

# SOMETHING DOPE FOR THE PEOPLE

## **The Origin**

Something Dope For The People was founded in 2019 with one goal: bring together a community of creatives—artists, musicians, designers—and create a space where they could connect, collaborate, and be seen.

What started as one event quickly became something much bigger. Immediate success. Growth from one event to multiple per month. A real community forming in real time.

From day one, this wasn't just an event—it was a launchpad.

## **Building Culture, Not Just Events**

In 2020, the platform expanded with Something Dope for the Ladies, creating intentional space to amplify women creatives and ensure they had equal opportunity to be seen and heard.

Artists weren't just performing. They were developing. They were leveling up.

## **Global Expansion**

In 2022, Something Dope launched its open mic series—quickly becoming one of the most in-demand creative experiences in Los Angeles. Hundreds of artists lined up hours before doors opened. Artists traveled from around the world.

This momentum led to international expansion in London, Toronto, and Palermo, Italy, where a 1,000-person event marked a major milestone.

Something Dope proved it could build community anywhere.

## **Flagship Experience: Pass The Aux**

Pass The Aux is the core of the ecosystem.

Artists play music in real recording studios, connect with peers and industry professionals, receive feedback, and create content.

It is a discovery engine.

Artists like Lekan attended with only ~300 monthly listeners and went on to grow into international touring artists.

## **Artists Before the Fame**

Flyana Boss performed some of their first shows through Something Do.

Miles Smith performed his first ever show in the United States at a Something Dope open mic and is now on a world tour with Ed Sheeran, performing at major venues including SoFi Stadium.

Genwunner was discovered at an open mic, built a fanbase through consistent performances and content, went viral, crowdfunded ~\$20,000, completed a 20-city tour, and is preparing for international expansion.

These are not one-off moments. This is a repeatable system.

## **Full-Service Production Company**

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 a Cymbiotika launch event covered by Forbes that generated over 1 billion impressions, equivalent to roughly \$20 million in media value.

**The Ecosystem**

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. This creates a continuous, never-ending tour system where artists can tap in from anywhere and opportunities are always active.

**By The Numbers**

300+ events produced

50,000+ tickets sold

Global events across the US, UK, Canada, and Italy

1,000+ attendee international events

1B+ impressions from brand activations

Multiple artists launched into full-time careers

**Positioning Statement**

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