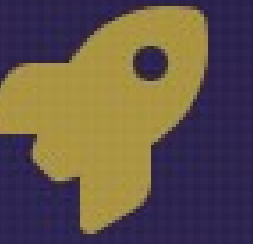


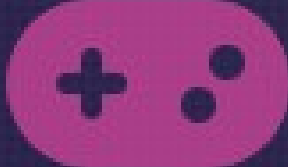
NEW MEDIA ARCHITECTURE FOR THE ORANGE ECONOMY



ENGINEERING THE FUTURE OF THE ORANGE ECONOMY

Scaling Cultural Destinations & Global
Tours through Operational Excellence

We don't just market events — we engineer the
infrastructure that makes them scalable,
sustainable, and globally competitive.



DATA-DRIVEN CULTURAL ENGAGEMENT

The \$500B Orange Economy Opportunity

We specialize in the **high-value Urban demographic** (ages 24–50+) that traditional agencies underestimate and overlook.

With **18 years of trend forecasting**, we identify and capture market gaps for destination brands, festivals, and tourism boards.



Hip-Hop Senior

Ages 40–60+

High disposable income, cultural influencers, experience-driven



Caribbean Diaspora

Global reach

Multi-city networks, heritage tourism, festival-driven travel

A DISCIPLINED PATH TO ROI

A 9-month lifecycle powered by a 5-stage conversion architecture



Awareness

SEO, press, and digital assets that introduce and position the brand



Education

Deep-dive content that builds trust and authority



Sample

Immersive visuals that let audiences feel the experience



Purchase

Integrated 3-tier ticketing systems optimized for conversion






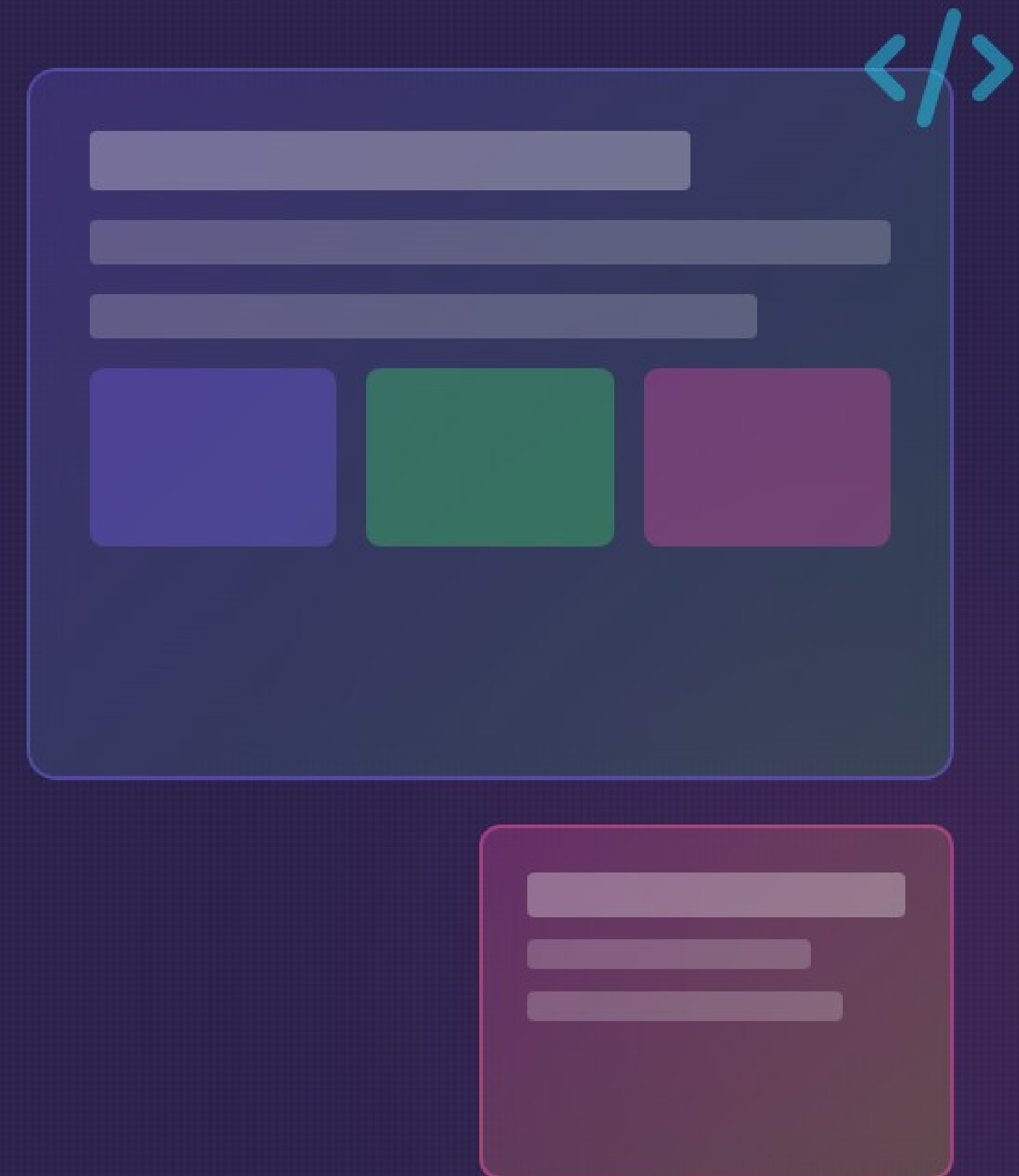
Refer

Viral loyalty loops that turn attendees into evangelists

PROFESSIONALIZING THE BRAND EXPERIENCE

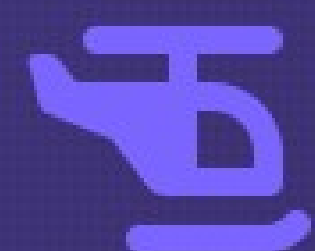
We transition "hobbyist" creators into **structured networks** with systems that sponsors and global partners can trust.

-  High-end visual identity systems & brand standards
-  SOP development for multi-city, multi-team operations
-  Custom event portals (K.I.S. platforms, e-commerce, concierge access)



HIGH-IMPACT VISUAL COMMUNICATION

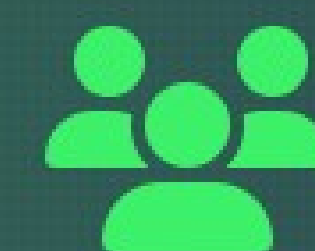
We produce the euphoria and allure required to sell destinations, tours, and national festivals to premium audiences.



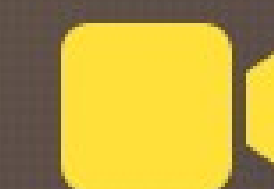
Drone Recaps



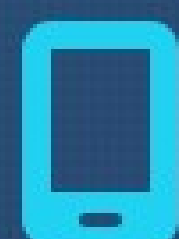
Performance



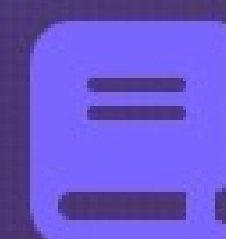
Crowd Energy



Campaign Video



Social Optimized



Print Booklets



UGC Content



Multi-Camera

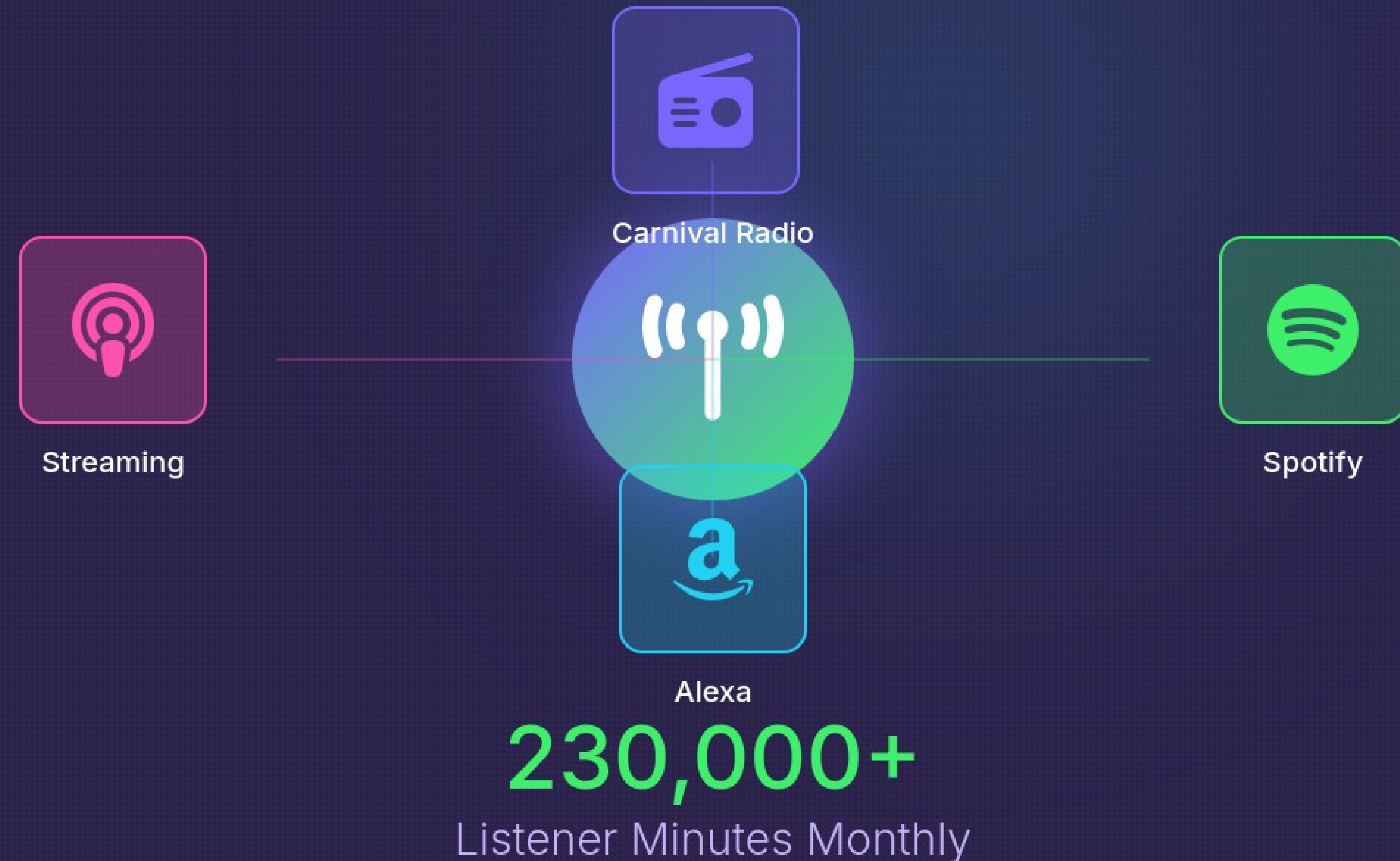
Drone & multi-camera recaps · Social-optimized campaign assets · Print-ready booklets & sponsor materials

BUILT-IN GLOBAL DISTRIBUTION

Our agency **owns the media pipeline**. We use Carnival Radio as a Marketing Vehicle — not just a station.

Instant **24/7 syndication** to 230,000+ listener minutes, pre-heating markets for tours and festivals.

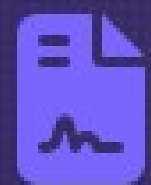
- Radio + streaming integration
- Targeted Urban & Diaspora reach
- Always-on campaign support



COLLECTIVE MARKETING FOR NATIONAL IMPACT

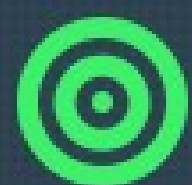
The Model

We manage a "**Sponsor Buy-In**" model that reduces individual organizer costs while expanding national exposure.



BCFW 2026 Sponsor Agreement

Unified sponsorship framework



Marketing Buy-In Package

Collective media investment

How It Works

- 1 Unified sponsorship decks and national marketing packages**
Single cohesive pitch to sponsors covering multiple cities and events
- 2 Shared media assets across Print, Digital, and Streaming**
Economies of scale through centralized content production
- 3 Measurable uplift in sponsor exposure, ticket sales, and tourism alignment**
Data-driven reporting shows ROI across all touchpoints

AN INSTITUTIONAL PARTNER YOU CAN TRUST

We bring enterprise-level rigor to a culture-forward ecosystem



Compliance

Full ASCAP/BMI compliance and licensing



Stability

Structured annual budgets and financial planning



Protection

Standardized contracts for talent, vendors, and sponsors



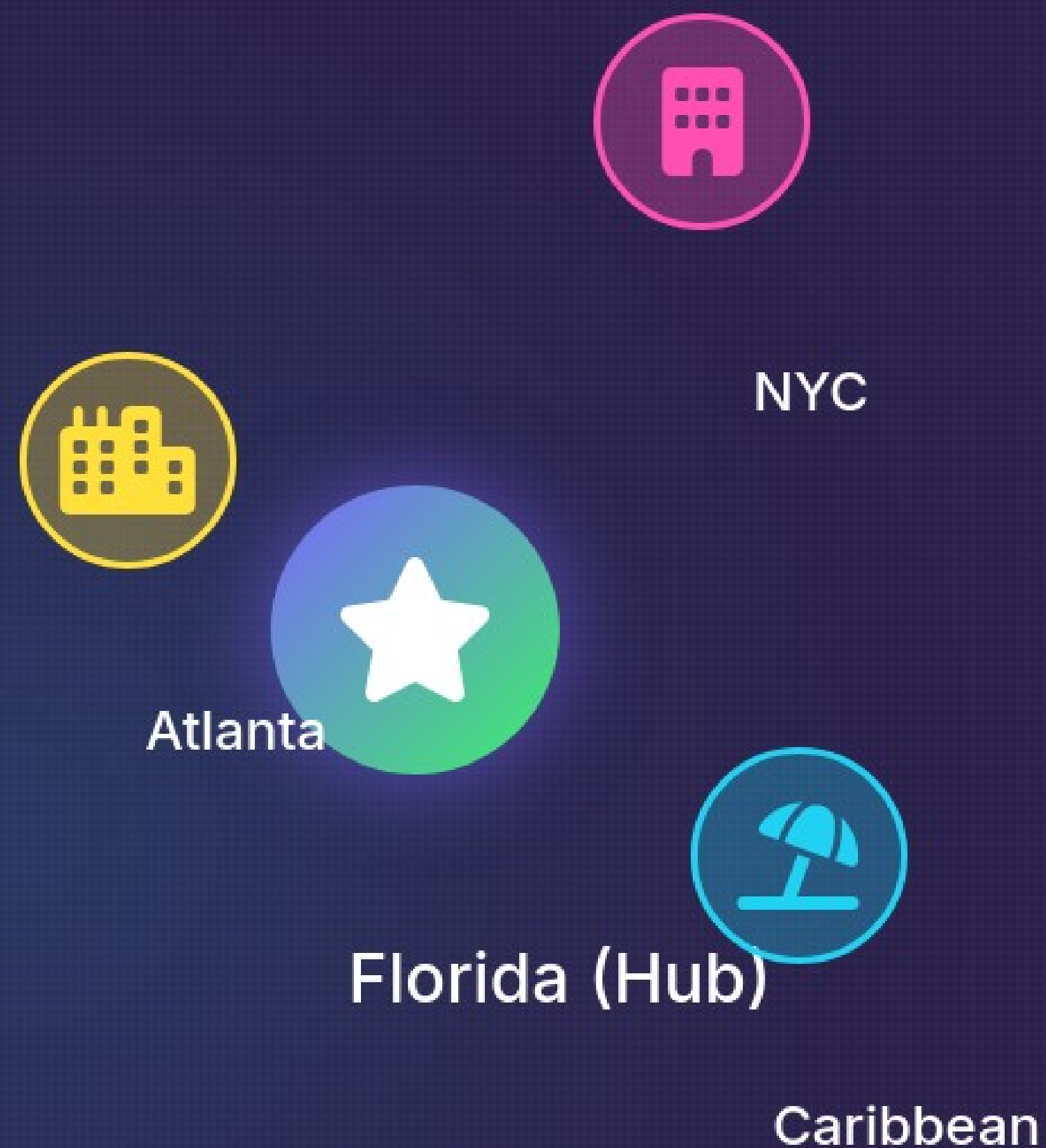
Clarity

Transparent reporting and documentation

Operating with institutional-grade infrastructure and full regulatory compliance

LIVING IN FLORIDA, OPERATING GLOBALLY

The "Next Stop: [City]" model connecting diaspora markets



We specialize in the **"Next Stop: [City]" model** — connecting international tourism boards with their most profitable diaspora markets through a unified agency approach.

- One unified agency coordinating multi-city tours and festivals
- City-by-city rollout synchronized with diaspora travel patterns
- Replicable frameworks from Florida to NYC, Atlanta, and across the Caribbean



FROM BLUEPRINT TO EXECUTION

Let's institutionalize your brand and scale your
network to a **250% target growth rate**

K. R Baker | Principal Architect



Offer@KRBaker.Work



305.771.2729



Agency.PlayMas.Today



Scan to view the full infrastructure playbook
Complete case studies, frameworks, and methodologies

