

Advertise With Us!

Contact Us

- info@the100percenters.com
- the100percenters.com



Our Mission & Who We Are

The 100 Percenters Foundation is a 501(c)(3) nonprofit advocacy organization and mission-driven media platform built by music creators, for music creators. We exist to protect, uplift, and amplify the voices of the people behind the songs: songwriters and producers.

Through our advocacy and media, we fight for fair pay and equity while ensuring the narrative of music makers is written by us, not for us. Our work is a movement for systemic change, funded by over \$400,000 raised through partnerships and grassroots support, all with 100% intention, truth, and impact.

Why Partner with a Mission-Driven Organization?

Partnering with The 100 Percenters means more than reaching an audience; it means aligning your brand with a cause. By sponsoring our content, you'll be seen not just as a service provider but as a supporter of the music creator community and their rights and protections.



Brand Credibility & Trust

Our community's loyalty to our mission will transfer to you, fostering a deeper and more meaningful connection than traditional advertising can ever achieve.

High-Quality, Targeted Reach

You will gain direct access to a highly engaged, professional audience that is actively seeking the products and services that help them succeed. Every sponsorship is a testament to your brand's commitment to the future of music.



Evergreen Impact

Our content is built to last. Our audience saves and shares our work, ensuring that your brand's message continues to resonate for months and years to come, long after a campaign ends. Your investment in our mission delivers a lasting return.

Our Audience: The Gold Standard

Our community is not comprised of hobbyists or amateurs. Our audience consists of highly-engaged, professional music creators and aspiring hitmakers who are actively investing in their careers.

Audience Demographics:

- **Professional Status:** Producers, Artists, Engineers, Songwriters, and Industry Professionals.
- **Interests:** Professional audio gear, music business and legal advice, mixing/mastering tools, sync licensing, and artist development.
- **Spending Power:** They have a vested interest in buying and using high-end, professional-grade tools and services to advance their careers.

Our Reach & Impact

Our multi-channel platform connects with a highly-targeted audience of professional music creators, delivering your brand's message with unmatched credibility and proven engagement.

On the Web

Our website serves as a trusted resource and growing platform, where music professionals spend quality time engaging with our content.

- **1,416 Highly-Engaged Sessions** in the last 90 days, proving our platform is a trusted source for professionals.
- **1m 27s Average Session Duration** is a strong indicator of an audience that is deeply invested in our content.

On Instagram

Our Instagram account provides immense reach and a powerful signal of an audience that trusts and values our content. Check out our reach from the last 90 days.

- **466,091 Total Views**: Massive brand visibility that puts you in front of a half-million-strong community.
- **2,128 Saves**: Our content is not just seen; it's considered an evergreen, valuable resource that professionals save for future reference.
- **4,164 Shares**: Our community acts as an organic marketing channel, endorsing and distributing your message to their own professional networks.
- **508 Comments & 103 Reposts**: Proof of a highly-engaged community that actively participates in the conversation and amplifies our message.

Partnership Opportunities

We offer a range of customizable, multi-channel packages designed to help your brand reach and resonate with our unique audience.

- **Integrated Content:** Sponsored articles, website banners, and video content that authentically showcase your brand to our community.
- **Social Amplification:** High-impact Instagram Reels and Stories that leverage our reach and engagement.
- **Community Engagement:** Partner with us to host a webinar, Q&A, or giveaway that directly connects your team with our audience.
- **Brand Sponsorship:** Become an official partner of a content series or a special project, giving your brand exclusive, long-term exposure.

Thank You!

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