

Gracie Flays



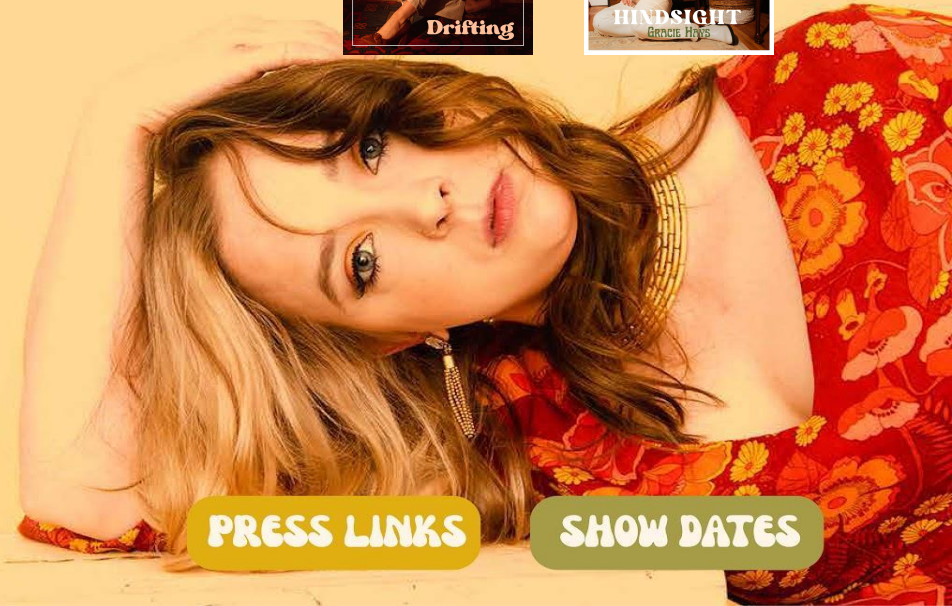


BIOGRAPHY

Gracie Hays is a self-branded “sad girl” singer-songwriter based out of Nashville, TN. She started performing at the age of three and continued perfecting her craft throughout her childhood. This sparked a lifelong love and passion for the music which inspired her to pursue her dream of being an artist and producer. Gracie received her bachelor and masters degrees from Berklee College of Music, releasing two EPs along the way. In 2018, she moved to Nashville where she released her latest single and is currently working on her debut full-length album set to release in fall 2022.



MUSIC – “LISTEN NOW”



PRESS LINKS

SHOW DATES

TARGET DEMOGRAPHIC

CURATED BY:

RIYL:

Phoebe Bridgers, Lucy Dacus, Dodie, Maggie Rogers, Samia

GENRE:

Indie Folk-Pop

AGE & GENDER:

17-45 Male & Female

PRIMARY LOCATIONS:

Nashville, Gulfport/Biloxi MS, Los Angeles, New York, Austin, TX.

INTEREST:

Mental Health, Vulnerability, Songwriters, LGBTQ+, "Sadgirls"



REACH & ENGAGEMENT

BASED ON ADVERTISING AGENDA PER MONTH:

ANTICIPATED IMPRESSION **200,000**

TARGET ACTIONS TAKEN **30,000-40,000**

DESIRED CONVERSION RATE **11.45%**



BRAND PITCH DECK

Cross Promotional Partner: *A cross promotional partnership is the suggested option for brands who have equal social reach and/or existing promotional budget. Under the cross partnership, the brand and artist agree to equally cross promote each other through shoutouts, takeovers, crossposting, etc. to executing the agreed upon promotional strategy*

Product Partner: *In cases where a partner has a physical product that aligns with the artist's aesthetic, the product partner can have their product featured in a promotional giveaway (either physical or digital,) promoted during an event, and/or exchange product with the artist to execute the agreed upon promotional strategy.*

Artist Sponsor/Marketing Partner: *When a brand becomes an artist sponsor, they will endorse the artist's full release campaign. They are included on all content & events and contribute financial assets towards the marketing agenda for the campaign.*