

Something Dope
FOR THE PEOPLE



— PARTNER DECK · CONFIDENTIAL

Put your brand *in the room.*

Something Dope's monthly Open Mic residency at The Peppermint Club, Los Angeles.

— THE OPPORTUNITY

The room where artists, *peers, and industry meet.*

Something Dope is a global community built to discover, develop, and elevate independent artists. The Open Mic is our flagship discovery format — running monthly, internationally, and producing some of the most important early breaks in independent music.

Now it lives at The Peppermint Club, an iconic Los Angeles venue, every month, with industry, label, and tastemaker attendance.

WHO'S IN THE ROOM

- Independent artists with momentum
- Label A&R + management scouting next
- Music journalists and editorial publications
- Peer artists, producers, and creative directors
- LA's culture-active audience, fans first

THE FORMAT

How the room *decides who performs.*

No list. No algorithm. The Open Mic is a raffle-ticket discovery format that's run across LA, Chicago, London, Toronto, Palermo, and 15+ other cities.

01

Pull up

Show up at the door. Every fan gets a raffle ticket. No list, no RSVP, no algorithm.

02

Drop your name

Write it on the ticket exactly how you want to be announced. Drop it in the bucket.

03

We draw live

Random pulls all night. The mic goes to whoever the paper says.

04

Surprise drop-ins

Artists you know show up without warning. Sometimes we're as surprised as you are.

TRACK RECORD

Artists who came *through this format.*



Myles Smith

First US performance at our Open Mic. Now Brit Award winner, 100K+ ticket tour, Ed Sheeran world tour, SoFi Stadium.



Lekan

Walked in at ~300 monthly listeners. Now an international touring artist with millions of streams.



Genwinner

Discovered at an Open Mic. Went viral. Crowdfunded ~\$20K. Completed a 20 city tour.



Flyana Boss

Some of their earliest live performances happened through Something Dope. Now signed and touring.

— THE VENUE

The Peppermint *Club.*

An iconic Los Angeles venue. Intimate, design-forward, with a long history of live music and tastemaker attendance.

- Los Angeles, California
- Capacity sized for high-signal density
- Stage-forward, no barrier between artist and crowd
- Built for content capture and live performance



SPONSORSHIP TIERS

Three ways *to be in the room.*

QUARTERLY · 3 NIGHTS

Supporting

Brand-of-the-night across a quarter. Strong presence without exclusivity, perfect for product or campaign launches.

- On-site signage at three consecutive residency
- Logo placement on three night-of recap rolls
- One activation moment per night
- Mention in pre-event email to the SD community
- Photo and video deliverables from each night

PER NIGHT

In-kind / Activation

Bring product, service, or experience to a single night. Built for tastings, custom drink menus, photo activations, or content shoots.

- On-site activation footprint at one residency
- Logo callout in the night's recap
- Photo and video deliverables from the activation
- Direct line to artists in the community for

ACTIVATIONS AVAILABLE

Build the moment *that fits your brand.*

%| Custom cocktail or drink menu (built with alcohol or spirits sponsors)

%| Photo activations and branded content capture

%| Co-produced video content with featured artists

%| Brand integration into Open Mic raffle ticket

%| Branded lounge or VIP area

%| Pre-show artist meetup with sponsor team

%| Product placement on stage and in recaps

REACH & TRUST

Built since 2019.
Trusted across continents.

EVENTS RUNNING
SINCE

2019

CITIES GLOBALLY

20+

ARTISTS
THROUGH THE
DOOR

1000s

CADENCE AT
PEPPERMINT

Monthly

CITIES INCLUDE

Los Angeles · Chicago · London · Toronto · Palermo · + 15 more

Something Dope
FOR THE PEOPLE

— THE ROOM



THE PEPPERMINT CLUB · LOS ANGELES · LAST OPEN MIC

Something Dope
FOR THE PEOPLE

NEXT STEPS

Let's build *the right partnership.*

Reply with your goals, timing, and any product or moment you're looking to bring into the room. We'll tailor the partnership and send a proposal back within a week.

DIRECT

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GENERAL

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