



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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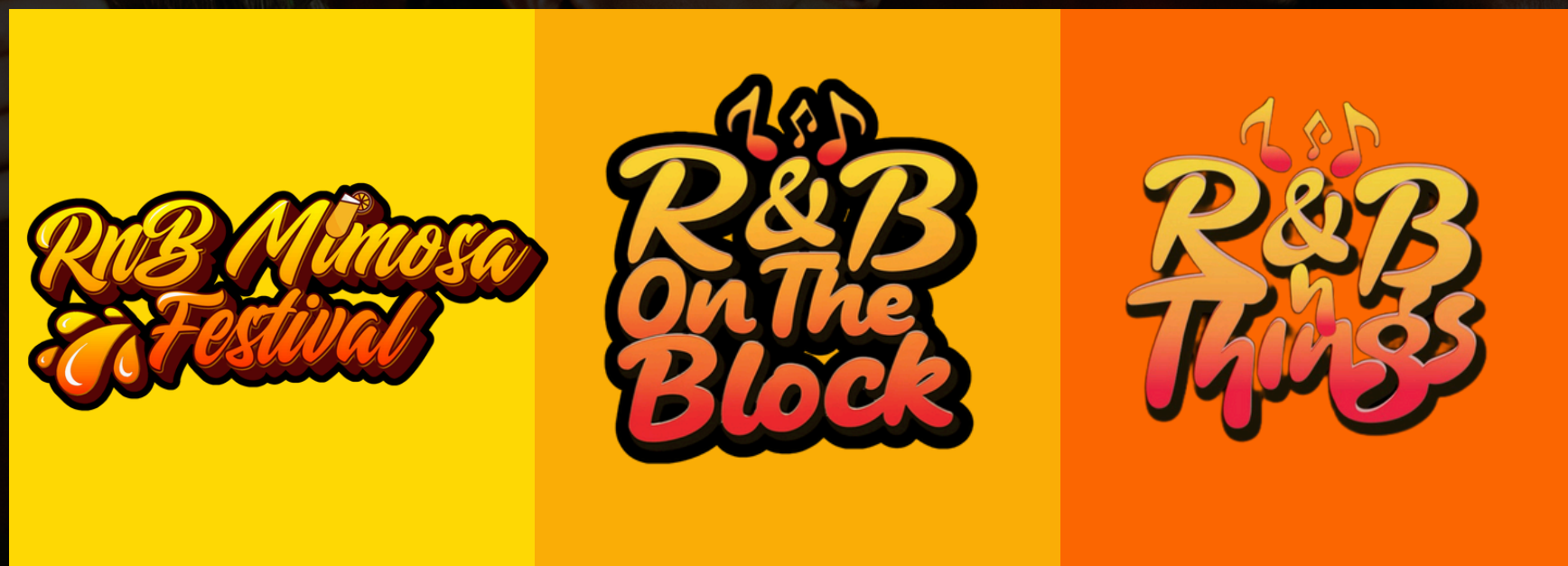




# UNDERSTANDING OUR EVENT ECOSYSTEM

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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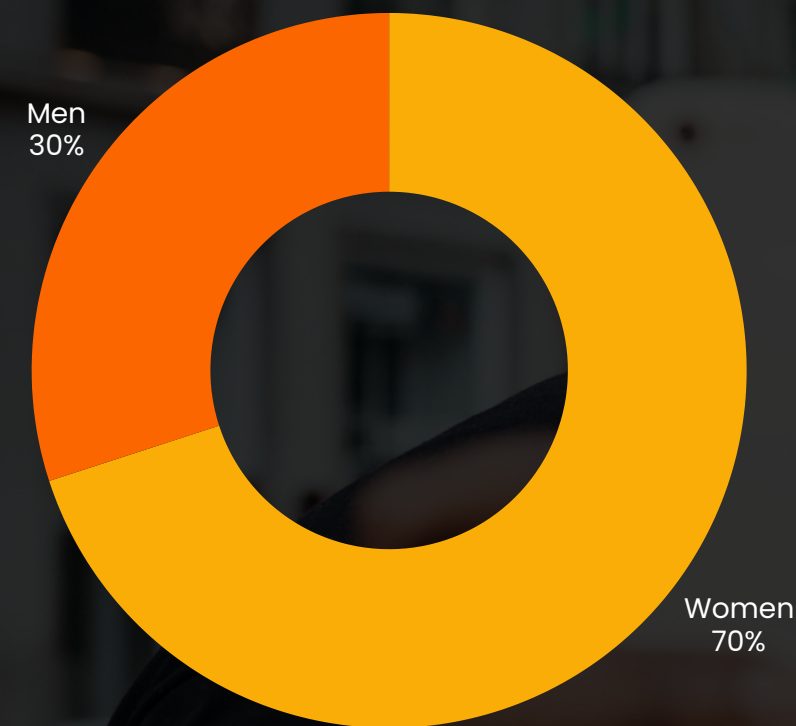
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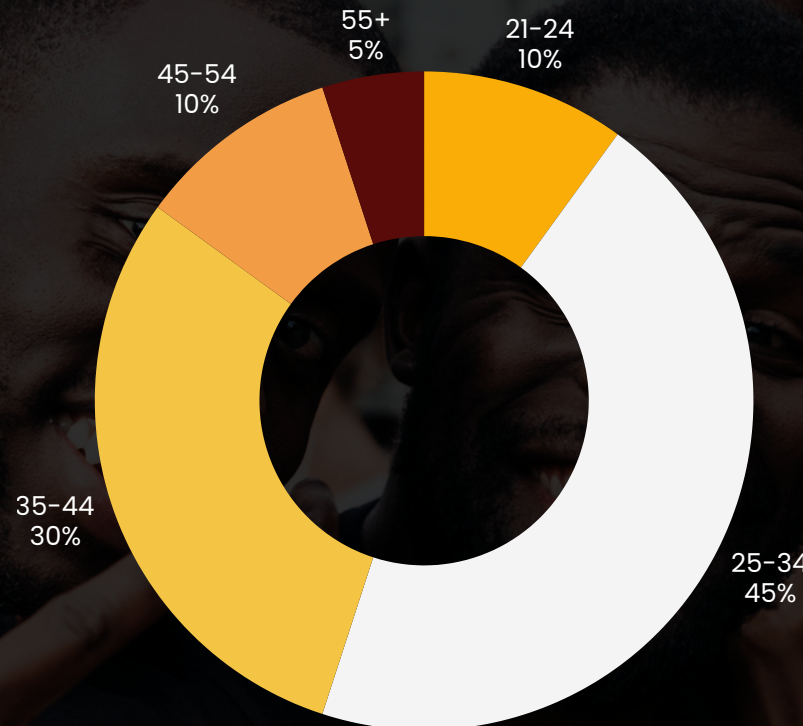


# AUDIENCE SNAPSHOT

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

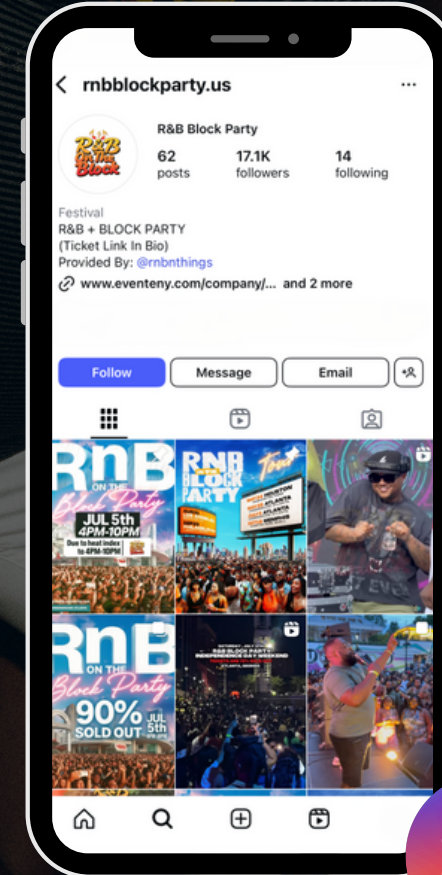
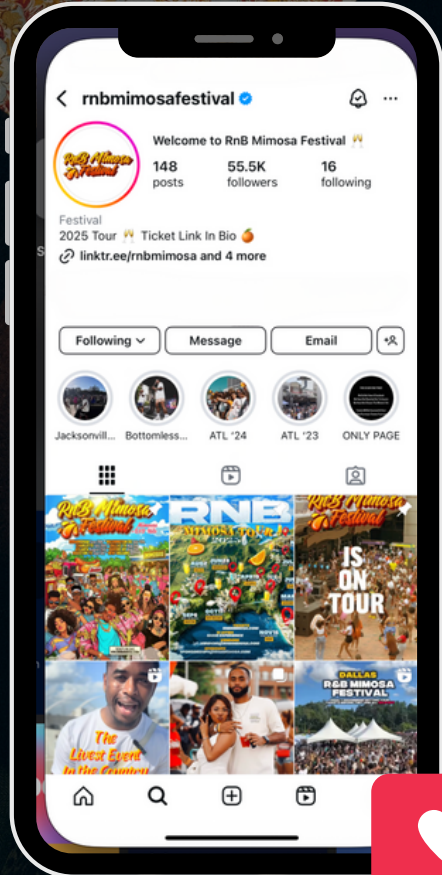
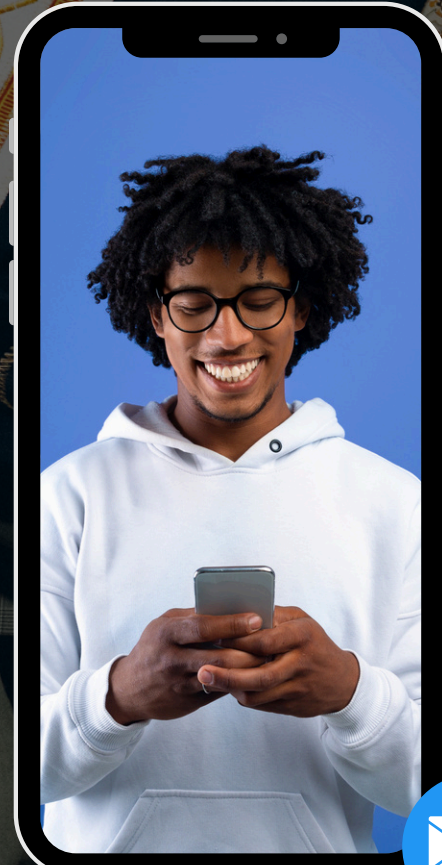
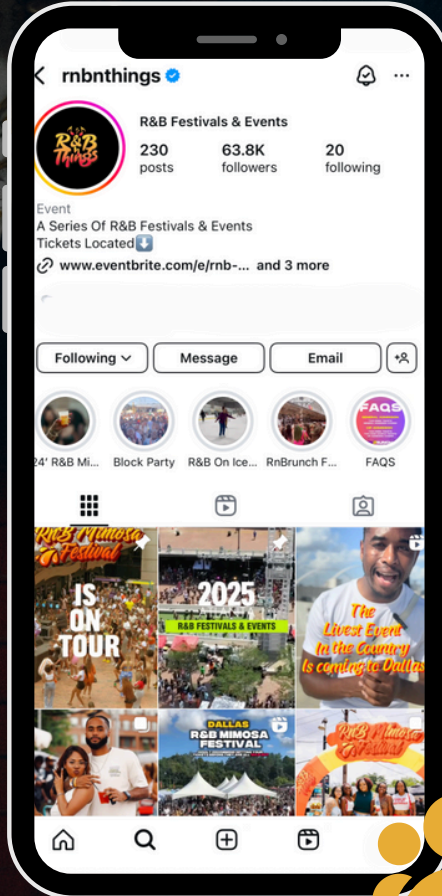
**150K+ IG followers  
across brands**

**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

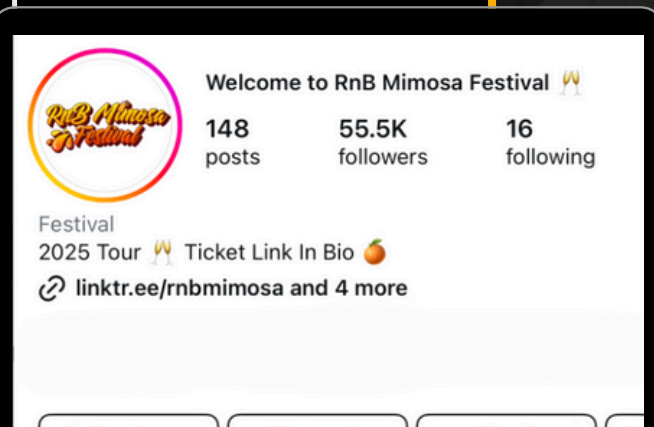
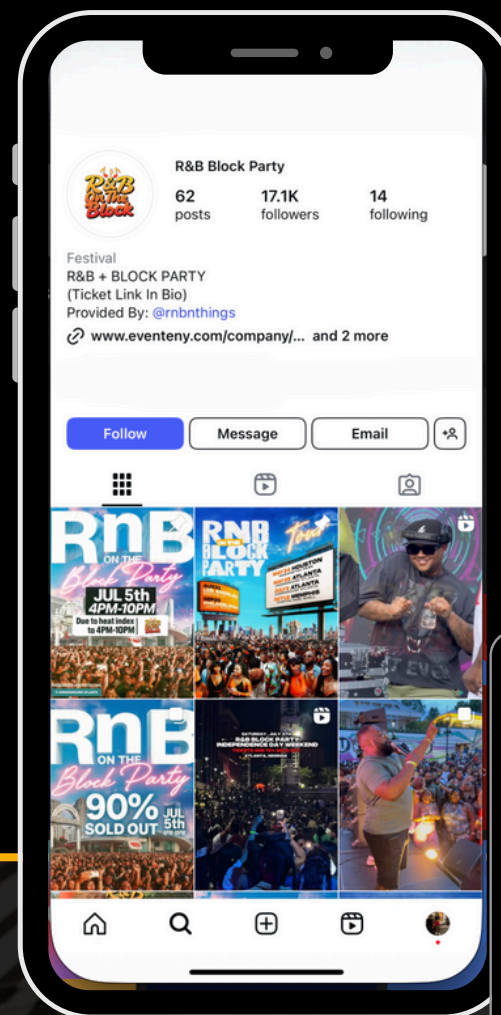
Secure your opportunity to partner with R&B n Things — a movement where music, brands, and community connect.

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