

BEFORE THE STAGE LIGHTS



*Millennial Maven
Creative Foundation*

There was a voice waiting to be heard.

**ROOTED IN RHYTHM WAS
CREATED FOR THAT VOICE.**



MMCF ORIGIN



- Every movement begins with a moment where someone decides that something needs to change.
- Millennial Maven Creative Foundation was built to create space where none existed and to uplift creatives who were too often overlooked.

We exist to:



Empower underutilized artists



Create meaningful opportunities for growth



Build a connected creative community



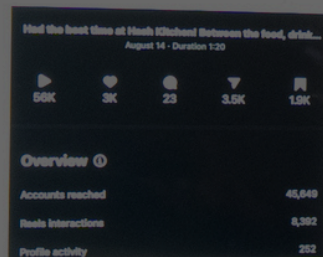
Bridge the gap between talent and access

WHAT WE DO

SOCIAL MEDIA MANAGEMENT

Example of Scheduling Content

Tracking Analytics



- We do not just host events. We build pathways for creatives to grow and sustain their careers.
- Through mentorship, workshops, and real opportunities, we create momentum that extends far beyond a single moment on stage.



OUR JOURNEY



What started as a vision became a series of experiences that brought people together in meaningful ways. From intimate gatherings to larger cultural events, each step has strengthened our connection with the community and expanded our reach.

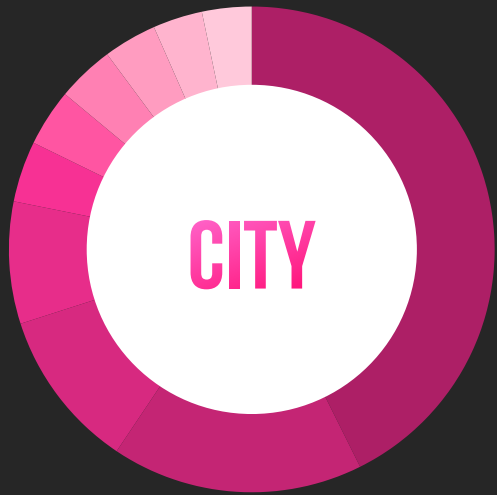
IMPACT



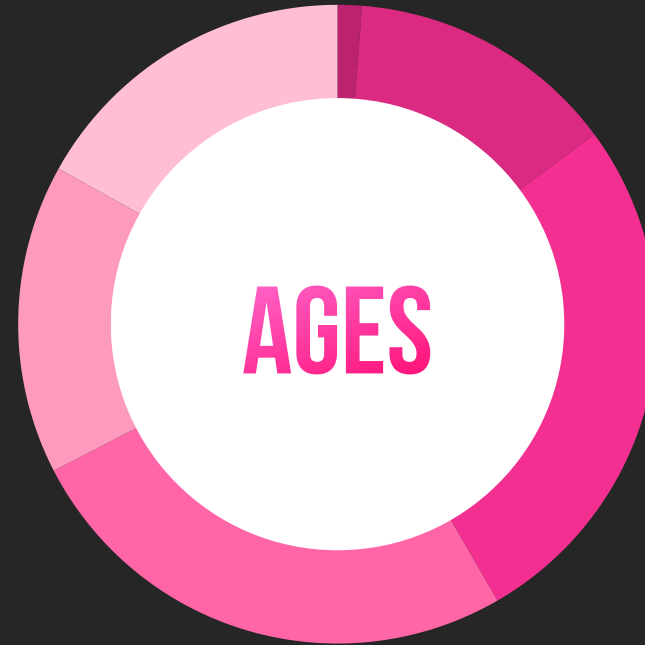
Behind every number is a story. An artist who found their first audience. A creative who gained the confidence to continue. A community that showed up and stayed connected.

Our impact can be seen through:

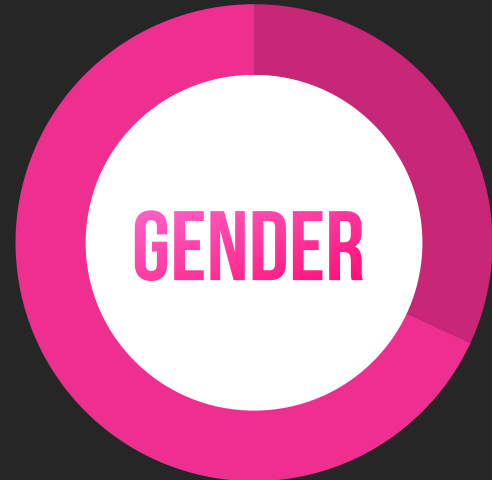




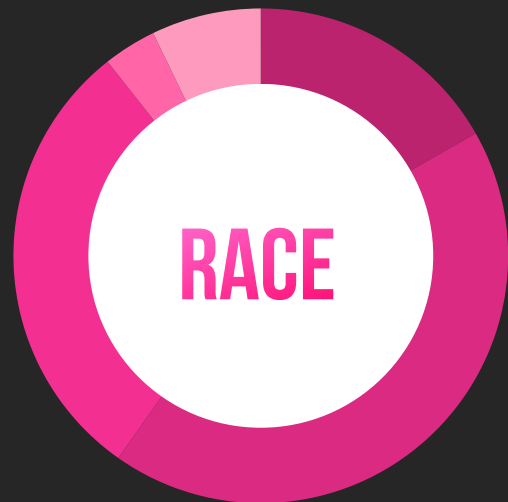
Dallas, TX	16.8%
Fort Worth, TX	6.6%
McKinney, TX	4.2%
Arlington, TX	3.2%
Frisco, TX	1.6%
Garland, TX	1.5%
Grand Prairie, TX	1.5%
Houston, TX	1.4%
Irving, TX	1.3%
Longview, TX	1.3%



18-24	1.2%
25-34	13.4%
35-44	26.3%
45-54	25.3%
65-64	15.4%
65+	16.6%



Men	31.9%
Women	68.1%



White	14.5%
Black	37.2%
Latino	25.6%
Asian	3%
Native Hmaiwan	5.2%
Other	14.5%



ROOTED IN RHYTHM



01

Rooted in Rhythm is not just a festival. It is the clearest expression of our mission in action.

02

It brings together music, culture, and community into one shared experience that reflects who we are and what we stand for.



COMMUNITY EXPERIENCE



01



Line dancing classes
that celebrate shared
culture

02



Listening parties
that highlight
emerging voices

03



Community
gatherings that
foster connection

The rhythm does not begin on stage. It begins with people and the moments that bring them together over time.

This is not just about attendance. It is about building belonging.

THE NEXT CHAPTER



This year marks the evolution of Rooted in Rhythm into something more intentional. The Positively Pink Edition represents growth not only in scale, but in purpose.



POSITIVELY PINK



This is not simply a theme.



This is not simply a theme. It is a commitment to stand alongside creatives whose lives have been impacted by breast cancer and to support them in continuing their journey by launching our first grant “Create Your Destiny”.



CHARITABLE IMPACT



At the heart of this initiative is action. A portion of proceeds will directly support the launch of our first grant, 'Create Your Destiny', in honor of Destiny Zeigler who lost her battle to stage 4 breast cancer at 30 years old. We will select several creatives per year that are affected by breast cancer to receive unrestricted funding, helping them continue their work and move forward.

02

Access to tools, supplies,
and resources

04

Sustaining creative careers during
challenging times



01

Educational opportunities and
creative development



03

Personal and professional
growth support



THE ARTISTS



> Every artist on this stage is selected with intention. They are not only performers, but storytellers who represent culture, identity, and the evolving voice of the community.



> Elsie brings a fresh presence to country music, while Andrea Vasquez, Angel White, Lori Rayne, South Bound Twin, Adrian Garza and Kayenne carry heritage and storytelling into every performance. Each artist adds depth, meaning, and authenticity to the experience.

ELSIE



THE ARTISTS



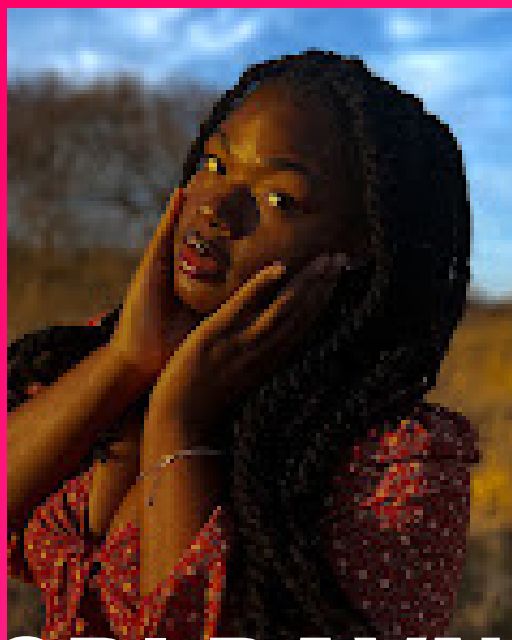
ANDREA VASQUEZ



ADRIAN GARZA



JADA CATO



LORI RAYNE



SOUTH BOUND TWIN



ANGEL WHITE

CULTURAL MOMENT



October 3rd is more than a date. It is a shared cultural moment that brings people together and creates a sense of collective participation. It is where culture, community, and purpose align.

MARKETING PLAN



June 19th: Launch Marketing Campaign

- Begin social media promotions and advertising.
- Announce festival date and key themes.

June 19th - August 3rd: Early Bird Ticket Sales

- Open early bird ticket sales for general admission, VIP, and group packages.
- Promote special pricing through social media, email marketing, and community outreach.

July 1st: Artist Announcement

- Reveal headliner Elsie and supporting acts (Angel White, Andrea Vasquez, Adrian Garza, Southbound Twins, Jada Cato, Lori Rayne,).
- Share promotional graphics and artist bios on social media.

July 21st: Pre-Event Engagement

- Kick off line dance classes and listening parties to maintain community excitement.
- Start promoting the "Burn Book" positivity station and interactive experiences.

August 1st: Final Ticket Sales Push

- Increase advertising efforts across digital platforms, local radio stations, and print media.
- Highlight the end of early bird pricing to encourage ticket purchases.

September 1st: Promotional Push

- Launch user-generated content campaigns encouraging attendees to share their own "Mean Girls" themed moments.
- Begin a 30-day countdown on social media featuring daily posts about festival activities and artist highlights.

October 1st: Final Promotions

- Intensify promotional efforts with last-minute reminders about the event.
- Collaborate with local influencers to spread the word and encourage attendance.

October 3rd: Event Day

- Execute the festival, ensuring all marketing elements are in place and engaging attendees throughout the day.

Marketing Budget: \$32,500

1. Social Media Advertising: \$12,000

- Targeted ads on Facebook, Instagram, TikTok, and Twitter to promote ticket sales, artists, and event activities.

2. Print Ads: \$5,000

- Local newspapers and magazines (e.g., D Magazine, McKinney Courier) for event promotion.
- Flyers and posters distributed in local businesses and community centers.

3. Radio Promotions: \$4,000

- Local radio stations for promotional spots and interviews with artists or organizers.

4. Event Signage: \$3,500

- Design and production of event banners, directional signage, and promotional materials for on-site visibility.

5. Community Partnerships: \$3,000

- Collaborate with local businesses and organizations for cross-promotions and sponsorship recognition.

6. Promotional Merchandise: \$2,500

- Branded merchandise (e.g., T-shirts, tote bags) to be sold or given as giveaways during the festival.

7. Interactive Experiences: \$2,500

- Materials and supplies for the "Burn Book" positivity station and photo booth props.

Rooted In Rhythm

Event Budget for *Event Name:* EXPENSES

Site	Estimated	Actual
Room and Hall Fees	\$2,500.00)	
Event Insurance	\$350.00)	
Stage (AV)	\$6,500.00)	
Mechanical Bull	\$0.00)	
VIP Lounge Setup	\$3,000.00)	
Photo Booth	\$1,200.00)	
Kid Zone	\$2,500.00)	
Table/Chair/Tents/Cones	\$500.00)	
Total	\$16,550.00)	\$0.00)

Signage	Estimated	Actual
Print Event Banner (2)	\$650.00)	
Print - Step & Repeat (3)	\$1,250.00)	
Print- Retractable Banner (2)	\$450.00)	
Print-Pole Banners	\$225.00)	
Print-Way Finders	\$150.00)	
Total	\$2,725.00)	\$0.00)

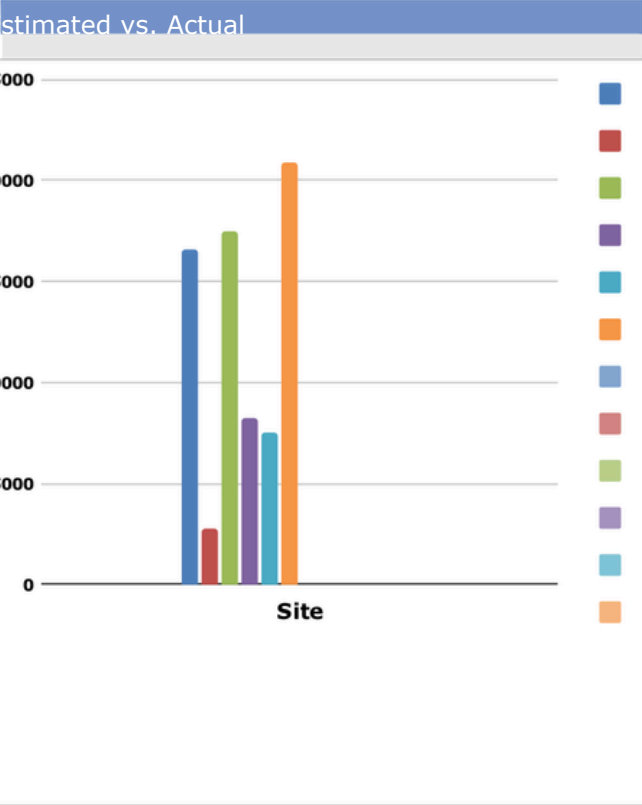
Publicity	Estimated	Actual
WebsiteforEvent (Landing Page)	\$0.00)	
Marketing	\$12,500.00)	
Photog/Videog	\$2,500.00)	
Social Media Team	\$2,500.00)	
Total	\$17,500.00)	\$0.00)

Miscellaneous	Estimated	Actual
Staff (5)	\$8,000.00)	
Other Supplies & Fees	\$250.00)	
Total	\$8,250.00	\$0.00)

Hospitality	Estimated	Actual
HotelRooms for Artists	\$3,000.00)	
Transportation for Artists	\$2,500.00)	
Riders	\$2,000.00)	
Total	\$7,500.00	\$0.00)

Program	Estimated	Actual
DJ	\$1,200.00)	
Host	\$1,000.00)	
Headliner: Elsie	\$5,000.00)	
Adrian Garza	\$1,000.00)	
Lori Rayne	\$500.00)	
South Bound Twins	\$500.00)	
Angel White	\$500.00)	
Jada Cato	\$650.00)	
Angie K	\$2,500.00)	
House Band	\$8,000.00)	
Total	\$20,850.00)	\$0.00)

Total Expenses	Estimated	Actual
	\$73,375.00)	\$0.00)



PARTNERSHIP



Partnership with Rooted in Rhythm is built on shared values, not transactions. Each partner contributes to something larger than visibility, they contribute to impact.

Community investment and local engagement

01



02

Support for emerging creatives

Amplification of cultural experiences

03



04

Long-term relationship building

Returning partners reflect trust, alignment, and proven impact.

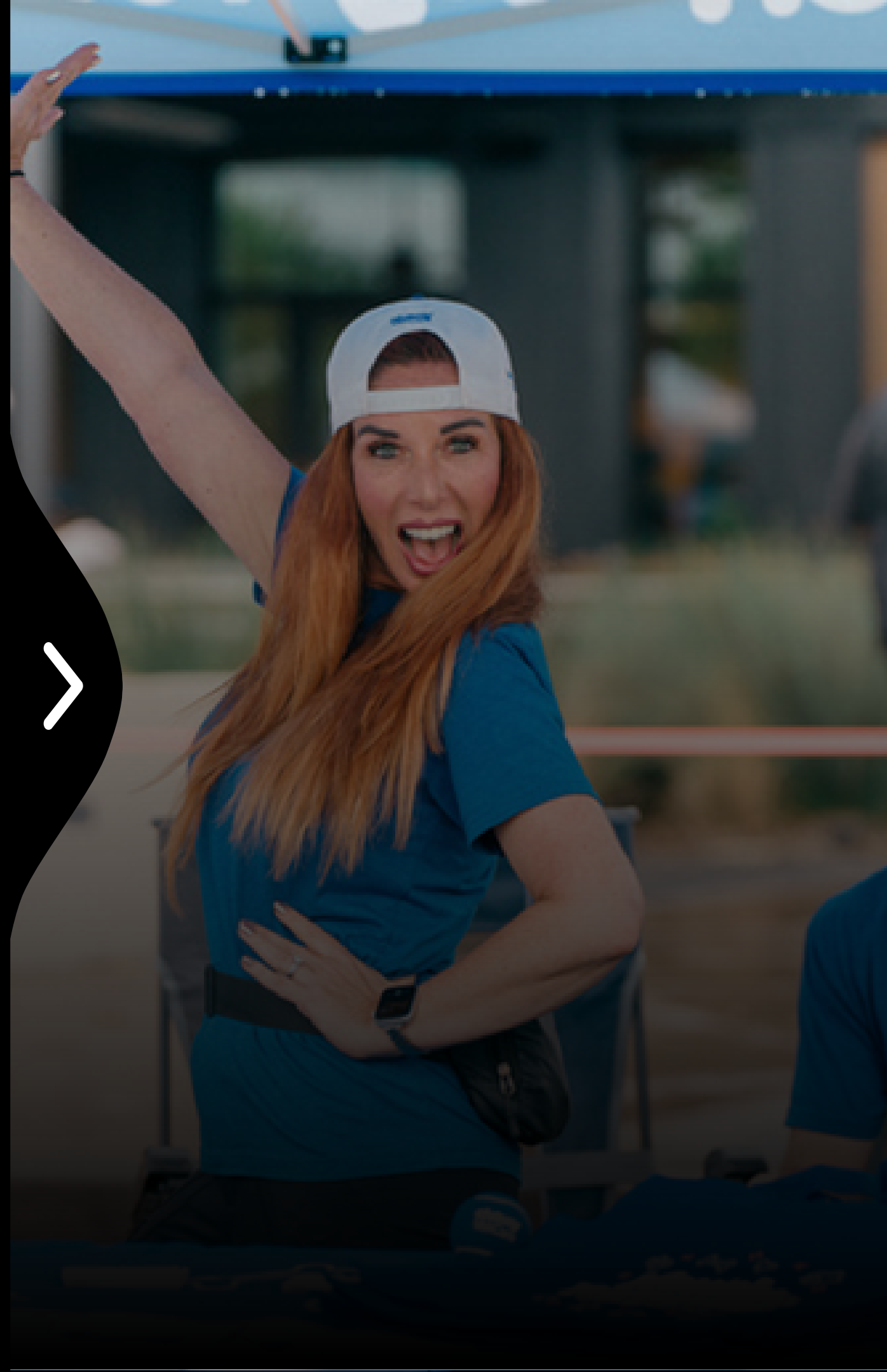


*Millennial Maven
Creative Foundation*

CALL TO ACTION

Rooted in Rhythm is more than a festival. It is a platform, a movement, and a community built on connection and purpose.

WE INVITE YOU TO BE PART OF IT.



Email

valesej@sincerelynicole.net

jzon@theazarian.com

Website

www.millennialmavencf.com

www.theazarian.com

Phone Number

214-885-1541

404-548-8302