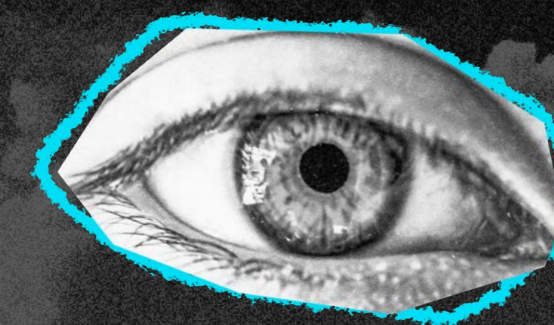


# THE PLATFORM FOR

# SOCIAL CHANGE



Propeller helps artists capture first-party data, deepen fan loyalty, and promote their live shows - all through purpose-driven campaigns.

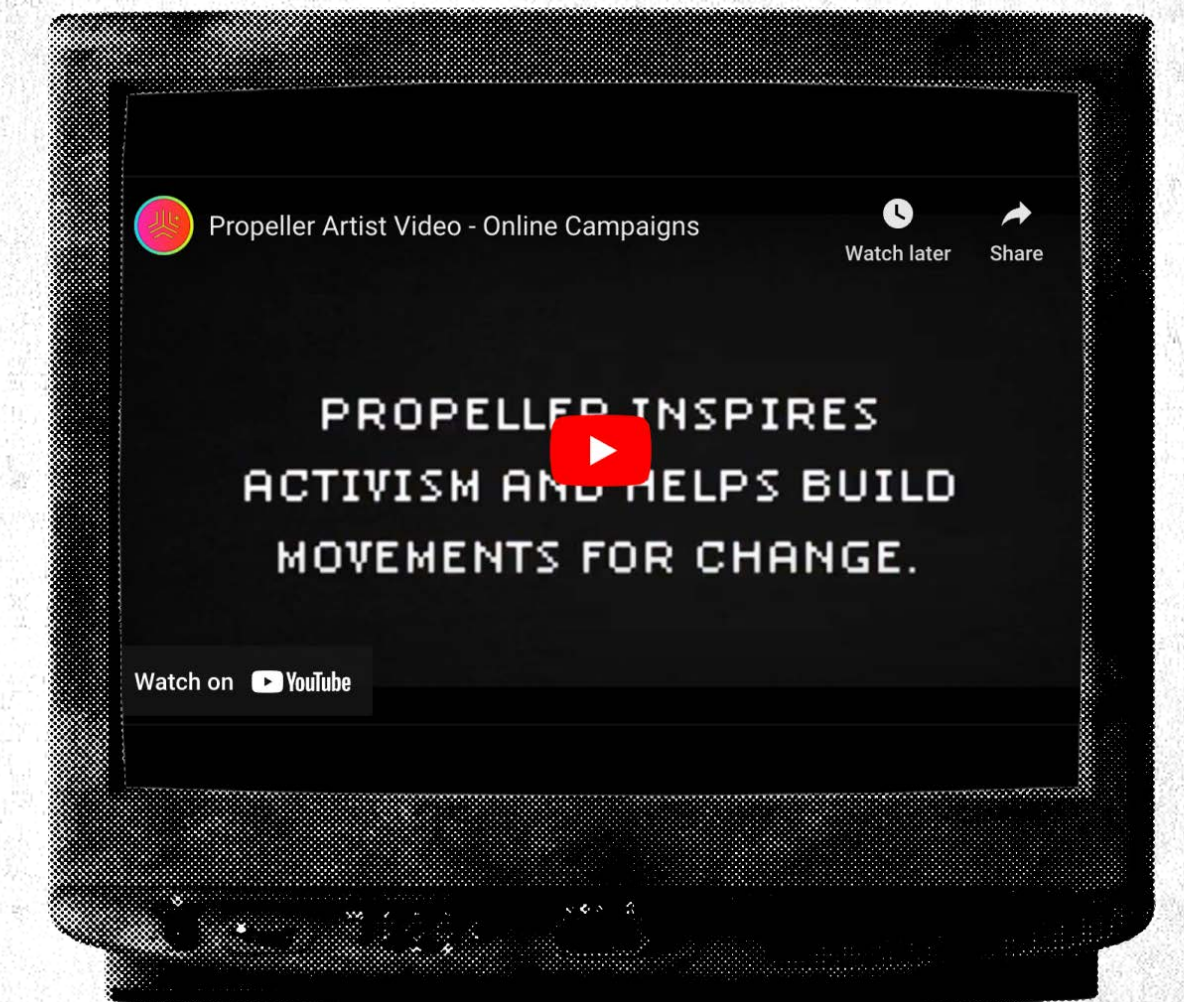


# TURNING PASSION INTO ACTION

Propeller drives impact for NONPROFITS by incentivizing fans to take action alongside cultural LEADERS

✓ 3.4M+ registered users ✓ 18M+ annual unique visitors

✓ Tailored to Gen-Z and Millennials ✓ Fans earn points for taking action - then redeem for rewards



**CLICK HERE TO SEE HOW IT WORKS**

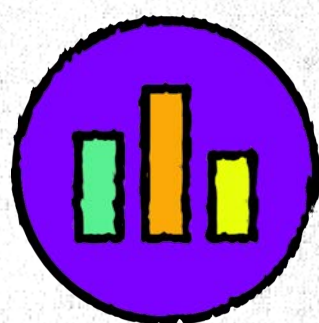
# WHY



*Propeller* ?



SUPPORT A CAUSE YOU CARE ABOUT



OPPORTUNITY FOR FIRST-PARTY DATA ACCESS\*



HUGE PAID MEDIA & ORGANIC PROMO



IT'S EASY & FREE!

\*Data access terms are customizable and will be discussed as part of the partnership.

# OUR PARTNERS

## ARTISTS

BON IVER  
BOYGENIUS  
BRANDI CARLILE  
CHAPPELL ROAN  
CHARLI XCX  
COLDPLAY  
FALL OUT BOY  
GEORGE STRAIT  
GRACIE ABRAMS  
GREEN DAY  
JACK JOHNSON  
KACEY MUSGRAVES  
INCUBUS  
LIL DICKY  
LUMINEERS  
MAROON 5  
MARSHMELLO  
MICHAEL BUBLE  
NOAH KAHAN  
ODESZA  
RAINBOW KITTEN SURPRISE  
SABRINA CARPENTER  
THE NATIONAL  
TINASHE  
TROYE SIVAN  
ZEDD



## FESTIVALS

ALL THINGS GO  
AUSTIN CITY LIMITS  
BONNAROO  
ELECTRIC FOREST  
GOVERNORS BALL  
HANGOUT  
HINTERLAND

LIFE IS BEAUTIFUL  
LIGHTNING IN A BOTTLE  
LOLLAPALOOZA  
OHANA  
OUTSIDE LANDS  
ROLLING LOUD



## ORGANIZATIONS

ACLU  
AMNESTY INTERNATIONAL  
EVERYTOWN  
GREENPEACE  
HEADCOUNT  
HUMAN RIGHTS CAMPAIGN  
HUMANE WORLD FOR ANIMALS  
OXFAM

PLANNED PARENTHOOD  
REFORM ALLIANCE  
REPRODUCTIVE FREEDOM FOR ALL  
ST. JUDE CHILDREN'S RESEARCH HOSPITAL  
THE ALLY COALITION  
THE SIERRA CLUB  
THE TREVOR PROJECT



## BRANDS

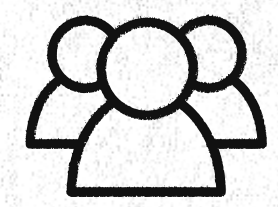
1 HOTEL  
CATBIRD  
GUAYAKI  
MEOW WOLF

OMMEGANG  
ORIGIN HOTELS  
PERNOD RICARD  
SOUTHWEST

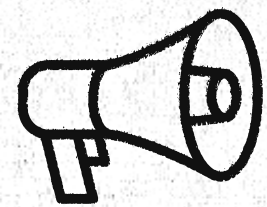


AND MANY MORE!

# PROVEN IMPACT + REACH



**3.4M+**  
Users



**14M**  
Completed actions



**\$17M**  
Raised for causes

## Audience Reach & Demo

**Location:** 94% U.S. Based

**Age:** 18-35

**Gender:** 63% Female

## Key Metrics



**2.3M**  
SMS Subscribers



**1.8M**  
Monthly Page Views



**776K**  
Monthly Unique Visitors



**READ MORE ABOUT  
OUR IMPACT &  
BUSINESS MODEL**

## HOW IT WORKS

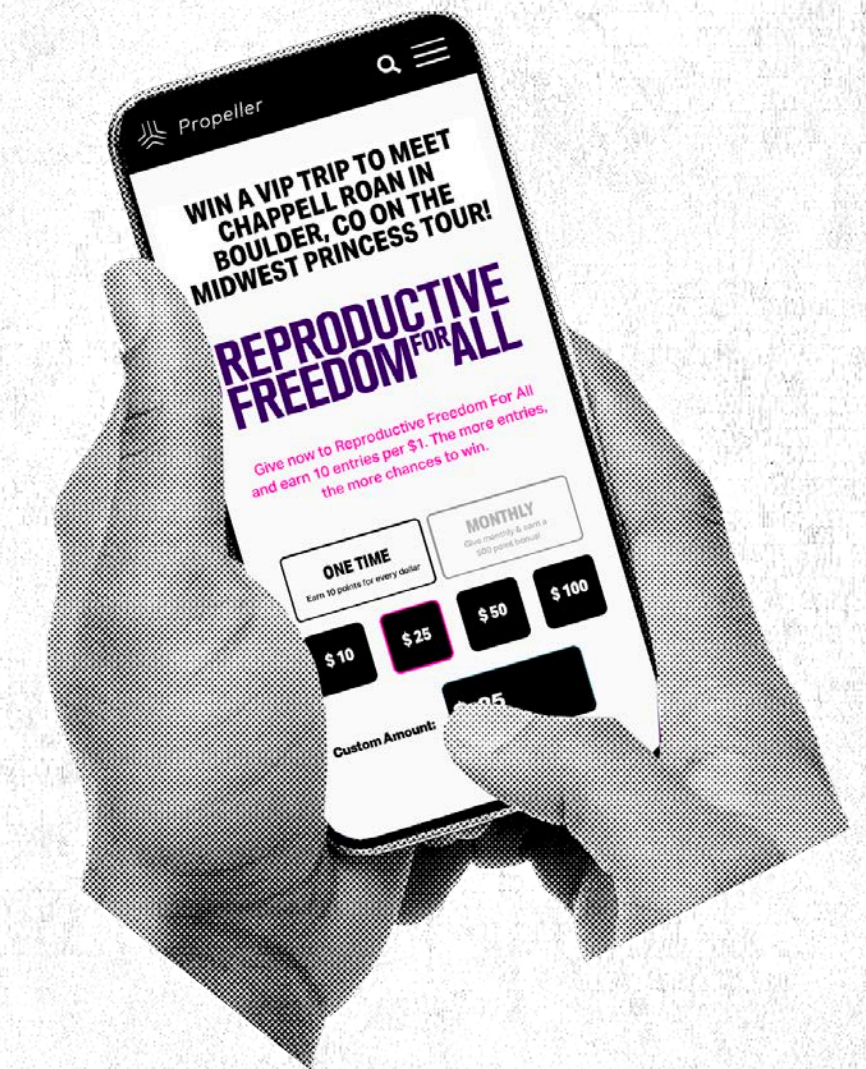
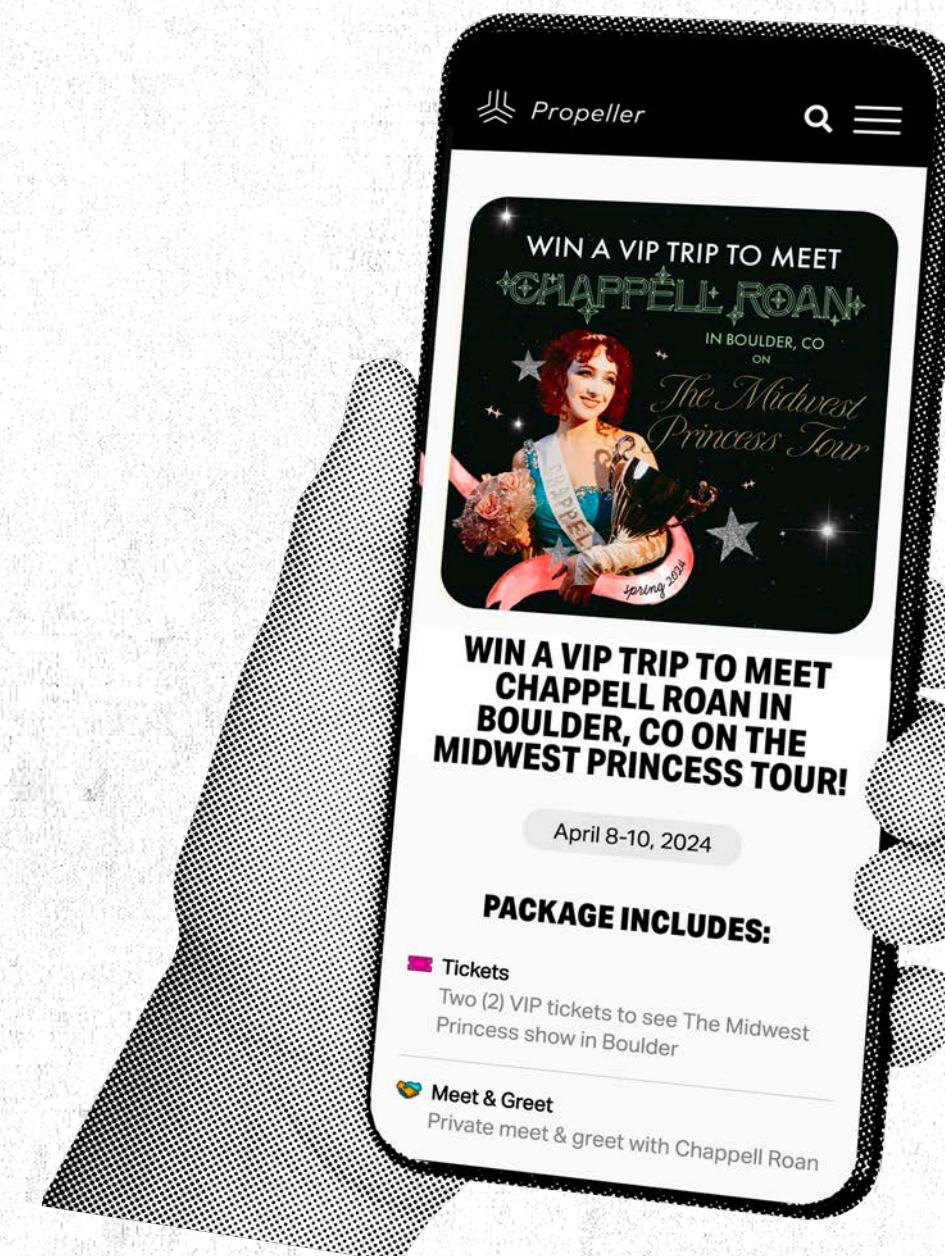
# THE CAMPAIGN

OFFER YOUR FANS AN INCREDIBLE PRIZE



# GAMIFIED COLLECTIVE ACTION

FANS EARN REWARDS BY COMPLETING ACTIONS THAT BENEFIT CAUSES



## THE SCIENCE

- 92% of consumers trust recommendations from influencers over traditional advertisements.

Source: MuseFind

- Gamification increases user engagement by up to 90%

Source: Gartner

# PROPELLER REWARDS

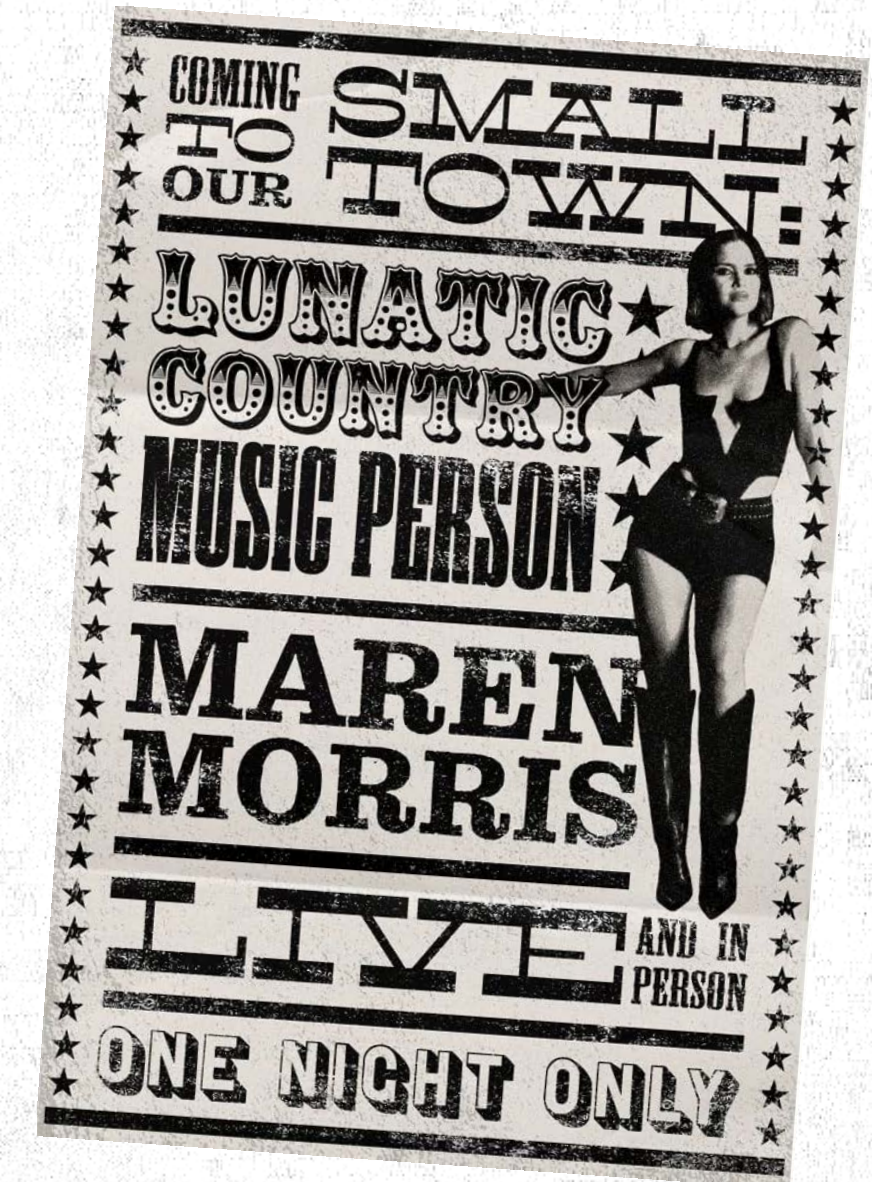
Beyond the grand prize experience, Propeller provides fans with multiple ways to engage and support a cause.

Fans can redeem concert tickets by taking action, purchase custom merchandise with proceeds going to the cause, or bid on exclusive auction items.

Every campaign is custom and tailored to the artist/influencer's aesthetic.

Propeller will handle the printing and fulfillment of all merchandise, ensuring a seamless experience for both the cause and the fans.

## MERCH



## TICKETS



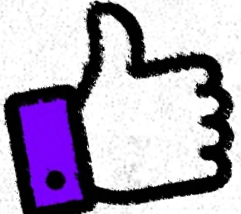


## AUCTIONS



# WHAT WE NEED

## SWEEPSTAKES

1. MEET & GREET EXPERIENCE 
2. MEANINGFUL SOCIAL MEDIA POSTS 
3. FACEBOOK ADVERTISER ACCESS 

...That's it! Propeller will handle all design & logistics from there.

## CASE STUDY

# DRIVING MAJOR IMPACT FOR REPRODUCTIVE FREEDOM & LGBTQ+ RIGHTS

In 2024, Propeller and Chappell Roan have partnered to drive social impact through her rapidly growing platform. Together, we've completed four major campaigns supporting reproductive freedom and LGBTQ+ rights that engaged fans with exciting prizes and meaningful actions.

Chappell's authentic touch, including custom social videos and meet-and-greets, has amplified each campaign's reach and impact.

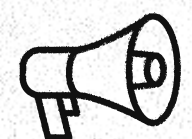


REPRODUCTIVE FREEDOM FOR ALL

"Working with Propeller has been seamless and incredibly rewarding. The platform creates the opportunity for artists to connect with their fans on a deeper level, while creating real impact on causes close to their hearts. We couldn't ask for a better partnership!"

**Ruby Anton, State Of The Art Management**

### RESULTS:



**595,361**  
Actions Generated



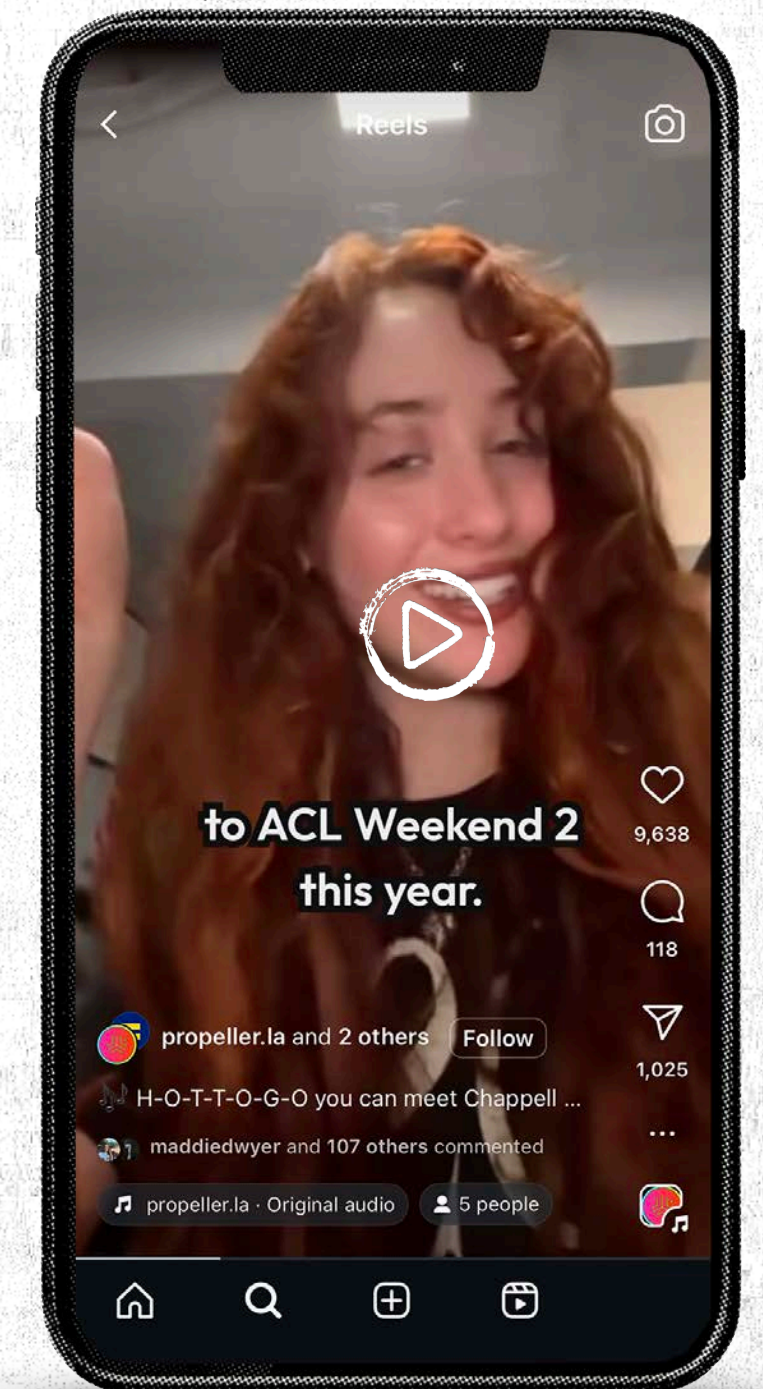
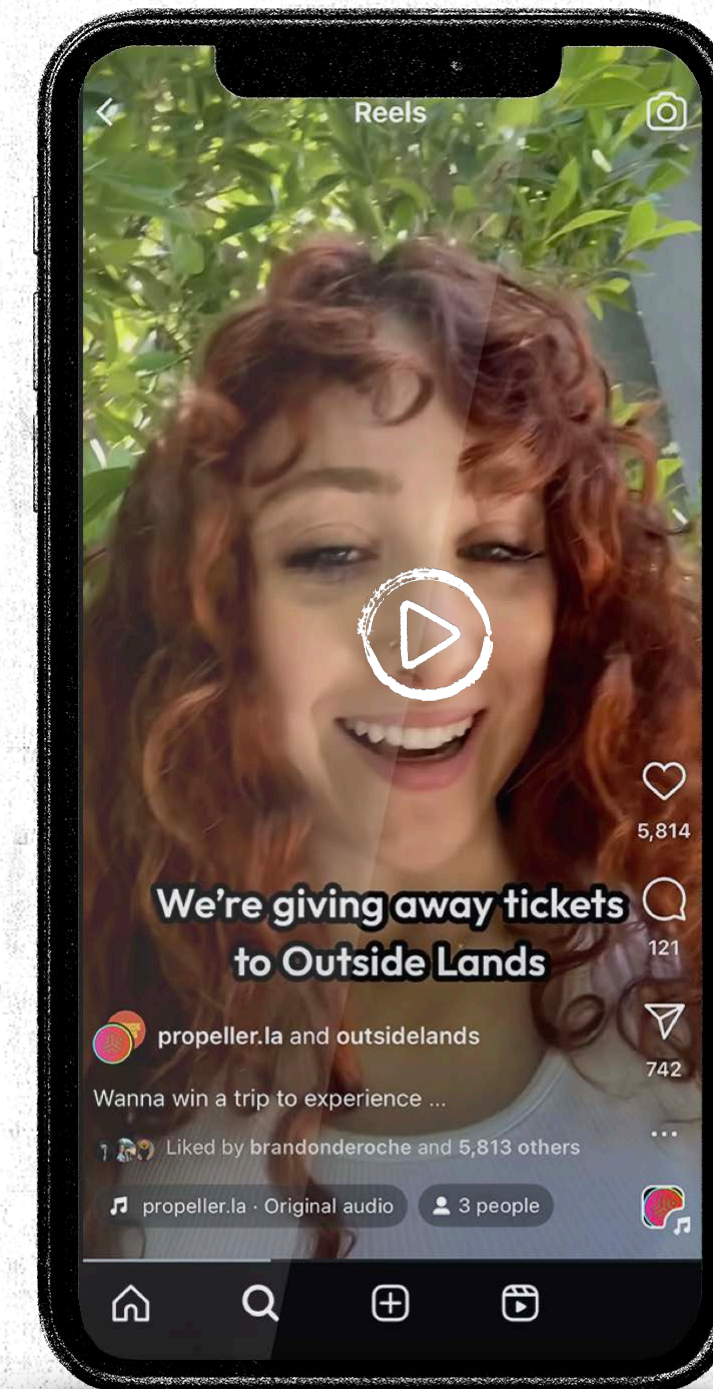
**\$243,950**  
Raised



**274,789**  
Supporters



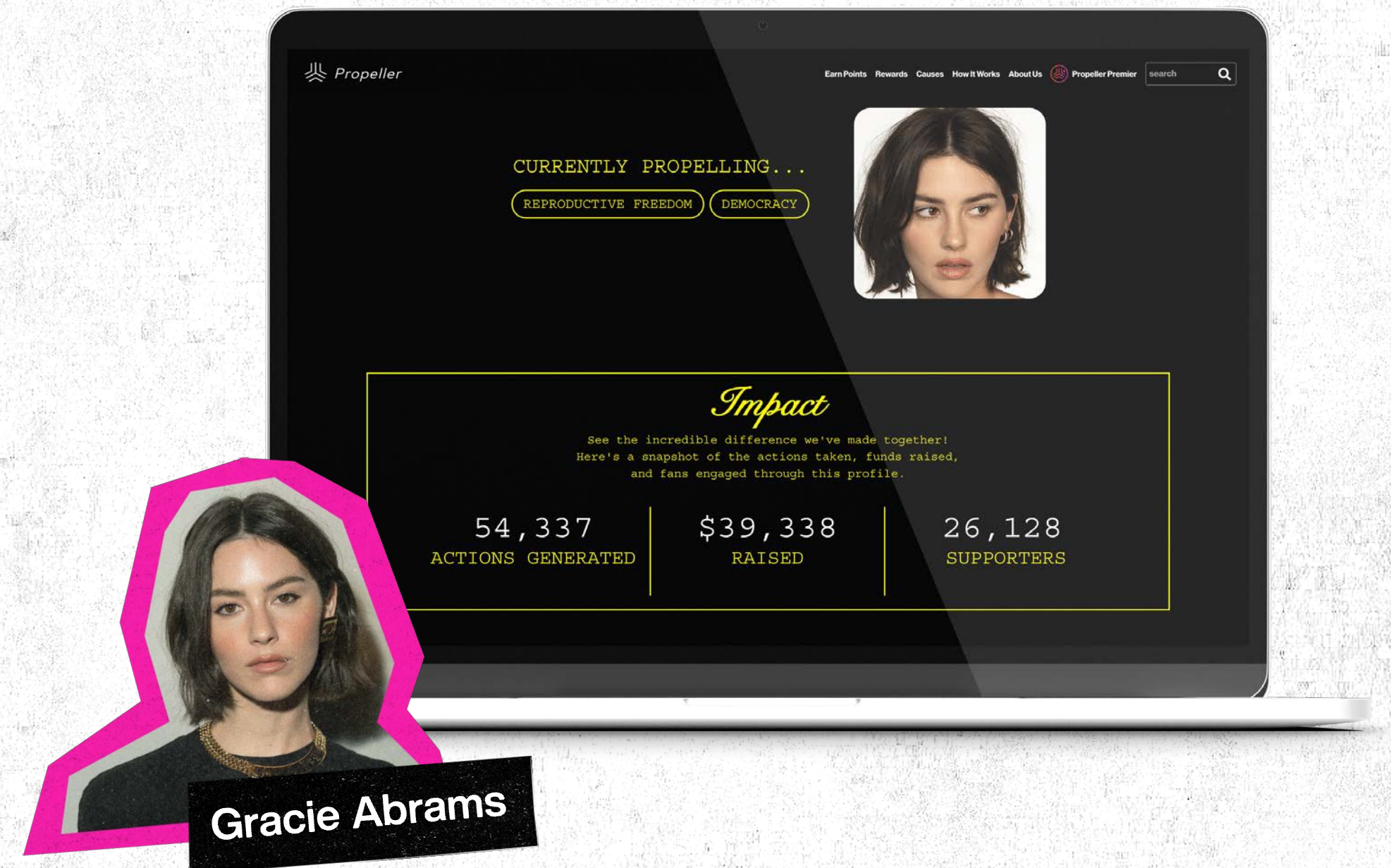
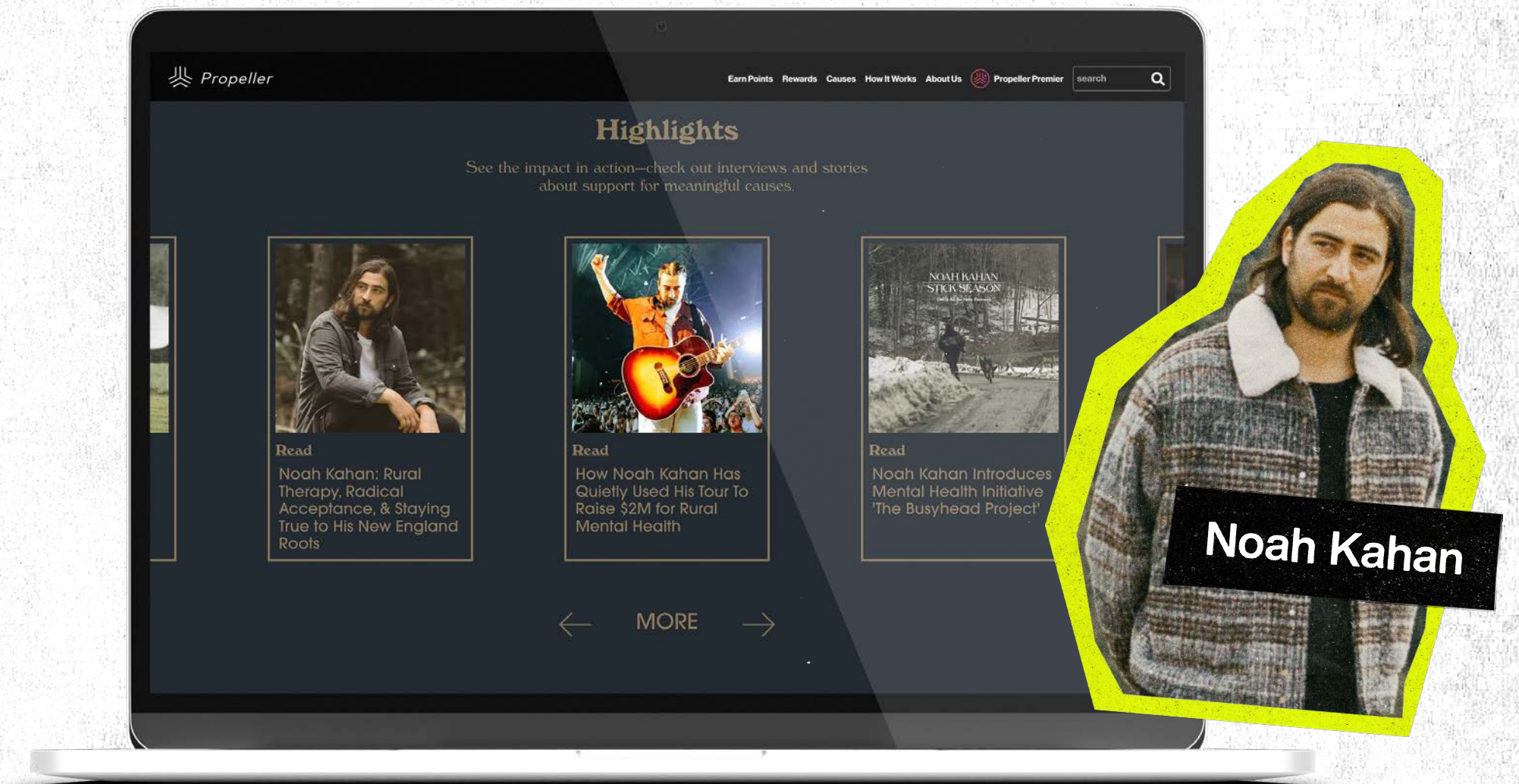
**Over 84M Impressions**  
Generated on behalf of Chappell Roan & her chosen causes.



# LEADER PROFILES

Once the campaign wraps, Propeller will design a custom home for your artist/influencer's social impact work on the platform where fans can:

- ★ Take action for all their chosen nonprofits
- ★ Earn Rewards
- ★ Read Interviews
- ★ Be featured as a top fan on a leaderboard
- ★ Join a community of fans that support vital social causes



REACH OUT TO  
[BRANDON@PROPELLER.LA](mailto:BRANDON@PROPELLER.LA)  
TO LEARN MORE!