

# DAM (DANCE.ART.MUSIC) EVENTS

Connecting rising artists of mixed genres with opportunities for growth + development.

Our events showcase a broad range of new and under-represented Bay Area talent as well as well established talent, providing them with connections, resources, and opportunities to continue developing and sharing their craft. We thrive on positivity and diversity, giving creatives of all ages, ethnicities, and backgrounds an empowering community in which to share their work.



1000+ Email Subscribers  
3k+ Followers on Instagram  
1k+ Likes on Facebook  
350+ Average In Person Attendance

## OBJECTIVE

Increase reach and impact on artistic community and supporters. Provide unique platform for young or budding artists from or near the Bay Area of different backgrounds to hone their craft and broadcast their work. Grow knowledge base of DAM Events community and what it can offer for both the artist (visibility, training) and the public at large (community engagement, independent voice of community).

## TARGET AUDIENCE

Independent artists, dancers, actors, poets, clothing brands, jewelry brands. Secondary audience is general community and aspiring performing/traditional artists. Tertiary audience is business partners that would like to capitalize on the market. These could include: food vendors, event photographers, journalists (upcoming events/arts section), business that want to stay on the cusp of trends.

## MESSAGE

Unique platform to showcase your work. Event like you will not get anywhere else. Better experience for performers than competitors. Community involvement and mentorship that is rare in the artistic space. Inside scoop on aspiring and up-and-coming artists in the area for fans/business partners.

## FORMAT

Live event/performance art. Video/editorial work taken during the shows for incorporation into social media channels. Blog posts, editorial articles, fashion shoots from vendor work. Digital productions via Twitch.

## SCHEDULE

Oakland -August 28, 2021  
San Francisco - February 24, 2022  
DAMrewind - Weekly on Tuesdays at 7pm PST @ Twitch.tv/DAMevents

## NEEDS

Immediate needs are to find ways to grow visibility and capital for future ventures and brand growth. Secondary needs are to expand the DAM Internal Production Team. Tertiary needs are to partner and link with the appropriate venues and vendors in the expanding markets.