COMPANY OVERVIEW · FOUNDED 2019, LOS ANGELES

Something Dope *For The People.*

Bringing the industry to the people.

THE ORIGIN · 2019

It started with one night in Hollywood.

Something Dope For The People was founded in Los Angeles in August 2019 with one goal: bring together a community of creatives, artists, musicians, and designers, and give them a space to connect, collaborate, and be seen.

The first night at The Foxhole in Hollywood drew about 100 people. Growth came fast, from one event to multiple per month, with a real community forming in real time. From day one it was a launchpad.

BUILDING CULTURE · 2020

Something Dope for the Ladies.

In 2020, the platform expanded with Something Dope for the Ladies, intentional space to amplify women creatives and ensure they had equal opportunity to be seen and heard. Artists were developing. They were leveling up.

GLOBAL EXPANSION · 2022 TO 2024

Sold out in LA, then three new countries.

In 2022, Something Dope landed a residency at Los Globos and sold it out for 33 consecutive weeks. The Open Mic series became one of the most in demand creative experiences in Los Angeles, with hundreds of artists lining up hours before doors opened and artists traveling from around the world to perform.

In June 2024, Something Dope opened residencies in London and Toronto. On June 14, 2024, the first Palermo, Italy event drew 1,000 people. Three new countries in one month. Something Dope proved it could build community anywhere. Next up: New York City, expanded LA programming, and major US cities.

FLAGSHIP EXPERIENCE

Pass The Aux.

Pass The Aux is the core of the ecosystem. Artists play music in real recording studios at Create Music Group, connect with peers and industry professionals, receive feedback, and create content. Lineups run 10 to 40 artists, on a monthly minimum cadence.

It is a discovery engine. Lekan attended with around 300 monthly listeners and grew into an international touring artist.

ARTISTS BEFORE THE FAME

Careers that started here.

Flyana Boss

Played their first ever show at a Something Dope event in 2019 and have performed at many shows since. Something Dope produced multiple release parties for them, including the You Wish single release. Five days later, the single hit number 1 on Spotify's US Viral 50 with Missy Elliott on the remix.

Myles Smith

Gave his first ever US performance at a Something Dope Open Mic. He has since won a Brit Award, sold out his own tour of over 100,000 tickets, and is on the road with Ed Sheeran, SoFi Stadium included.

Genwunner

Discovered at a Something Dope Open Mic. He built a fanbase from that room out, went viral, crowdfunded roughly $20,000 direct from fans, and completed a 20 city tour.

This is a repeatable system.

FULL SERVICE PRODUCTION

Six figure events, end to end.

Something Dope has evolved into a full service production company handling six figure events. Capabilities include creative direction, event production, vendor sourcing, brand activations, and experiential design.

Notable work includes the Cymbiotika × Ulta Beauty launch at The Lillian in Los Angeles, produced end to end as the brand rolled into 1,000+ Ulta stores. Vogue covered the night as editorial. The festival partnership with Rolling Loud is ongoing. Brand partnerships start at $5K.

THE ECOSYSTEM

Discovery, networking, career pipelines.

Something Dope connects artists, studios, creatives, and industry professionals. It creates discovery, networking, content creation, and career pipelines.

THE FUTURE

Always on experiences.

Something Dope is building monthly residencies across multiple cities, a continuous tour system where artists can tap in from anywhere and opportunities stay active.

BY THE NUMBERS

The receipts.

EVENTS PRODUCED 350+	ATTENDEES 50,000+	COUNTRIES · US, UK, CANADA, ITALY 4
WEEKS SOLD OUT AT LOS GLOBOS 33	PEOPLE AT THE FIRST PALERMO EVENT 1,000	COVERED THE CYMBIOTIKA LAUNCH Vogue

POSITIONING

What Something Dope is.

Something Dope For The People is a global community dedicated to discovering, developing, and elevating independent artists through real-world experiences, community, and opportunity.

CONTACT

Talk to us.

PRESS

press@somethingdopeforthepeople.com

Interviews, assets, and coverage

BRANDS AND BOOKING

hello@somethingdopeforthepeople.com

Partnerships start at $5K

somethingdopeforthepeople.com · @somethingdopeforthepeople