

The background features a vibrant orange-to-blue gradient. On the left, there are silhouettes of palm trees. A white network of lines and nodes is overlaid on the scene. The text 'RVRB' is in large, bold, white letters with a yellow outline, and 'EXPERIENCE' is in smaller, bold, yellow letters below it.

# **RVRB**

## **EXPERIENCE**

13-15 JULY 2022

## About RVRB Experience

**RVRB Experience** is a music conference featuring a variety of sessions that allow attendees to explore music trends, discover music companies, find out what's happening in the Caribbean and the wider world of music, and of course, discover new artistes.

**RVRB** proves that magic happens when diverse topics and people come together. Let's build the Caribbean eco-system together.



## About MusicTT

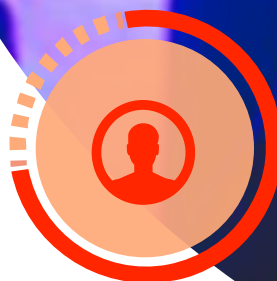
The Trinidad & Tobago Music Company Ltd. is a State Agency under the Ministry of Trade & Industry with the mandate to stimulate and facilitate the business development and export activity of the Music sector in T&T to generate national wealth.

*MusicTT is the presenting company for the RVRB Experience*



# WHO Is it for?

RVRB Experience is open to all music creators, music industry professionals, music educators, music entrepreneurs, arts administrators and music students worldwide.



Caribbean Music Convergence





# Musical Performances!

Emerging Talent. Music Discovery. Talent Exploration. See and listen to a variety of performances – a convergence of budding talent waiting to be seen and recognized.

**We came for the music...**

“

*Every artiste and musician was first an amateur. Give them inspiration, room to shine, a fighting chance and they'll show you what they can do.*

*~Ralph Waldo Emerson*





# Showcasing Artistes Can Benefit

**RVRB** Experience showcasing artistes benefit from extensive press coverage and accessibility to new markets and increased discoverability.

**NO OTHER MUSIC CONFERENCE** champions Caribbean Music discovery like RVRB.

Get you music in front of an audience of music creators, global industry professionals in over 20 countries.

**AS AN ONLINE EVENT** (for now), **RVRB** Experience is the place where music business and emerging talent discovery and exploration converge.

**SHINE!** The world is seeing you!



# Panels & Mentors

The RVRB Experience provides a variety of compelling opportunities for learning and networking. Discuss topics trending in the music industry globally and learn about new music companies. RVRB aims to provide a one-stop-shop to the global music eco-system to help strengthen the value-chain.

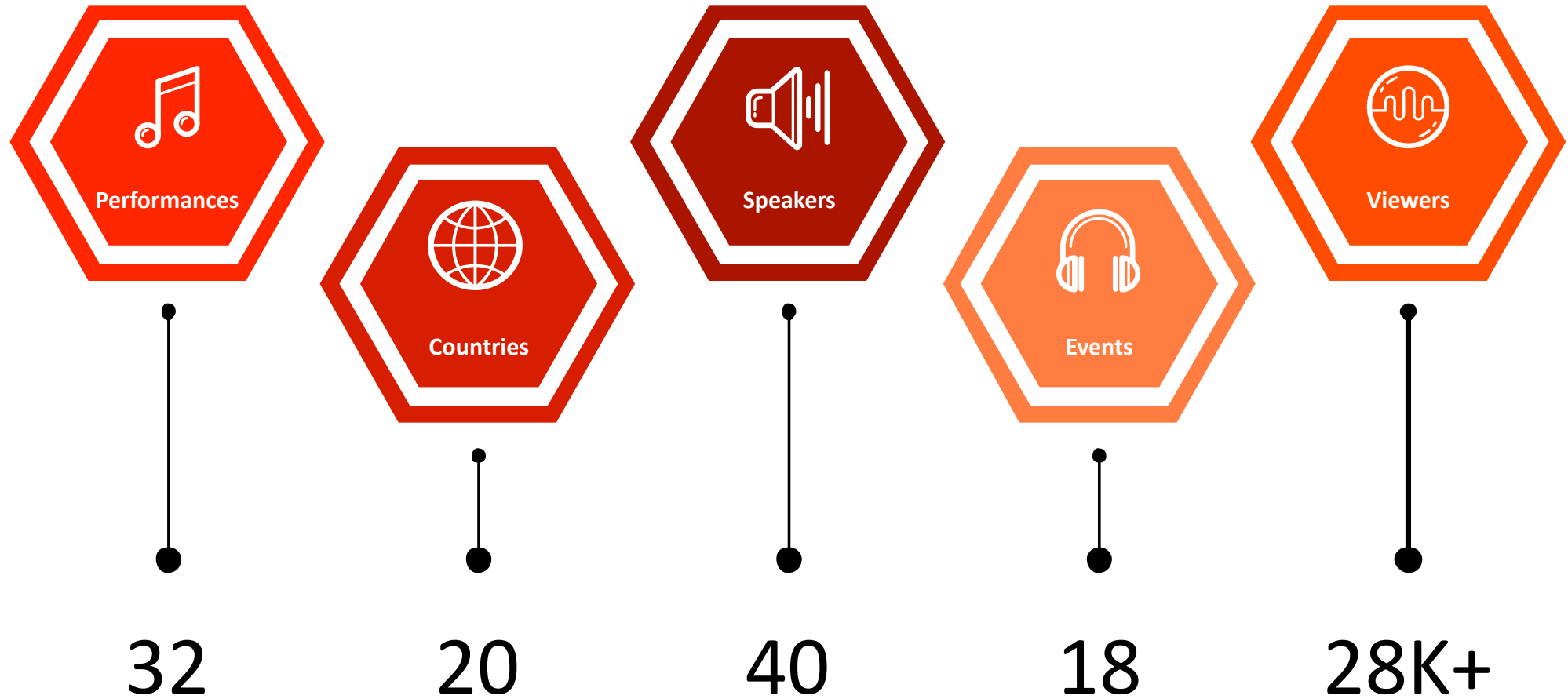


*Networking is not just about connecting with people. It's about connecting people with people, people with ideas and people with opportunities.*

*~Michele Jennae*



# Event Statistics (2021)





# Digital/Social Statistics (2021)



**Website Visitors**

**4,202**

[www.rvrexperience.com](http://www.rvrexperience.com)



**Social Reach**

**237,542**

Facebook / Instagram

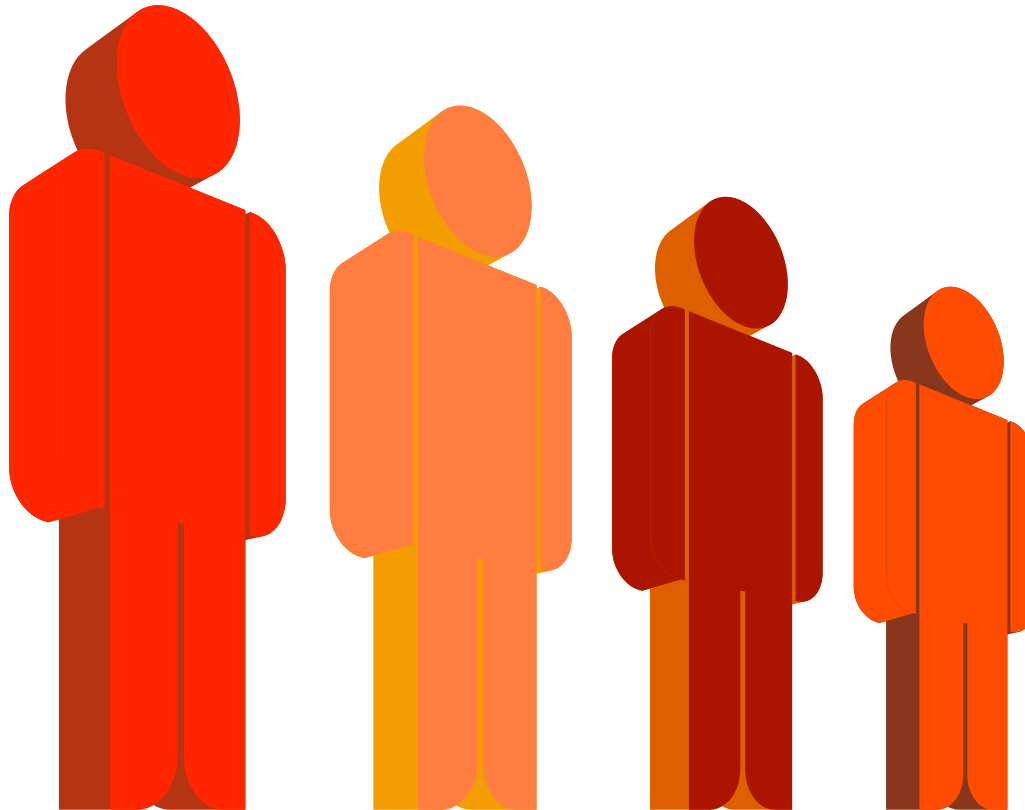


**Social Impressions**

**732,077**

Facebook / Instagram

# Audience Demographics (2021)



➔ 51%  
Male Attendees

➔ 49%  
Female Attendees

## Age Range

Overall participating age bracket is 25-54.  
We expect to see an increase in the younger age demographic in the future through the addition of other events.



# 2021 Photo Album





**RVVRB**  
EXPERIENCE

OPPORTUNITIES

# Interested in Sponsoring?



10k

## MASTER MIX

Brand Placement:  
Website  
Major Artwork  
Step & Repeat

25k+

## ROYALTY

All Elements of the  
Master Mix  
  
Brand Placement:  
3 Concerts  
  
1 Representative on  
Sponsor Panel

OPEN

## FOR EXAMPLE...

Digital Services  
  
Giveaways  
  
Product Placement  
  
Financial  
  
In-Kind

# Interested in Partnering?



Present Music Related  
Panels, Workshops,  
Interviews:

Marketing	Copyright	Streaming
Distribution	Entertainment	Music Tech
Synchronization	Musical Theatre	Music & Fashion
Business	Orchestras	Metaverse
Education	Sheet Music	
Policy	Social Apps	

Contact: **Melissa Jimenez**, General Manager, MusicTT  
1-868-747-7340 / [melissa.jimenez@musictt.gov.tt](mailto:melissa.jimenez@musictt.gov.tt)

# Interested in Buying Ad Space?

Showcase your company,  
brand, promote yourself:

## ONLINE

RVRB Experience  
Website Homepage  
**\$250 USD**

MusicTT Newsletter  
2 blasts within 30 days  
**\$150 USD**

## MUSIC SHOWCASE

1 - 15 Second Video Ad  
Placement in 3 Music  
Showcases  
**\$600 USD**

1 - 30 Second Video Ad  
Placement in 3 Music  
Showcases  
**\$900 USD**

## CONFERENCE

2 - 15 Second Video Ad  
Placement for  
Conference  
**\$600 USD**

2 - 30 Second Video Ad  
Placement for  
Conference  
**\$1000 USD**

## POST EVENT

RVRB Experience  
Website Homepage  
for 30 days  
**\$200 USD**

MusicTT Newsletter  
2 blasts within 30 days  
**\$100 USD**

Contact: [info@musictt.gov.tt](mailto:info@musictt.gov.tt)



# Need More Details?

**CONTACT/LIAISON:**

**Josanne Lord, Marketing & Communications  
Manager, CreativeTT**

1-868-739-4396 / [josanne.lord@creativett.gov.tt](mailto:josanne.lord@creativett.gov.tt)

**Melissa Jimenez, General Manager, MusicTT**

1-868-747-7340 / [melissa.jimenez@musictt.gov.tt](mailto:melissa.jimenez@musictt.gov.tt)

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