

FOREMOTHERS OF SOUND: THE ROAD TO HER SET · 2027 PARTNERSHIPS

The DJ booth is the *direct line.*

The DJ holds the room for hours. When your brand runs through the booth, it lands as part of the night, not an interruption. In 2027, Her Set Her Sound takes that room to ten cities, honoring the Foremothers of Sound at every stop.

THE SEASON
Mar 13 – May 1 · Soul in Nov (proposed)

THE FESTIVAL
May 21–22 · Fayetteville, AR

PARTNERSHIPS
From $2,500

Six years of *building the room.*

Cultural infrastructure for Black, Afro, Indigenous, and Southern music traditions, built and led by women and gender-diverse creatives. Black woman-founded.

Her Set Her Sound runs year-round out of Fayetteville, Arkansas: recurring venue residencies, Sound CrusHER Radio, the Booking Cooperative, the Freequeency Guide, and the Her Set Her Sound Festival every year since 2021. Brands that show up in a room people trust get remembered with it. That trust is what we've spent six years building, one set at a time.

$375K+
PAID DIRECTLY TO ARTISTS & CREATIVES

130
ARTISTS FEATURED

110
VENDORS, MOSTLY WOMEN- & QUEER-OWNED

105
CLIENTS & LOCAL BUSINESSES

6
FESTIVALS SINCE 2021

230+
PROGRAMMING TOUCHPOINTS A YEAR

CONTENT LAYER

Sound CrusHER Radio

HSHS's self-produced show covers each stop as it happens, turning ten nights into one rolling story. It gives partners a touchpoint that keeps working after the night ends, streamed and archived on Mixcloud.

CREATIVE DIRECTION

CC Mercer Watson

A recurring HSHS collaborator, CC is advising on the 2027 festival season as Chief Creative Consultant. Her nonprofit, SOUTHERN STATE, is fiscal sponsor for the festival, which opens grant and foundation dollars alongside brand partnership.

Ten cities. Four legs. *One road home.*

Every stop honors the Foremothers of Sound: the women and gender-diverse key contributors who shaped each city's sound. A Traveling Altar grows city by city, each night is recorded for Sound CrusHER Radio, and each city's foremothers go into the Freequeency Guide. The spring legs land home at the festival on May 21–22, and the Soul leg is proposed for the fall.

HEART	St. Louis Mar 13 · Fort Smith Mar 20 · Tulsa Mar 27
ESSENCE	West Helena Apr 3 · Dallas Apr 10 · Indianapolis Apr 17
RHYTHM	Little Rock May 1, campaign day · then home to the festival

Rhythm · Home: 7th Her Set Her Sound Festival, Fayetteville, AR — May 21–22, 2027

SOUL	Atlanta Nov 6 · Chicago Nov 13 · Memphis Nov 20 · proposed for the fall

WHAT A NIGHT LOOKS LIKE

A pop-up, not a production.

Light footprint, high impression. Same format every stop, so ten nights read as one story.

- 2–3 HSHS DJs, plus a local artist
- 1–2 local vendors from our city relationships
- Partner sampling, complimentary spirits, and wellness
- Content capture for Sound CrusHER Radio and the Freequeency Guide

Saturdays, proposed. Venues are confirmed market by market as partners commit.

WHO PLAYS ON THE ROAD

Ten key contributors across four disciplines, rotating stop to stop, plus at least one local artist in each city, so the tour amplifies each market's own scene.

DJS	ARTISTS	BANDS	POET
sista	Hecates333	Dr. J & the Handles	Ren the poet
hartthrob	Avian Alia	Don Doc & the Devine	
Dribblz			
N8TiV			
Dose			
DJ VVS			

The same audience, *city to city.*

The crowd we've built in Fayetteville for six years is the crowd the tour meets at every stop.

78%
WOMEN & GENDER-DIVERSE

74%
AGES 24–44

200K+
CUMULATIVE PR REACH

11K
EMAIL OPENS A MONTH

10
MARKETS ON THE ROUTE

1
FLAGSHIP FESTIVAL

WHY BRANDS RIDE WITH US

One deal, eleven rooms.
Ten markets plus the flagship festival, sold as a single season.

Trusted access, not rented reach.
Your brand arrives through the DJ and the community, not a banner.

Content that outlives the night.
Radio episodes, Guide editions, and co-branded assets from every stop.

THE COMMUNITIES IN THE ROOM

MUSIC LOVERS · WOMEN · BLACK · PEOPLE OF THE GLOBAL MAJORITY · LGBTQ+ · FOODIES · WELLNESS · FASHION · CREATIVES · PROFESSIONALS · CULTURAL FACILITATORS



Four ways in.

Every tier stands alone or stacks. Back the route and still name a room at the festival.

01 **Present the Season** For national and retail brands	Title Partner Exclusive · 1 available	$100K–$250K
02 **Ride the Route** Regional, CPG, hospitality, tourism. Full route, one leg, or one city.	Tour Partner 3–5 available · single leg $8K–$18K · single city $2.5K–$5K	$25K–$60K
	Sampling & Product 1 per category · single leg $5K–$8K · single city $2K–$3K	$15K–$30K
03 **Land at the Festival** May 21–22, Fayetteville	Resident Partner Presenting · 2 available	$50K–$150K
	Signature Spaces Wellness Station $25K–$40K · VIP Lounge $12K–$15K · Stewards of the South $15K–$20K	$12K–$40K
	Amplifier Partner Your campaign carried by the HSHS creator network	$15K–$45K
	Sound Partner 5 available	$10K–$25K
	Artist Partner A named partnership with an artist or showcase	$5K–$20K
	Community Partner Local and first-time partners · 10 available	$2.5K–$5K
04 **In-Kind** Media, room blocks, product, services	Recognized at the tier its value matches	At value

Inside the story *from the first stop.*

Title Partner
$100K–$250K

"The Road to Her Set presented by your brand" on every stop and all materials. Presenting-level festival presence. Credit on every tour episode and all five Guide editions. 16 VIP credentials. First right on Year 2.

Tour Partner
$25K–$60K

Screens, signage, and QR codes at every stop. Five tour episodes. Content from every stop. Festival-day integration and 8 VIP credentials.

Sampling & Product
$15K–$30K

Your product in hands at every stop, exclusive in your category. Signage and social mentions. Buy the full route, one leg, or one city.

Resident Partner
$50K–$150K

Festival presenting or stage naming. Custom campaign before, during, and after. 6+ radio episodes, 12 posts, 4 emails, 2 impact reports, 16 VIP credentials.

Signature Spaces & Sound
$10K–$40K

Name the Wellness Station, VIP Lounge, or Stewards of the South market, or create a curated moment on site. Radio, social, email, and VIP included.

Community & Artist
$2.5K–$20K

Guide listing and QR codes, social and email mentions, an activation moment, or a named partnership with an artist on the roster.

NOW–DEC 2026
Commit
Agreements signed, venues locked.

JAN–FEB 2027
Pre-tour
Route, DJs, and vendors set.

MAR 13–MAY 1
The Road
Heart and Essence, one stop a week.

MAY 21–22
Festival
Rhythm: the route lands home.

NOV 6–20
Soul
Atlanta, Chicago, Memphis. Proposed.

Jan 20, 2027*
Title Partner commitment

Jan 20, 2027*
Tour & Sampling commitment

Apr 1, 2027*
Festival tiers, rolling

** Proposed dates. Categories are exclusive, so earlier commitments choose first. HSHS curates every stage: partners present, and the lineup stays ours.*

Let's build *your lane.*

1 **Tell us your goals**
Category, markets, and budget range.

2 **A 30-minute call**
We scope the right mix for your goals.

3 **A written proposal**
Deliverables, dates, and a simple agreement to lock your category.

BOOK THE CALL

Robyn Jordan

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IN GOOD COMPANY

EXPERIENCE FAYETTEVILLE · E&J GALLO · SUNTORY BEAM · DELTA DIRT DISTILLERY · SIGNATURE BANK · CRYSTAL BRIDGES · KUAF 91.3 · NWA BLACK HERITAGE · STONEBREAKER HOTEL · MOXY HOTEL · TRAILSIDE YOGA · BLACK GIRL VITAMINS · BEEKEEPER'S NATURALS

Moving the soul in sound forward. A signal that won't stop.