



The 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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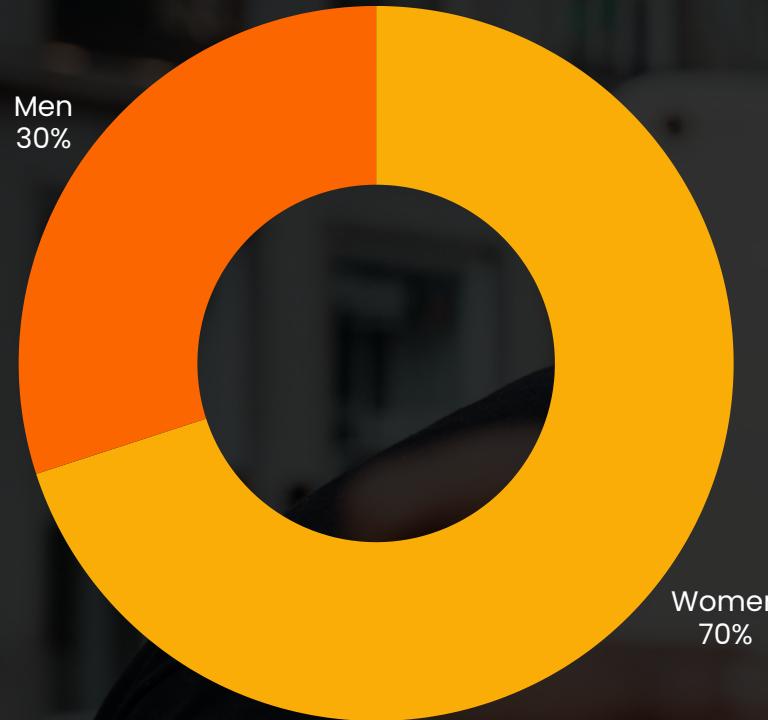
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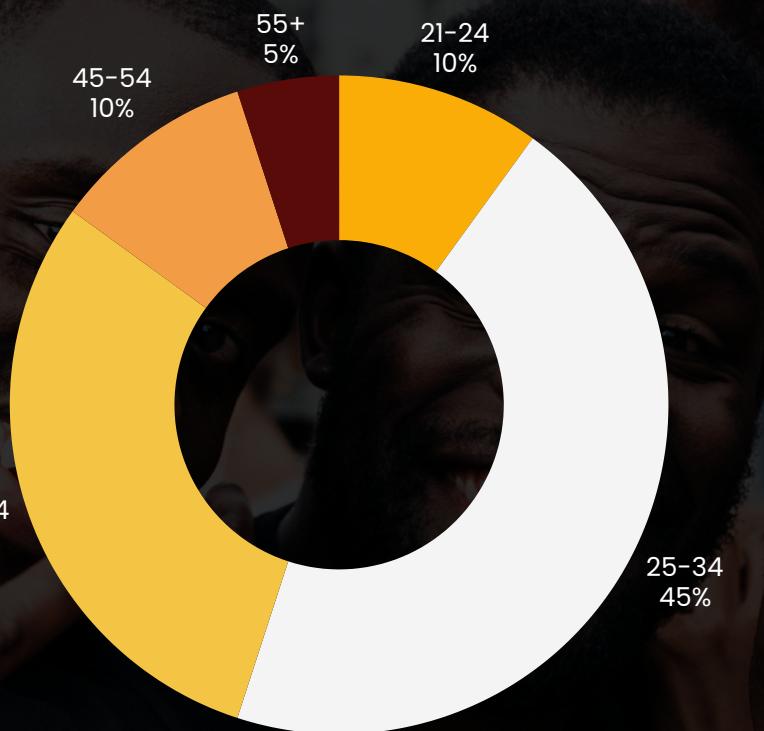
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# AUDIENCE SNAPSHOT

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

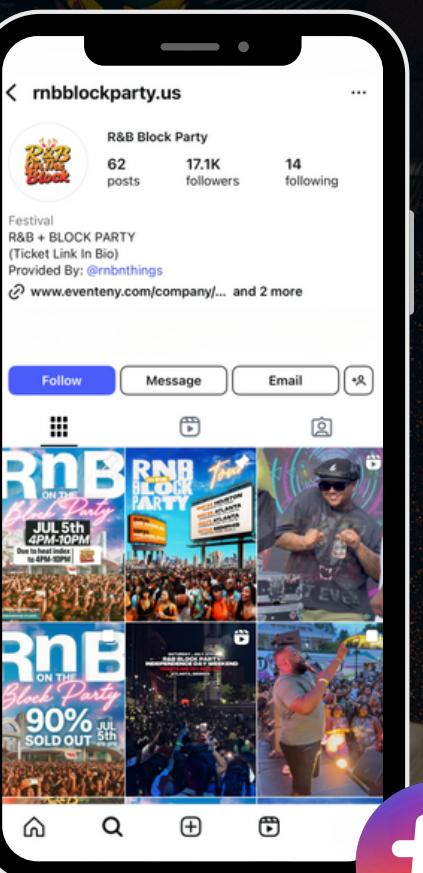
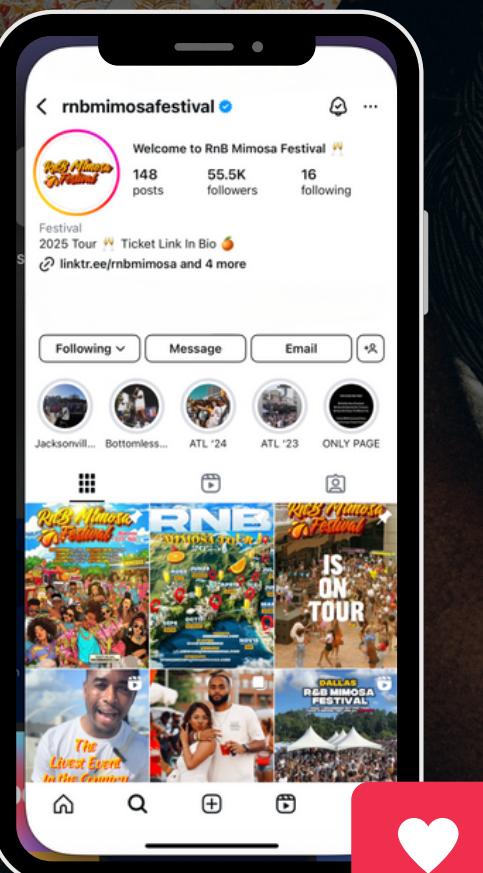
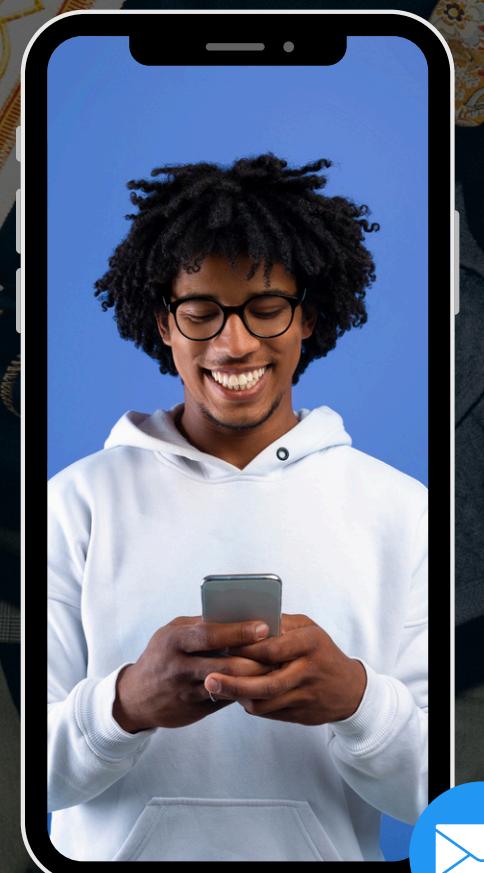
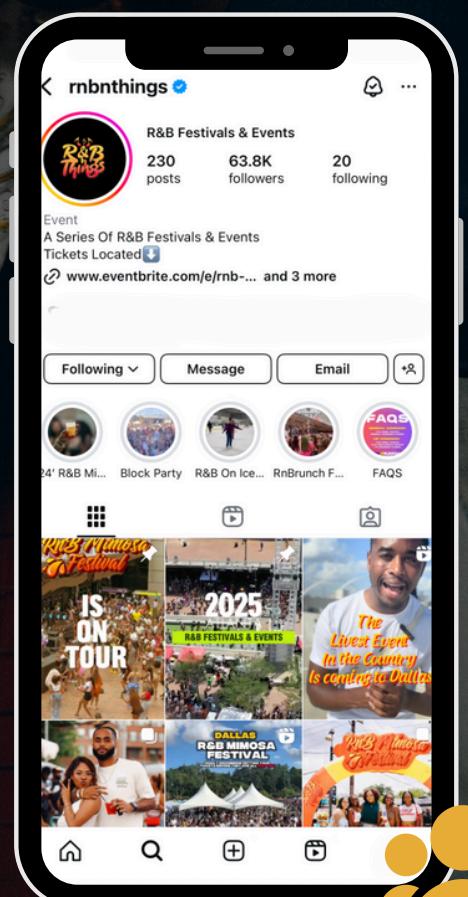
150K+ IG followers  
across brands

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 20 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



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# OUR 2026 EVENT DATES

Category View

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February 21 Phoenix, Arizona	July 4 Atlanta, GA
March 21 Houston, Texas	July 18 Detroit, MI
April 25 Charlotte, NC	July 25 Washington DC
May 2 Atlanta, GA	August 8 Birmingham, AL
May 23 Tampa, FL	August 15 Baltimore, MD
May 24 Atlanta, GA	September 13 New Orleans, LA
June 20 Brooklyn, NY	November 14 Orland, FL



July 11  
Atlanta, GA



Dec. 12  
Atlanta, GA



Sept. 4  
Atlanta, GA



Mar. 14 Atlanta, GA	Apr. 18 New Orleans , LA
May 9 Jacksonville, FL	June 6 Charlotte, NC
Aug. 22 Brooklyn, NY	Sep. 6 Atlanta, GA
October 3 Houston, TX	October 11 Washington, DC
October 24 Hampton, VA	

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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	<b>10 + Two VIP Parking Spots</b>	<b>6</b>	<b>4</b>	<b>2</b>
On-site activation space	✓	✓	✓	✓
Email blasts & promo videos	✓	<b>Shout-out</b>	<b>Mentions</b>	✓
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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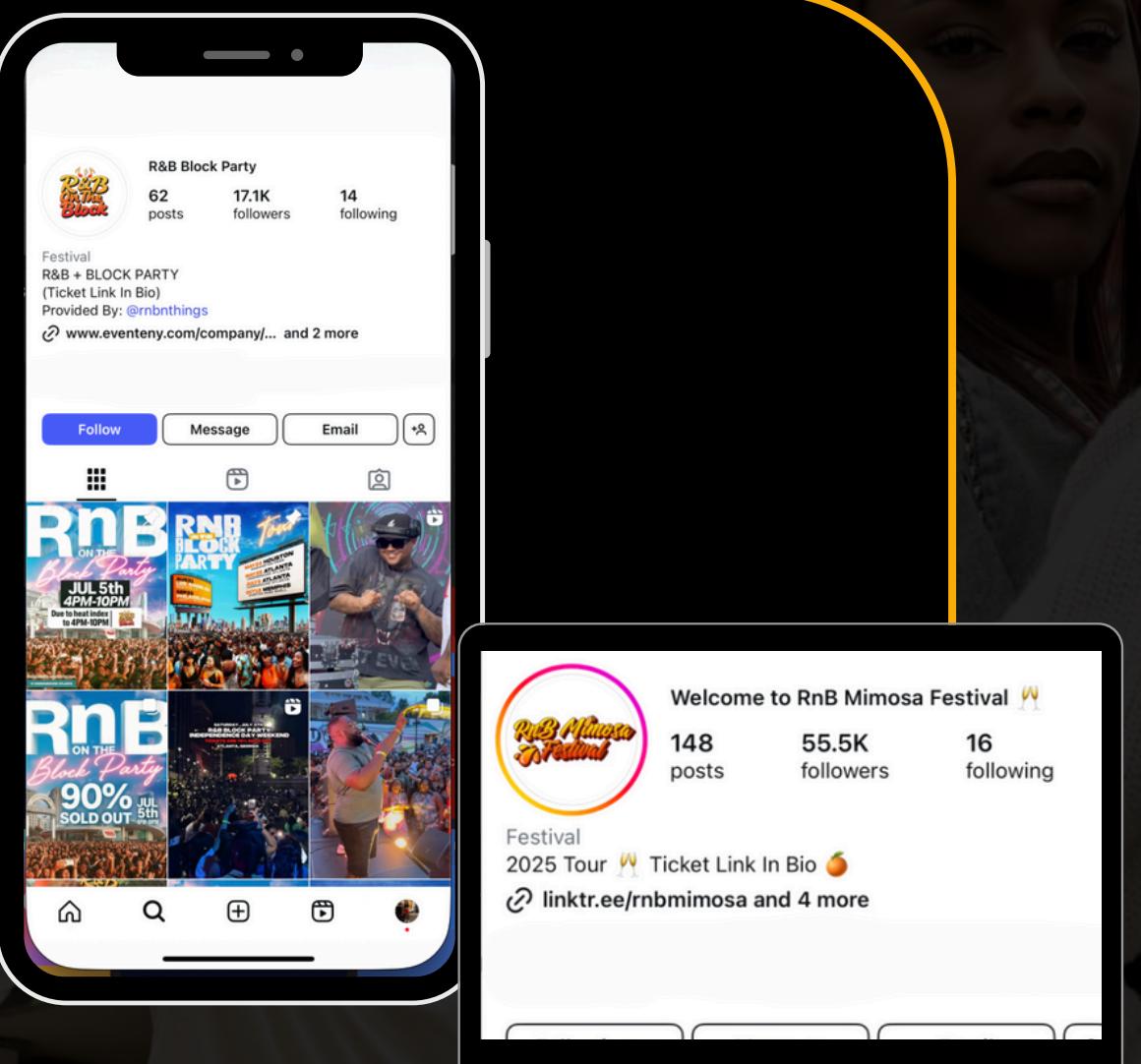
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# GET IN TOUCH

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

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