



DEEPROOT

#UNITEDBYMUSIC



GET TO KNOW US

Deep Root Records is an independent record label serving artists in three ways: *Artist Management, Music Exploitation, and Event Production*. Based in New York City but with international reach, the label is perfect for artists seeking success and brands seeking global exposure in the entertainment world.

With **250,000+ fans and followers**, 60+ signed artists, 200+ record releases, 300+ events under our wing, and 30+ global partners; **partnering with Deep Root as a sponsor for the #UnitedByMusic live feed will open up a new world of brand development and outreach.**

GIVE YOUR BRAND VISIBILITY

Grab the attention of Music Enthusiasts and of your target audience on a worldwide scale by sponsoring the label's fundraiser.

Deep Root began by hosting performances in its hometown of **New York City**, and has since expanded to destinations national & international such as **Miami, San Diego, Puerto Rico**, along with international cities such as **Paris, Munich, Belgrade, and Lisbon**. The label's artists are supported by massive names in the industry including **Diplo, Skrillex, and The Chainsmokers**, and have been featured on worldwide radio stations such as **iHeartRadio, SiriusXM, Radio FG** and **BBC Radio 1**. A partnership with Deep Root would, therefore, increase your brand's visibility in domestic & global markets alike.



EVENTS & VENUES

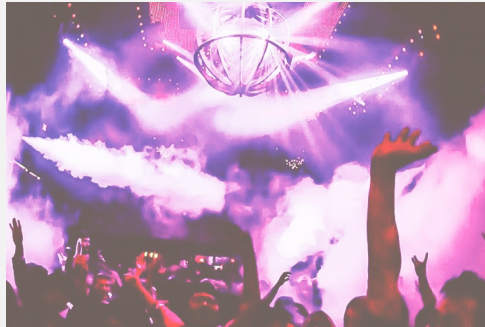
We are established with a range of popular venues which can *boost your brand's visibility!*



LAVO

MARQUEE
NEW YORK

PUBLICARTS



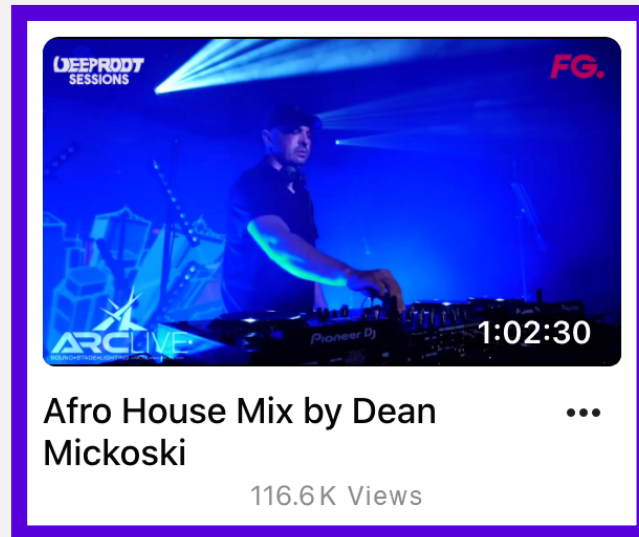
Deep Root holds showcases at a range of prestigious and popular venues such as Marquee, LAVO, Schimanski, Public Arts, and ARC SSL, where custom concepts, design, installation, programming, and operations are employed.

Furthermore, every year, the label partners with the Jewel, the Pangaea, and the **Yacht Owners Association in NY** which manages the largest selection of Coast Guard Certified Boats in the tri-state area, to host its **Summer Yacht Cruise Series!**

In light of COVID-19, our events will also be equipped with ample amounts of hand sanitiser and disposable masks, and our staff will ensure social distancing protocols are strictly abided by.

Co-producing an event with Deep Root therefore has no limitations and showcases can be held indoor or outdoor.

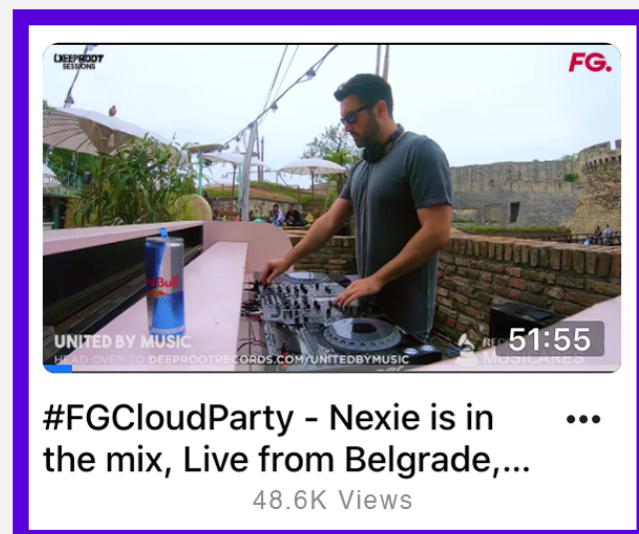
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'Afro House Mix' by Deep Root's own artist Dean Mickoski reached **116.6k views**— the highest amount of views on a live stream thus far



Tube & Berger reached 60k views



Nexie reached 48k views



Leftwing: Kody reached 41k views

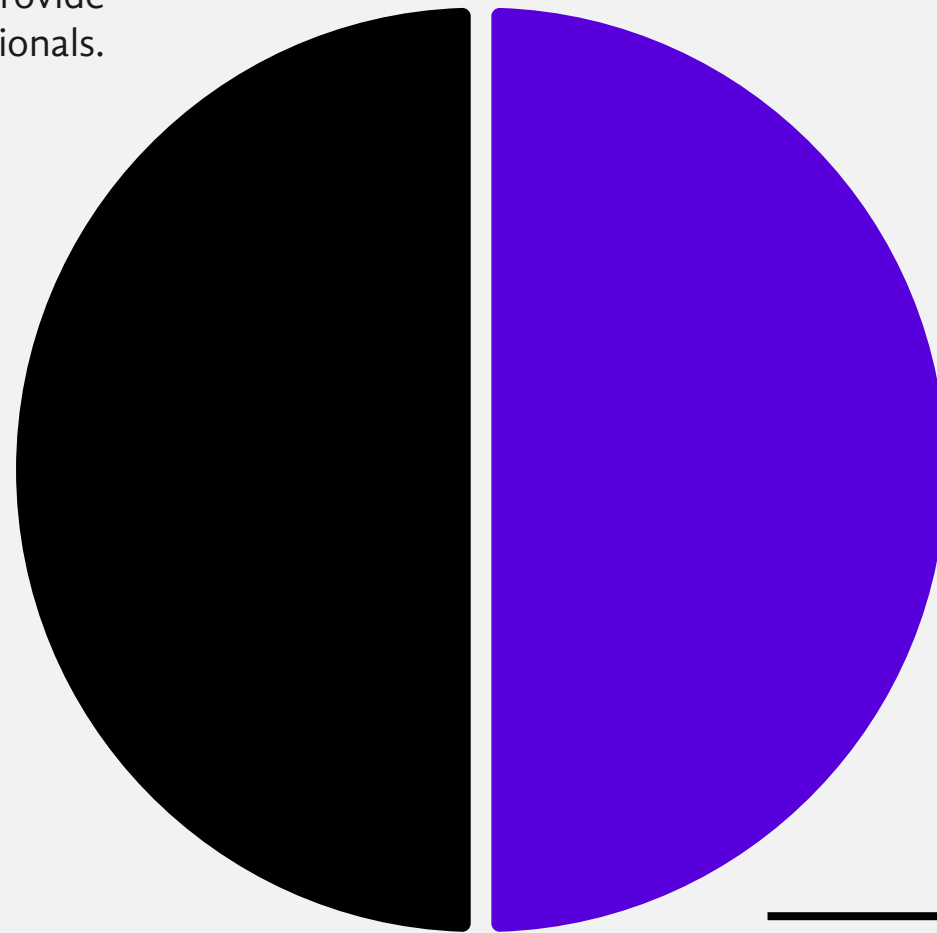
The label has launched the #UnitedByMusic fundraiser to combat the tragic impact COVID-19 is leaving on the entertainment community.

Its Deep Root Sessions series is now being Live Streamed on a weekly basis with major outlets such as Radio FG, Data Transmission, Pure Ibiza, and ASmallWorld. Performers include world-renowned artists Tube & Berger, Leftwing: Kody, Offaiah, CID, Moonboots, Layla Benitez, Francis Mercier and more.

To date, the **Live Streams have reached 1.6 million people** and currently have an average viewership of **50,000 people per stream**.

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The label is donating **50% of proceeds** from the **#UnitedByMusic** fundraiser to The Recording Academy's non-profit **MusiCares** to provide emergency assistance for music professionals.



The remaining **50% of donations** is sent to artists, entertainers, freelancers, and hospitality professionals who are a part of the Deep Root Community.

IT'S A WIN-WIN!

Sponsorship would guarantee your introduction to new clientele and **expand your brand's target awareness** via strategic placement in venues, at events, and online.

	SILVER \$3,000+ 	GOLD \$5,000+ 	PLATINUM \$7,000+ 
BANNER DISPLAYED WITHIN LIVESTREAMS AND PROMOTIONAL VIDEOS THAT AVERAGE 75K+ VIEWERS	✓	✓	✓
FEATURES WITHIN 40+ PRESS RELEASES, MAILERS, POSTS, MAIN EVENT FEATURE PAGE. POSTS REACH UP TO 1M USERS, WITH ADVERTISEMENTS.	✓	✓	✓
LOGO, MENTION ON WEBSITE DONATION PAGE, LOGO ON ARTWORK	✓	✓	✓
BANNER PLACED, DRAPED OVER, IN FRONT OF THE DJ BOOTH ON LIVE STREAMS		✓	✓
PRODUCT PLACEMENT IN STRATEGIC AREAS WITHIN THE ARC VENUE AND PANGAEA YACHT, TO BE SEEN BY THE CAMERAS ON THE FEED		✓	✓
MENTION WITHIN RADIO FG'S POST			✓
FREE ENTRY TO FUTURE EVENTS			✓

**If you would like to have a "Brand Takeover" on the Jewel, packages start at \$10K+, and you may contact info@deeprootrecords.com, for more information.*



GET IN TOUCH!

Be a part of our mission as a sponsor and gain more visibility for your brand.

www.deeprootrecords.com/unitedbymusic/

info@deeprootrecords.com

