



BRO•L

bringing the heat


2023 APRIL
CREATED BY ANNETTE OSPINO

WHO WE ARE

BRO•Li was created for those secret ravers around the world, wanting to experience just a drop of that Miami Music Week sweat and dance the night away.

BRO•Li helps deliver upcoming house music artists in subdued areas, connecting them and listeners to other artists, venues, and art companies in their own area and greater, all while creating the needed atmosphere that they are missing.

BRO•LI




PRODUCT/SERVICES

We are a music broadcasting & promoting group that brings upcoming and popular house music artists in subdued areas, and hosts parties/listening events.

Benefits:

- streaming events
- connection to fans
- artist contacts
- high-end mixed media production
- safety & sustainability
 - merch
 - exclusivity

BRO-LI



TARGET AUDIENCE

DEMOGRAPHIC

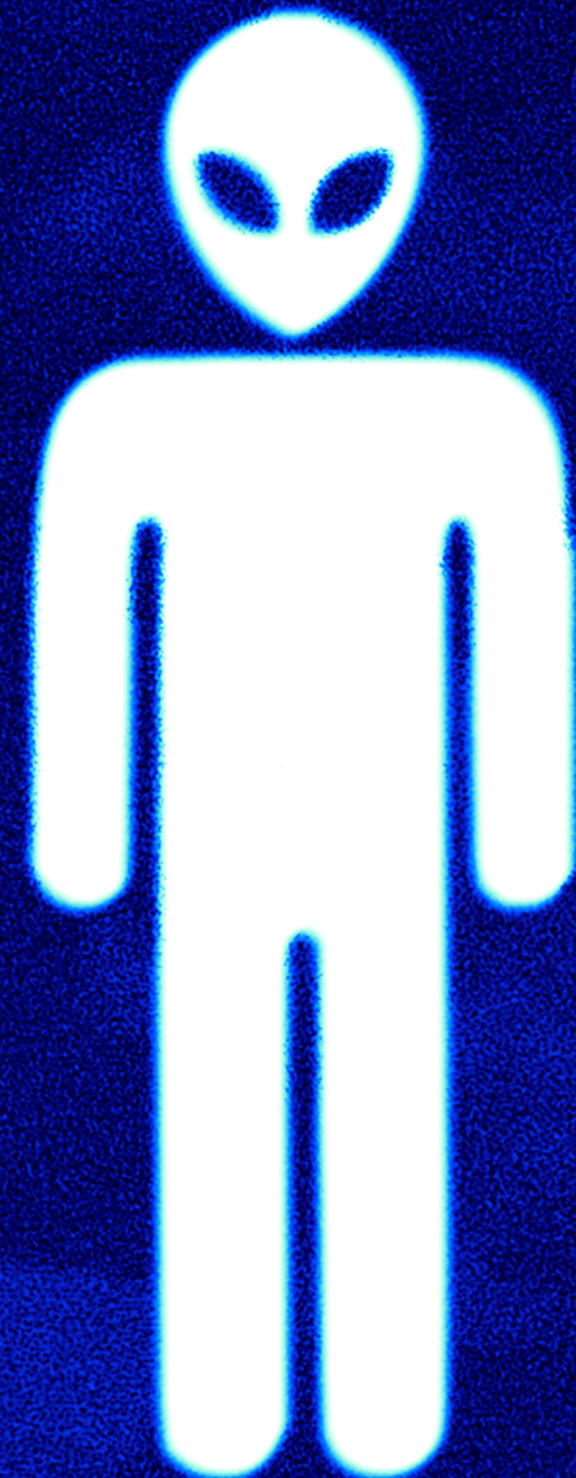
- Age Group: 18 - 30
- Open to Everyone and Anyone, For The People!

PSYCHOGRAPHIC

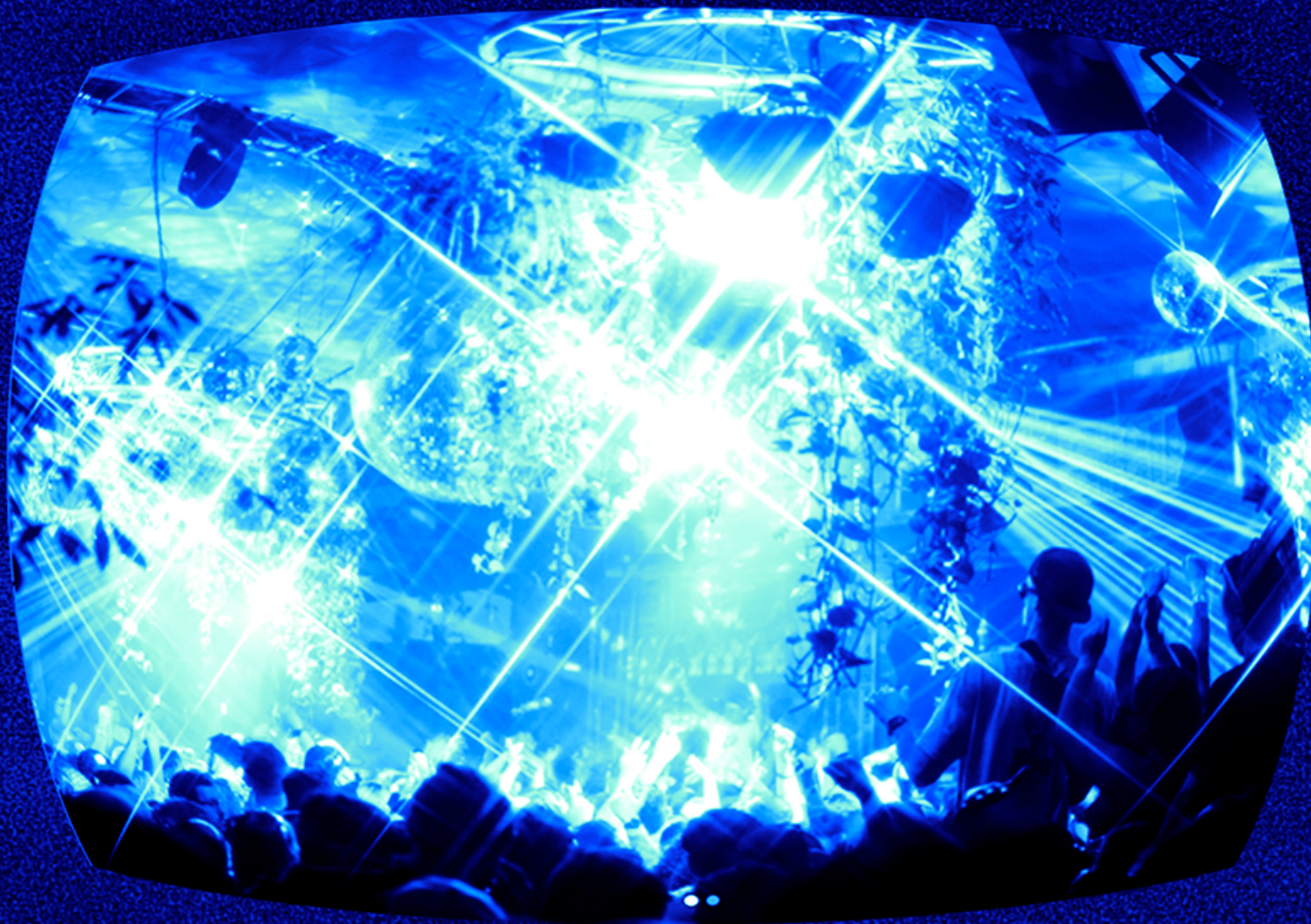
- Interest in EDM & House Music
- Fans of Boiler Room
- Fun, Outgoing Personalities

GEOGRAPHIC

- Anywhere in the World
- Local Artists, Fans, & Vendors

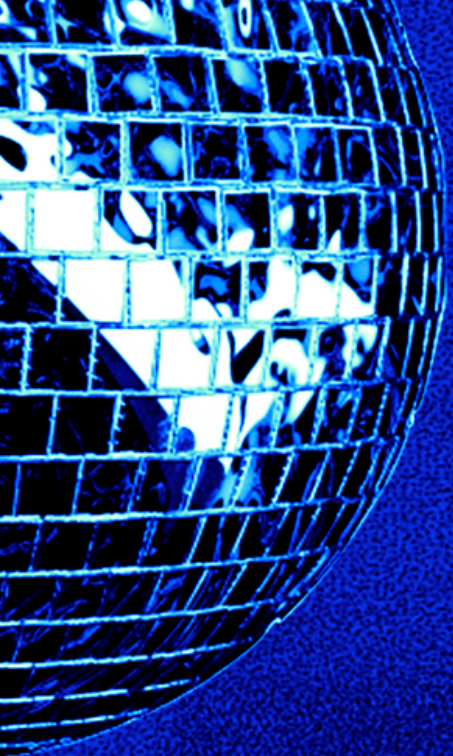


REVENUE STREAMS



- Advertising Revenue
- Subscriptions Revenue
- Affiliate Marketing
- Ticket Sales
- Merch Sales
- Sponsorships
- Content Licensing

By diversifying our revenue streams, we can ensure a steady income and reduce the risk of relying on a single revenue stream.



OPERATING APPROACH


We want to create these events by engaging with the community and what they already have to offer.

Having events be exclusive and heard only through social media. While getting revenue through ticketing, which varies in limit through each venue we chose, we also offer subscription to access exclusive streams, sets, and merch on our website.

By leveraging social media and other online platforms, we can build a large and engaged audience, through which we can then monetize.

PARTNERS/STAKEHOLDERS

- **Media Outlets:**
relationships with media outlets such as radio stations, music blogs, and podcasts can help to increase visibility and promote the music
- **Sponsors & Advertisers:**
provide additional revenue streams and resources for promoting the business
- **Music Venues & Event Organizers:**
opportunities for new event spaces exposure to new audiences
- **Record Labels & Distributors:**
help expand reach by access to their networks and resources
- **Musicians & Artists:**
important to establish strong relationships; ensures a steady stream of high-quality content



DIFFERENTIATORS

Some differentiators with this business compared to others is the type of artists we bring in. We want to curate a specific and different experience of listening to house music and expand it's audience.

We also work hand in hand with local artists and stage craft to help create that experience specific environment.

By broadcasting all of the music sets, we can have audiences from around the world listening.

THE FUTURE OF BRO•LI

To get this project going, we want to start with locals and friends who have experience in the music business but also take in fresh artists. The music industry is always looking for fresh talent, so by nurturing new talent, we can establish a reputation for innovation and creativity.

By expanding into new markets, we can partner with international artists or promoting the music in new regions with the events.



THANK YOU

BRO•LI