



The 2025 - 2026 Partner Deck



THE R&BNTHINGS EXPERIENCE

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[Learn More](#)

Sponsorship Lead

Bryson Dorsey

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WELCOME TO R&BNTHINGS

R&BnThings is a dynamic cultural platform that curates unforgettable event experiences rooted in the rhythm, soul, and storytelling of R&B music. Through a blend of live music, curated tastings, and immersive lifestyle activations, our events serve as a celebration of connection, culture, and community.

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CONNECT. CELEBRATE.
CREATE MEMORIES.

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UNDERSTANDING OUR EVENT ECOSYSTEM

Together, they form a cohesive lifestyle platform rooted in music, memory, and culture.

R&B n Things is structured around six unique event branches, each designed to deliver its own curated atmosphere, theme, and audience experience—ranging from vibrant block parties to soulful tastings and community-focused gatherings.



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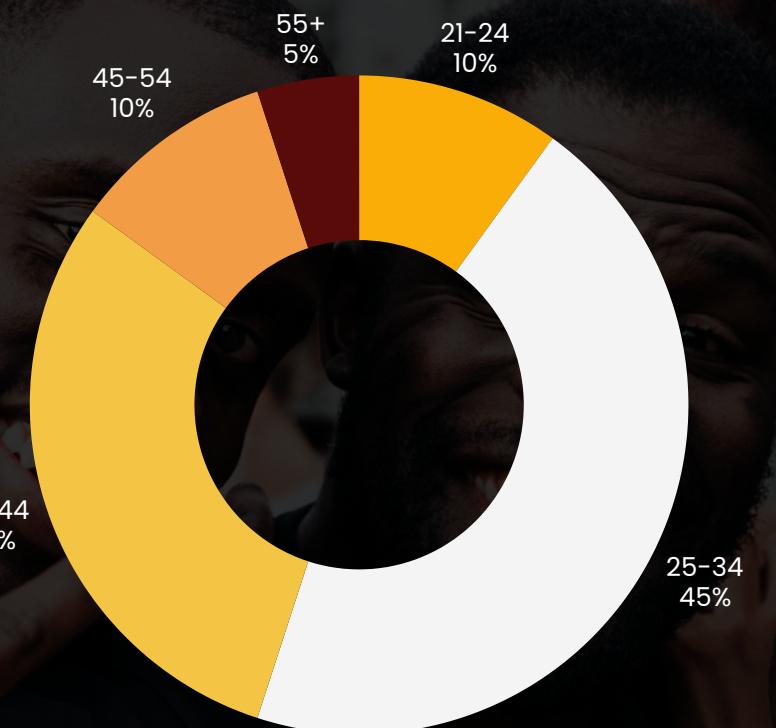
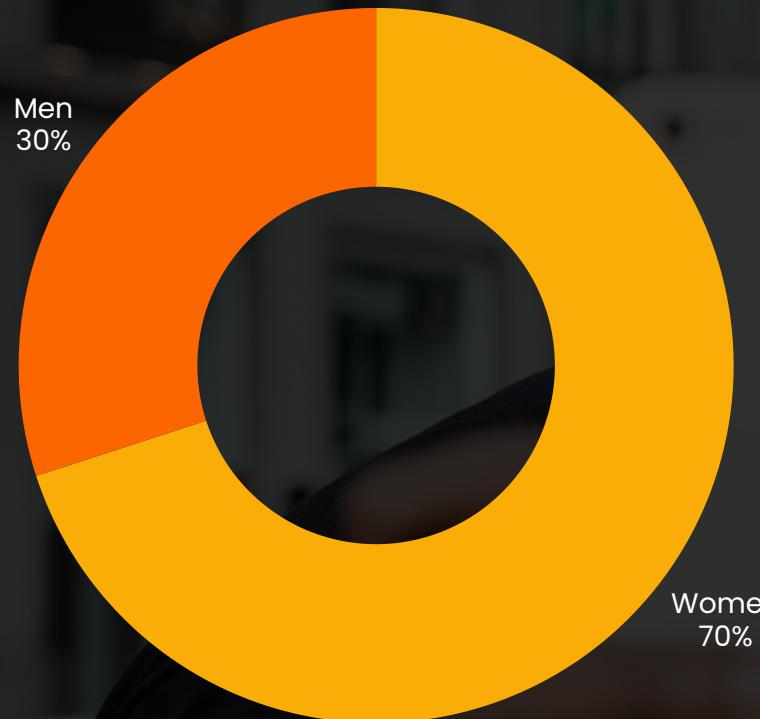
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AUDIENCE SNAPSHOT

We pride ourselves on attracting a culturally connected, socially active community with high purchasing power and lifestyle alignment.



The R&B n Things audience is **predominantly women, with 70% identifying as female and 30% as male**. The **core age range is 30 to 50**, although all attendees are 21 and older.

KEY DEMOGRAPHIC BREAKDOWN

About 50% of the audience has a household **income above \$75,000** and consists of young professionals, creatives, and entrepreneurs who value culture and community.

Events attract socially engaged individuals from major urban areas in the U.S. and Canada, including Atlanta, Houston, Washington DC, Los Angeles, Miami, and Toronto.

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REACH & IMPACT

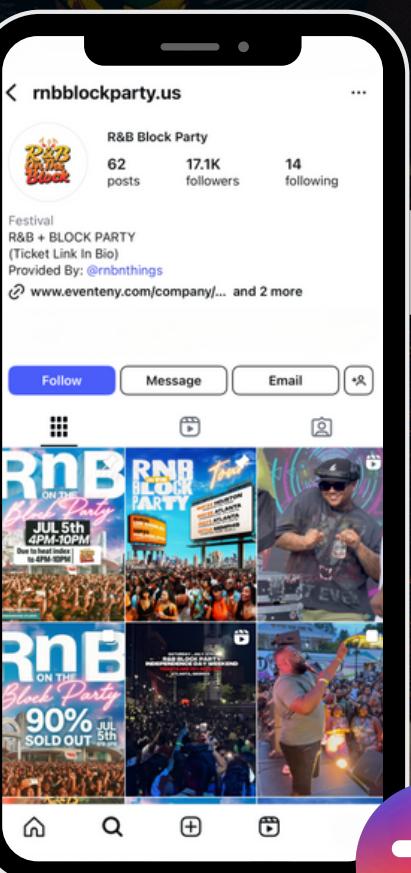
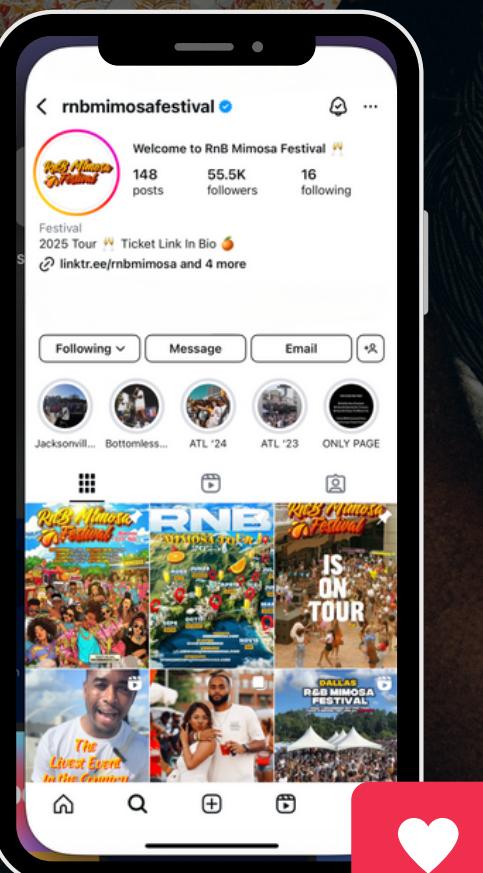
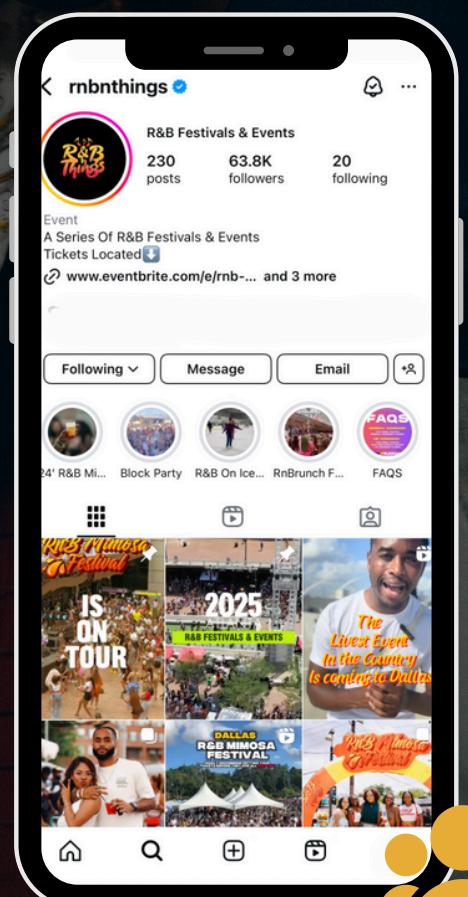
150K+ IG followers
across brands

30K+ email
subscribers

400K+ monthly
content impressions

10M+ branded
hashtag views

70% mobile-first,
culturally engaged
consumers



THE NUMBERS THAT REALLY MATTER.



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2026: AMPLIFIED EXPERIENCE

In 2026, R&B n Things will embark on a **nationwide tour spanning over 10 cities**,
delivering elevated, culturally resonant experiences across North America.

This strategic calendar is **designed to align with key cultural touchpoints** –
including Memorial Weekend, Labor Day Weekend, Juneteenth, Fourth of July and
Homecoming – maximizing visibility, engagement, and cultural relevance at every
stop.



VIEW OUR 2026 EVENT DATES

Access event dates by filtering through event category, city, and the master calendar.

Monthly & Quarterly
Summary



Category



Location



OUR 2026 EVENT DATES

Category View

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May 2
Washington, DC

May 3
Atlanta, GA

May 23
Tampa, FL

June 20
Brooklyn, NY

July 4
Atlanta, GA

Jul. 25
Richmond, VA

Aug. 8
Birmingham, AL

Sep. 5
New York, York

Oct. 10
New Orleans, LA



Jul. 18
Atlanta, GA



Dec. 12
Atlanta, GA



Nov. 14
Atlanta, GA



Mar. 14
Atlanta, GA

Apr. 18
New Orleans , LA

May 9
Jacksonville, FL

June 6
Charlotte, NC

July 11
Washington, DC

Aug. 22
Brooklyn, NY

Sep. 6
Atlanta, GA

October 3
Houston, TX

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SPONSORSHIP TIERS

If you do not find a suitable sponsorship tier, we also offer the option to customize your own sponsorship package. Please feel free to contact us for further details.

Benefit / Tier	Presenting Sponsor	Live Moments Sponsor	Entertainment Sponsor	Activation Sponsor
“Presented by” naming rights	✓			
Prime stage logo & video board	✓	✓		
On-stage acknowledgment	✓	✓		
VIP tickets + Premium Parking Spots	10 + Two VIP Parking Spots	6	4	2
On-site activation space	✓	✓	✓	✓
Email blasts & promo videos	✓	Shout-out	Mentions	✓
Dedicated social-media welcome post	✓	✓	✓	
Post-event thank-you spotlight	✓	✓	✓	
Featured show moment naming rights	✓	✓	✓	
Moment-specific signage & screens	✓	✓		
Talent experience zone sponsorship	✓	✓		
Side-stage/backdrop logo placement	✓	✓		
Social media mentions	✓	✓		
Logo On Merchandise	✓			



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WE DON'T.

JUST HOST EVENTS.

Our portfolio includes a wide range of signature event concepts, each with its own identity and vibe.

WE DO.

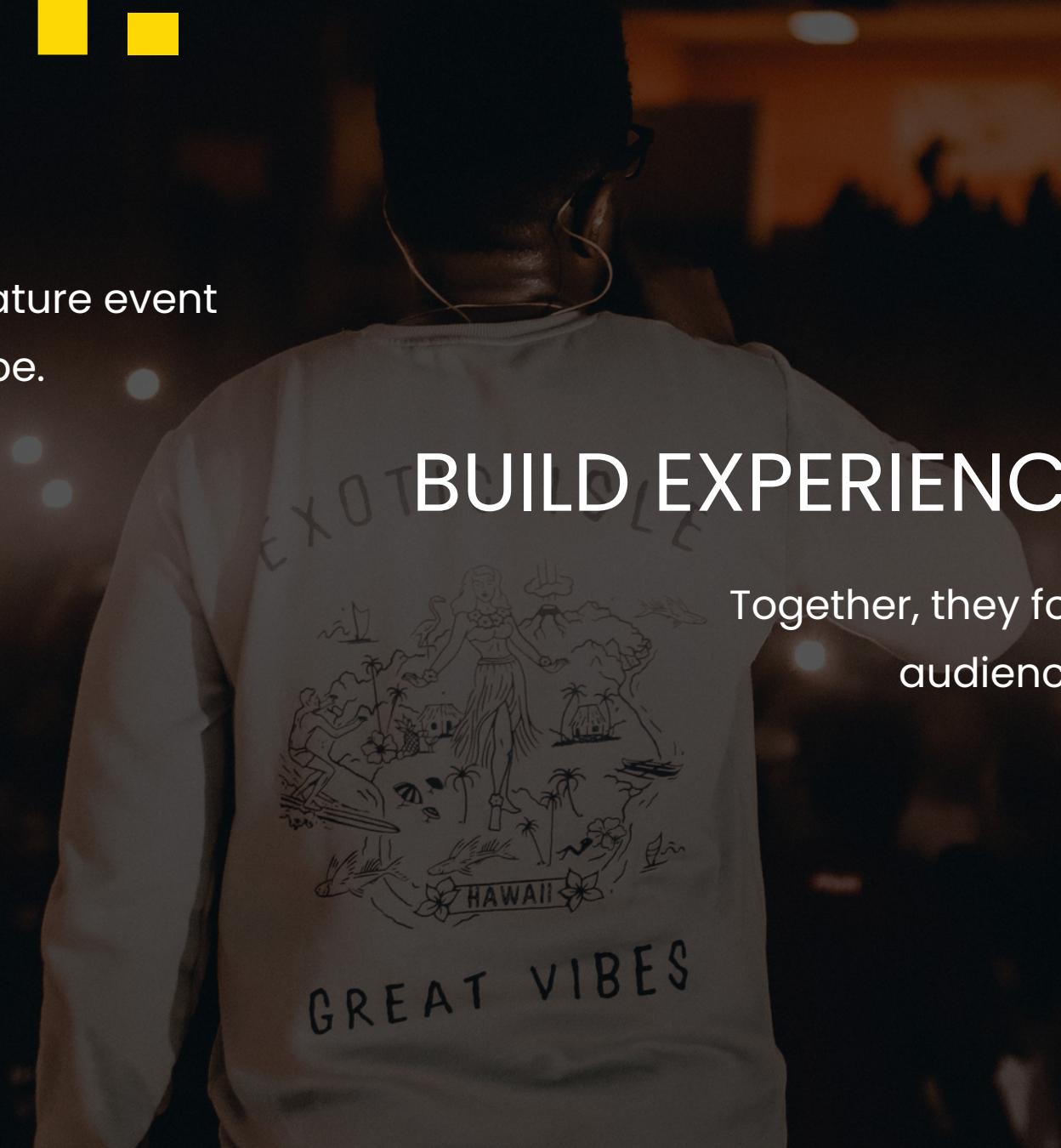
BUILD EXPERIENCES THAT FEEL LIKE A VIBE.

Together, they form a powerful platform for brand partnerships, audience reach, and meaningful cultural engagement.

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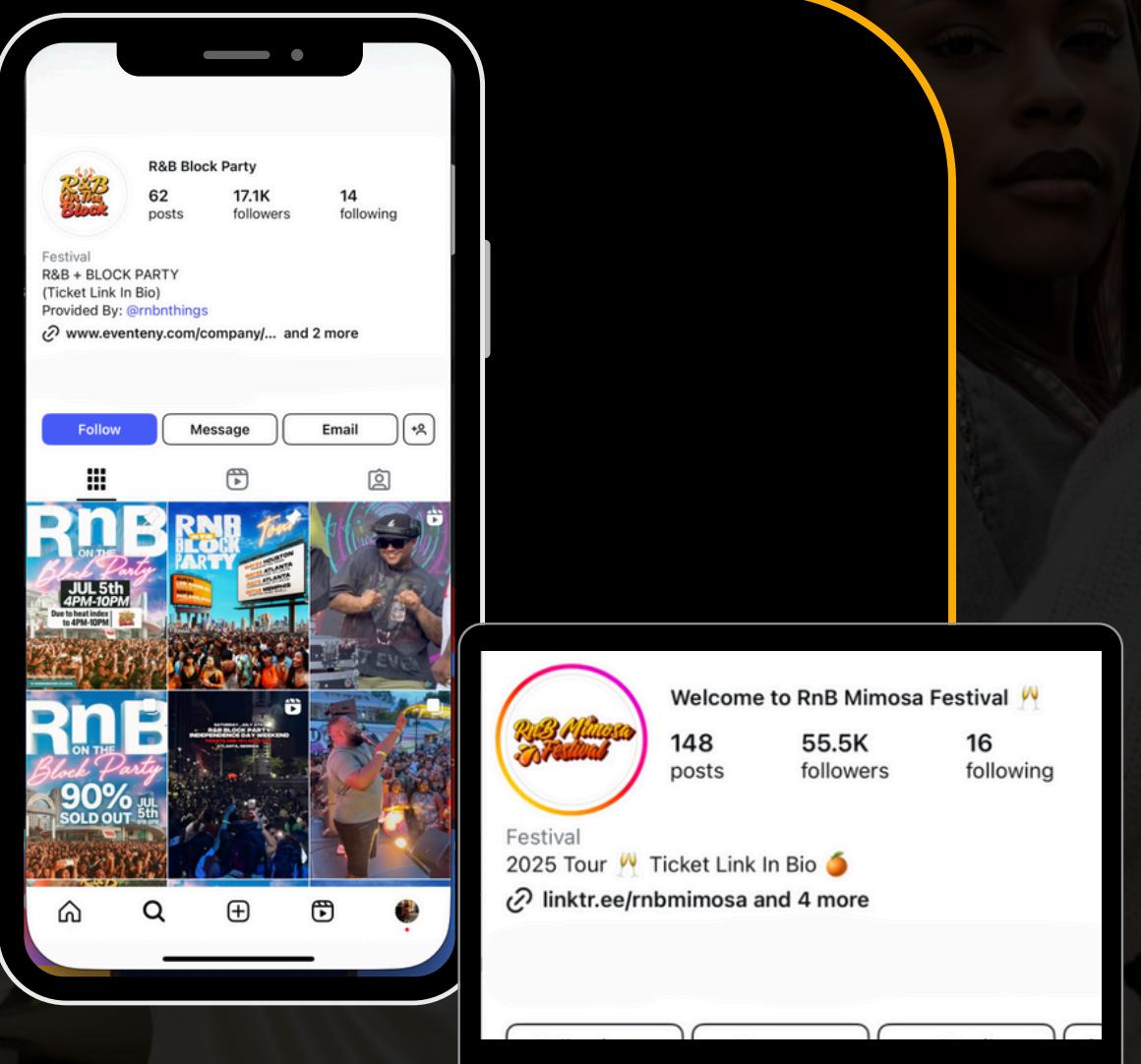


GET IN TOUCH

Secure your opportunity to partner with R&B n Things – a movement where music, brands, and community connect.

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