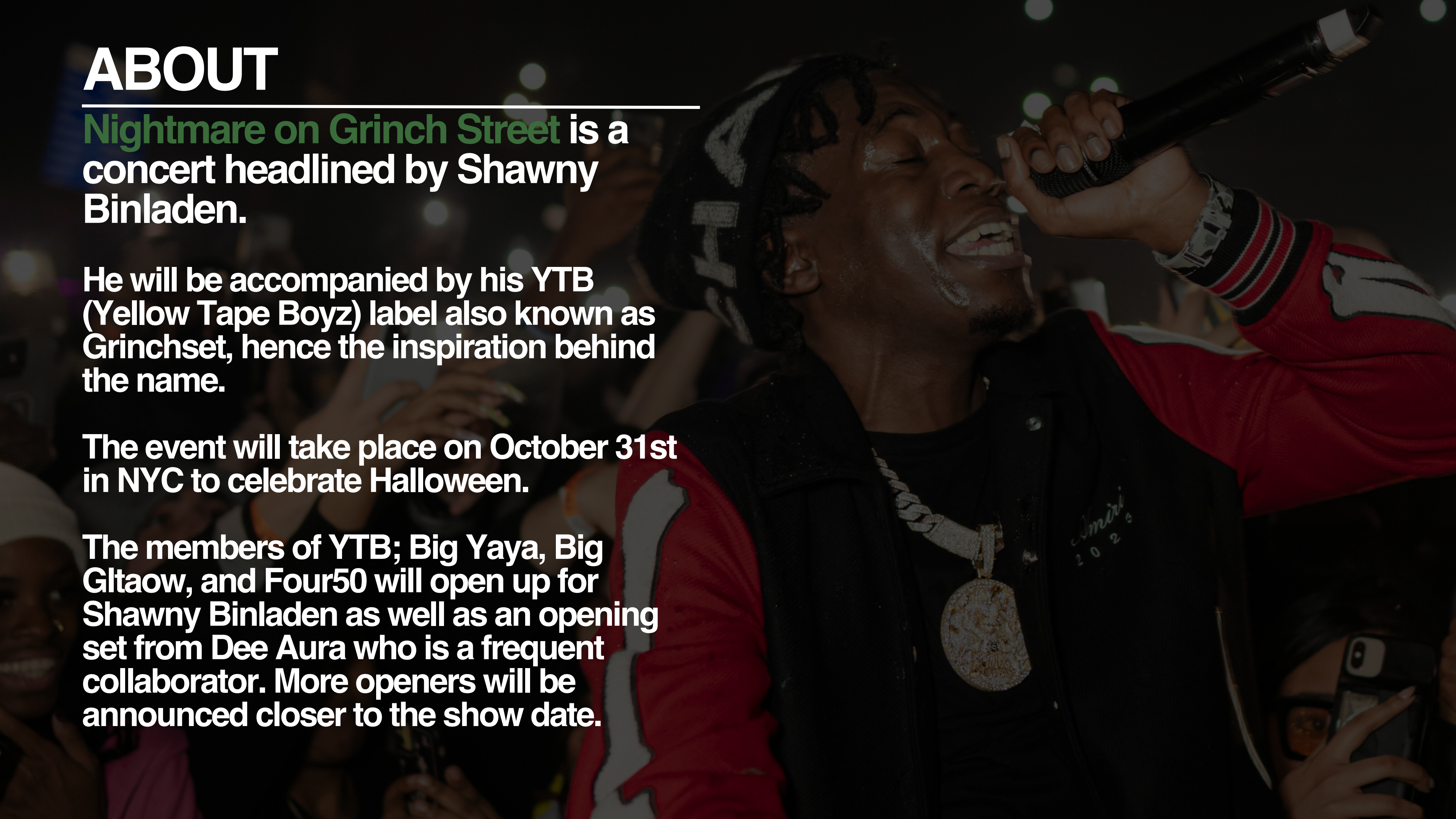
ABOUT

Nightmare on Grinch Street is a concert headlined by **Shawny Binladen**.

He will be accompanied by his YTB (Yellow Tape Boyz) label also known as Grinchset, hence the inspiration behind the name.

The event will take place on October 31st in NYC to celebrate Halloween.

The members of YTB; Big Yaya, Big Gltaw, and Four50 will open up for Shawny Binladen as well as an opening set from Dee Aura who is a frequent collaborator. More openers will be announced closer to the show date.



MEDIA PARTNERSHIPS

On the Radar Radio will be our media partner, responsible for promoting and covering the event via social media promotion, YouTube, and radio.



VFILES will be our merchandising partner for the event. They will host an online store to sell the custom merchandise and send correspondents to cover the concert.

The VFILES logo consists of the word "VFILES" in a large, bold, yellow, sans-serif font. The text is centered within a dark grey rectangular background.

SOCIAL MEDIA REACH AND ENGAGEMENT



Shawny Binladen



105K Followers



106K Views



21K Subscribers
22M Views



3,419 Followers



Dee Aura



36K Followers



7.2M Views



6.3K Subscribers
2M Views



On the Radar



257K Followers



323K Followers
281M Views



357K Subscribers
109M Views



2,702 Followers



VFILES



661K Followers



657 Followers
15M Views



94K Subscribers
32M Views

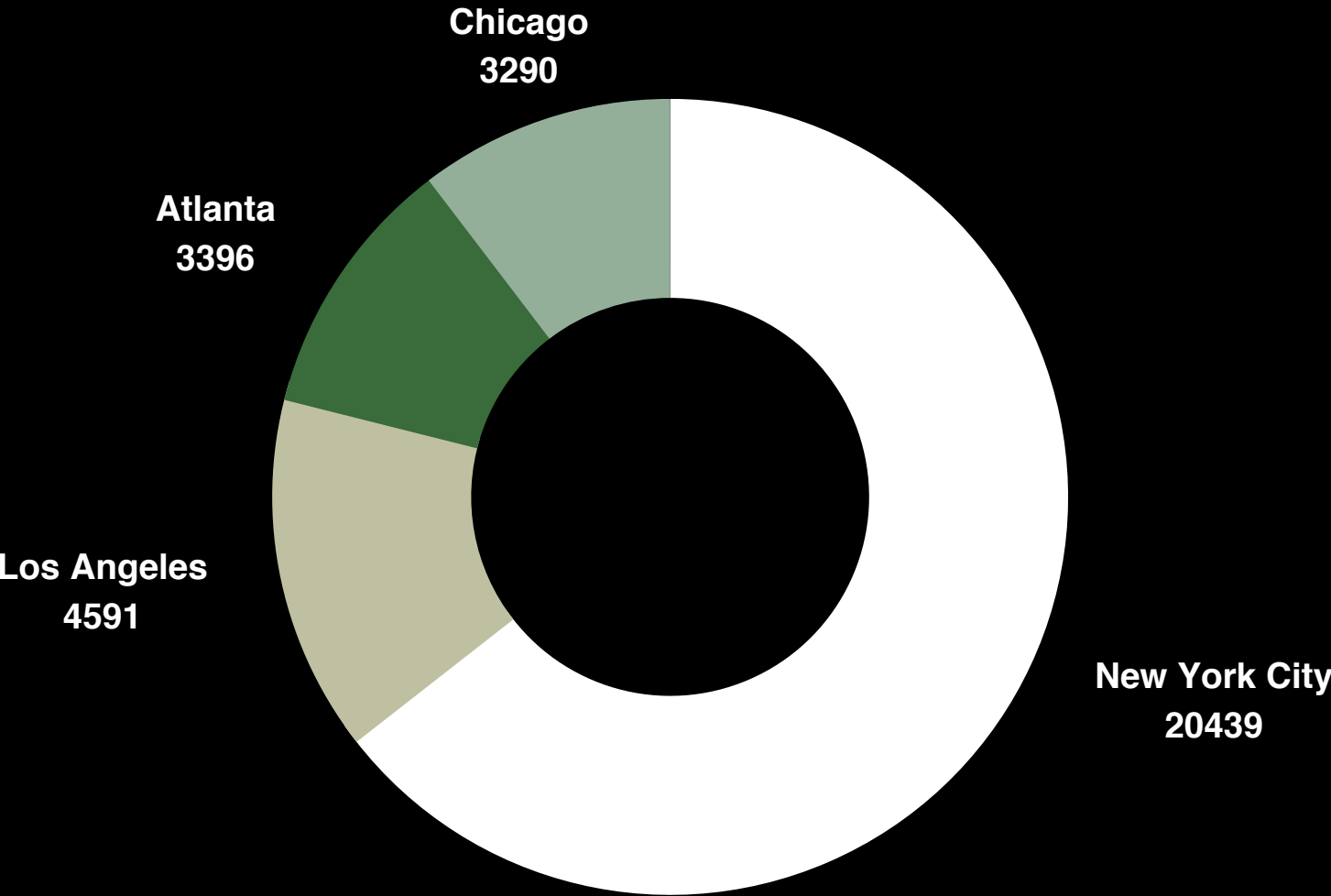


32K Followers

Total Instagram Audience: 1.59M Followers Total YouTube Audience: 478.3K Subscribers
Total Twitter Audience: 38,121 Followers Total TikTok Search : 303.3M Views

SHAWNY BINLADEN

SPOTIFY MONTHLY LISTENERS BY CITY

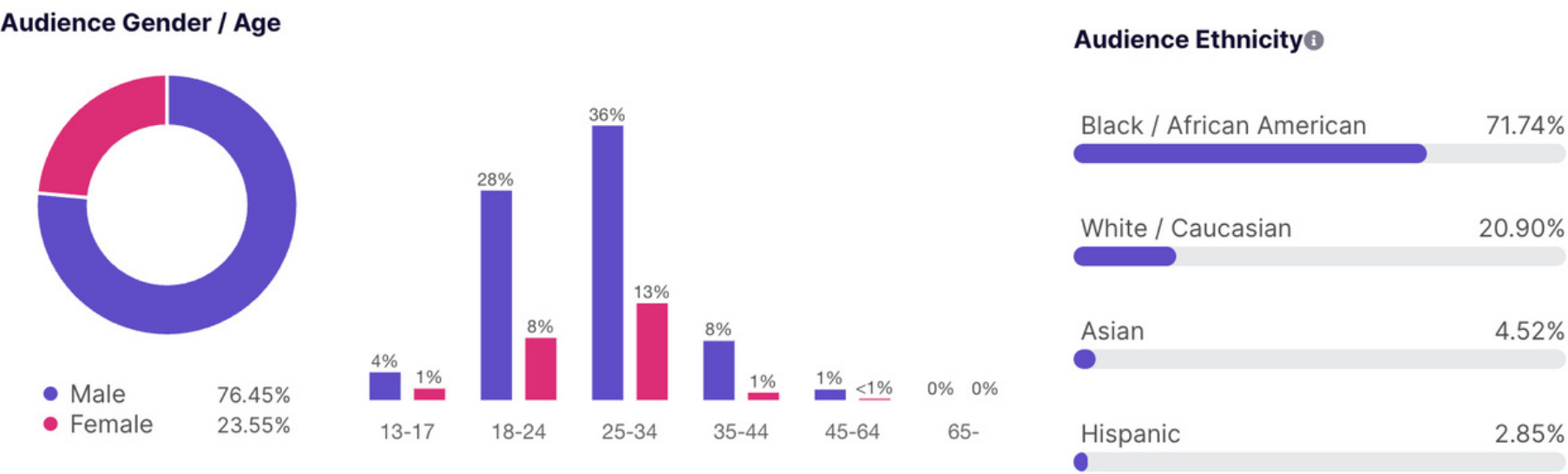


182K MONTHLY LISTENERS

Engagement Profile

105,932	5,871	129	5.54%
FOLLOWERS	AVG LIKES / POST	AVG COMMENTS / POST	ENGAGEMENT RATE

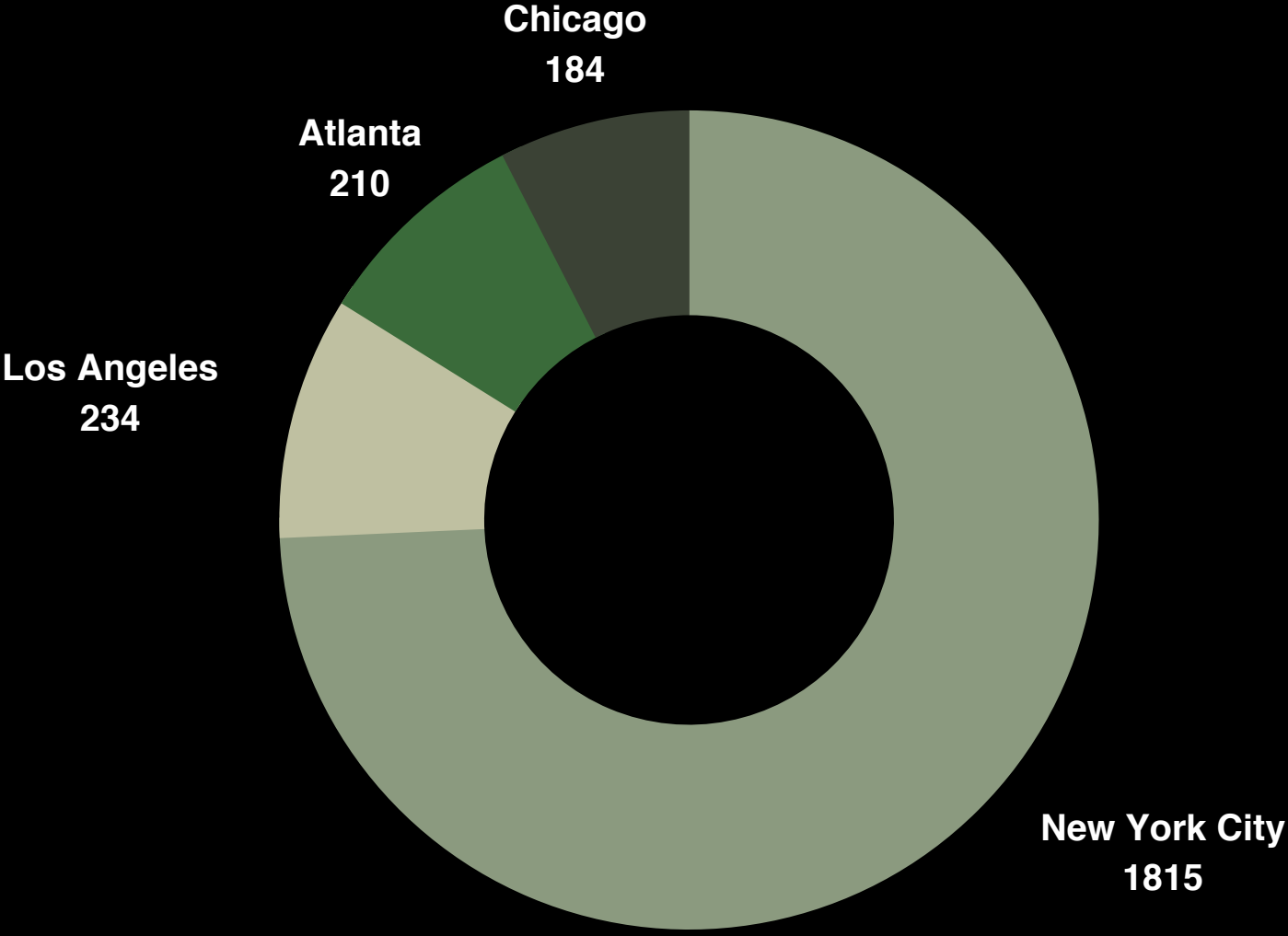
Audience Demographic



Consumer Profile: Black / African American Male between 18-34 Yrs

DEE AURA

SPOTIFY MONTHLY LISTENERS BY CITY

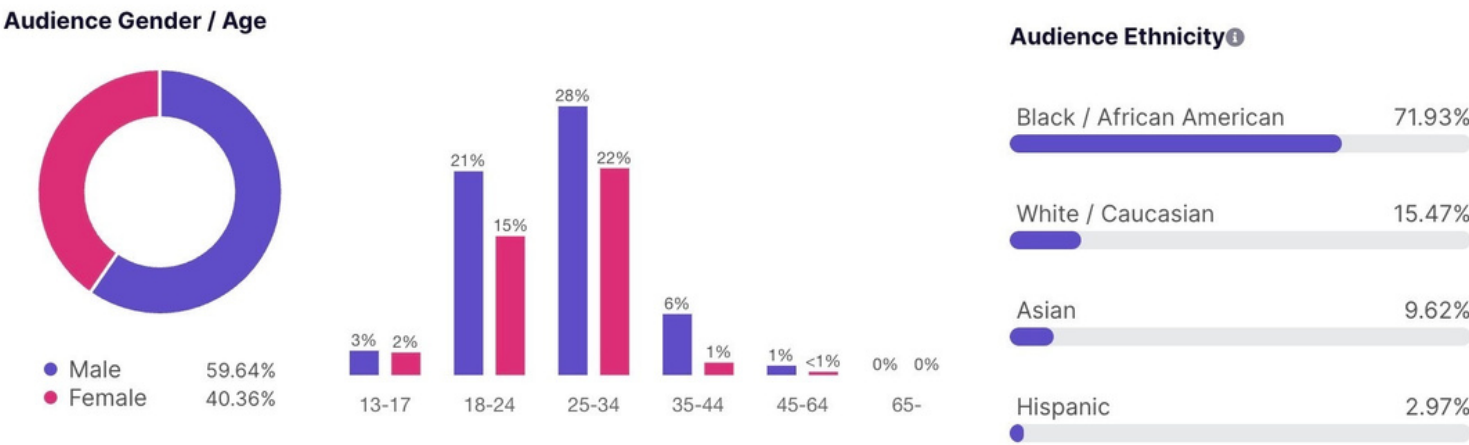


15K MONTHLY LISTENERS

Engagement Profile



Audience Demographic



Consumer Profile: Black / African American Male between 18-34 Yrs

CONSUMER PSYCHOGRAPHIC

Supreme

Loves Fashion



Podcast Listener



Cannabis Enthusiast



Loves Rap music

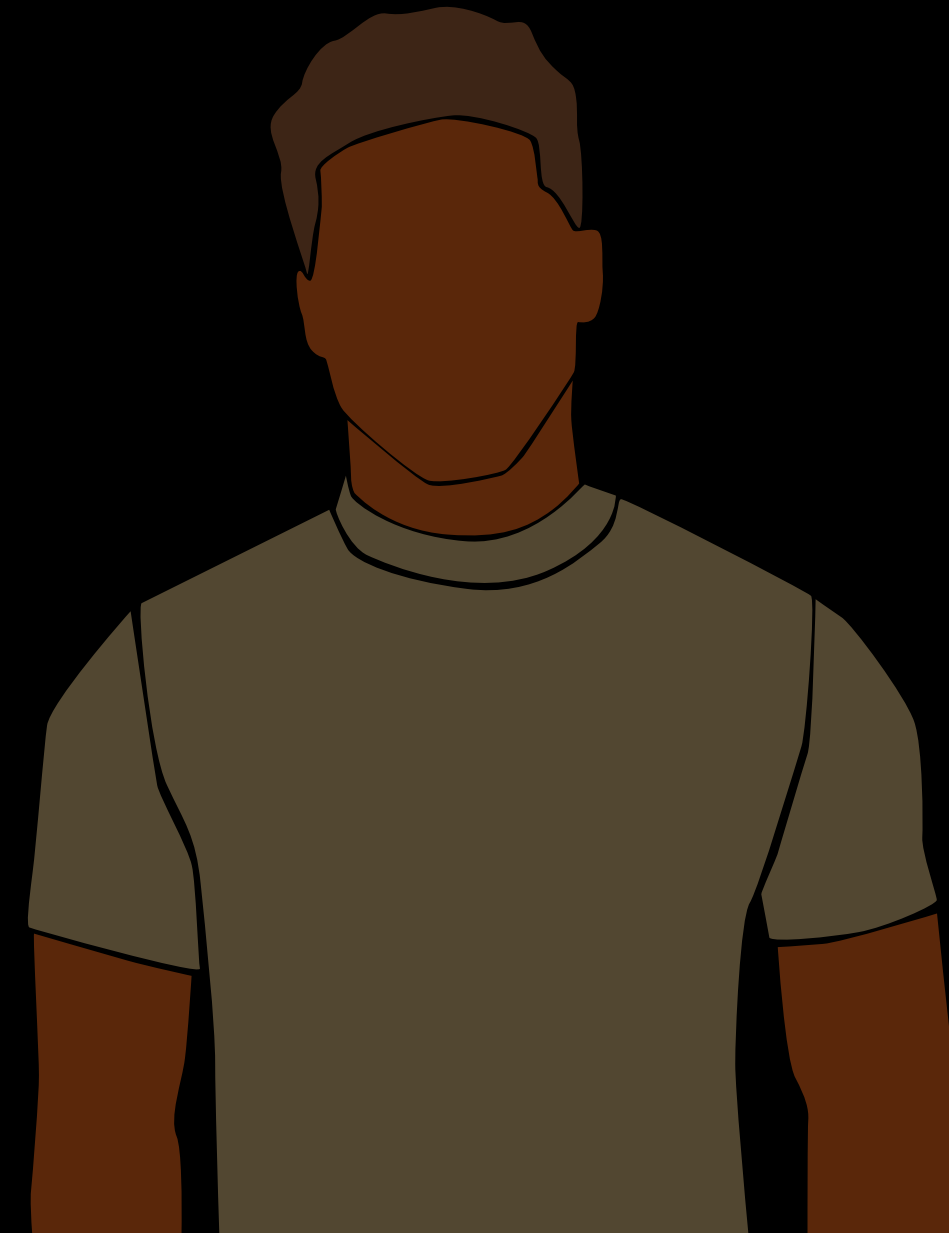


LIVE NATION

Loves Festivals

THRASHER

Skateboarding



TENTATIVE VENUE



 Gramercy Theatre
Capacity: 500 Guests

Past Performances with Shawny Binladen



Courtesy of the Mob Tour

Shawny just wrapped up the Courtesy of the Mob tour with BabyFace Ray where they sold out 25 dates nationwide.



Shawny Binladen Live at the Gramercy.

Shawny headlined a show with a sold out crowd at the Gramercy Theater in NYC (500 Guest Capacity).



SXSW 2023

Shawny performed with YTB at SXSW 2023 for Half Moon.



Rolling Loud NY

Shawny performed at Rolling Loud NY in 2022 in front of a sold out crowd of 42,000 in NYC's Citifield.

SPONSORSHIP

Basic Package

\$2,500

- Branded signage at each show with a QR code that directs to any relevant links for product / service
- A space on all promotional digital flyers for your company logo
- One promotional social media post in the form of a photo, from the headliner advertising your product / service

Statement Package

\$7,500

- Branded signage at each show with a QR code that directs to any relevant links for product / service
- A space on all promotional digital flyers for your company logo
- One promotional social media post in the form of a photo, from the headliner advertising your product / service
- A customized & branded campaign at the concert that will advertise your product / service during the performance (For Example: Hanging a banner with your logo on the DJ booth and having the DJ periodically promote your brand on the mic)
- 6 Free Meet & Greet Passes

Executive Package

\$12,500

- Branded signage at each show with a QR code that directs to any relevant links for product / service
- A space on all promotional digital flyers for your company logo
- One promotional social media post in the form of a 30 second video, from the headliner advertising your product / service
- A customized & branded campaign at the concert that will advertise your product / service during the performance (For Example: Hanging a banner with your logo on the DJ booth and having the DJ periodically promote your brand on the mic)
- 10 Free Meet & Greet Passes
- A space for your logo on the concert merchandise
- Including your logo in the promotional video for the show

Why You Should Sponsor Nightmare on **Grinch** Street?

This will be the premier event for Halloween for underground rap fans in New York. With the huge social media audience attached to this event, there will be an opportunity for tons of exposure for your brand that will continue after the event, because of all the great content that will come out of it.

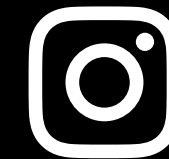
Shawny Binladen continues to show promise as a performing artist, selling out shows in the U.S. and globally. His brand is growing as are the brands of the artists performing alongside him. New York City's trendiest crowd loves Shawny Binladen and his music promotes fun and luxurious living amongst the urban community.

With partnerships from brands like Live Nation and other companies in the Music, Fashion, and Cannabis industries Shawny has shown a strong ability to contribute to brand growth in several sectors.



CONTACT

Six Feet Consulting, LLC has always taken on the role of facilitating communications between talent, management, and corporate partners. This has been showcased with previous projects such as connecting some of New York's hottest talent with label executives at 300 Entertainment, and producing vlogs and intimate live events in NYC and the DMV area. Our mission is to provide actionable resources to rising talent in an effort to provide underrepresented artists with opportunities to grow their brand and audience.



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SIXFEET

CONSULTING

ABOUT ME

I'm Kamari Williams, founder of Six Feet Consulting and Marketing Manager for HubSpot Media. I've been out of college for over a year and have made various connections within the corporate landscape in an effort to revamp an A&R consulting and event production company I founded in my senior year at Howard University. During that time I worked on numerous projects with ASCAP, 300 Entertainment, and various independent artists from NYC, the DMV, and the United Kingdom. I am now utilizing the tools I have developed as a manager in the media and tech industry to produce large scale projects that will propel my company and brand to create opportunities for artists and creators of my community who can benefit from brand partnerships.



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