

ARTISTS + SPONSORS

LOIs reported in place

Dondria · Benny the Butcher · Curren\$y

Broader artist pipeline

Durand Bernarr · D Smoke · Talib Kweli · Sasha Keable · Tiger La Flor · Florence Road · Space Junk · Rick Hyde · Tony DeSare · Eric Andersen · Tweet · Travie McCoy / Gym Class Heroes · Westside Gunn

Additional Upstate prospects

Danielle Ponder · Joywave · X Ambassadors · Brian McKnight · Lou Gramm · Che Noir · 38 Spesh · Armani Caesar · RXK Nephew · Scorey · Jae Skeese · V. Ciannii

Stages vary: outreach, management discussions and contract preparation. Names do not establish bookings. Track terms, next steps and announcement approvals individually.

First-wave sponsor opening asks

West Herr	\$35,000
M&T Bank*	\$25,000
Greenlight Networks	\$20,000
ESL* / KeyBank*	\$15,000 each
Five Star Bank* / La Nova	\$10,000 each
Salvatore's / Dinosaur Bar-B-Que	\$7,500 each
William Mattar	\$5,000

\$150K gross asks, not closed revenue. With only the largest bank ask retained, compatible asks total \$110K.
*Banks compete for overlapping exclusive category rights. Delta Sonic is a second-wave prospect; ask unscoped.

WHAT THE CAPITAL FUNDS

Proposed \$75,000 allocation

Upstate core delivery	\$24,725
Anchor guarantee allowance	\$12,000
Sponsor reward allowance	\$2,250
Launch Week preparation	\$11,025
November–December shared operations	\$15,000
Additional liquidity reserve	\$10,000
Total	\$75,000

Working-capital allocations, not a fully costed three-event budget. Expenses counted once; sponsorship receipts replenish advances. Shared operations exclude event-charged labor.

Upstate internal core budget

Team + fulfillment coordination	\$17,500
Paid promotion	\$2,500
Streaming + event tools	\$1,500
Contingency: 15% of \$21,500	\$3,225
Core delivery	\$24,725

Potential Benny exception: \$12,000 working request; approximately \$6,000 before announcement. Reserve the full obligation. Guarantee treatment and schedule require agreement.

Exclusions: unpriced custom builds, additional guarantees, artist-side crews, extra rights, taxes and overhead. Standard artist offer has no guarantee.

Internal allocations, not verified vendor quotes. \$2,250 reward example: 3,000 users × 10 sponsors × 5 event IDs × \$0.015. One series event ID = \$450. Credits are closed-loop, not cash-redeemable; reserve treatment is proposed. At a \$50K close, the \$38,975 subtotal leaves \$11,025 before exclusions.

TARGETS, TIMING + CASH

2026 commercial opportunities

PROGRAM	CURRENT PLANNING BASIS
Upstate Takeover	\$75K / \$80K / \$100K sponsorship targets
Launch Week	\$150K working / \$200K stretch combined funding + revenue targets; split pending
Miami Art Week	Sponsor target pending; \$25,645 production requirement
Additional opportunities	Rhyth Art Week, additional artist programs and sponsor extensions; unpriced

These amounts cannot be added as Rhyth revenue. Investment is financing; ticket and tip proceeds belong to artists. Future contracts and sales remain unconfirmed.

Upstate residual at \$80K collected

\$80,000 – \$38,975 planning subtotal = **\$41,025 before excluded costs**. Not profit.

Working-capital release gates

- **Oct. 16:** signed anchor or approved alternative and credible lineup; fund deposits under written terms.
- **Oct. 23:** committed costs funded, contingency intact, capacity and backup tests passed.
- **November:** release funded Launch Week scope; shared operations proposed at \$5K early and \$5K late month.
- **Before Miami:** complete full budget and collect or allocate enough cash for obligations.
- **December:** proposed final \$5K shared operations; settle accounts and cost Q1.

Downside: \$25K more spent than collected leaves \$50K from the raise. Late invoices are not December cash. Protect reserves and unpaid obligations; reduce or defer unfunded scope.

WHAT WE WILL MEASURE

Proposed success criteria

- Four distinct paying sponsors; two paid or signed follow-on engagements.
- 20% repeat attendance among fans with another event opportunity within 30 days.
- Two artist repeat-booking expressions of interest across the full pipeline.
- 20% contribution margin on one repeatable format, after all direct costs.
- Track registration conversion, successful access, setup hours, artist settlement and cash timing.

Commercial terms to finalize

Artist ticket and tip proceeds: after processing, refunds and chargebacks; taxes excluded.
Proposed physical-merch referral: 5% of attributable net sales, excluding signed VIP items.
Proposed digital-merch split: 70% Rhyth / 30% artist from defined net cash receipts. VIP terms separately agreed.

Sources

- Founder-provided company strategy, artist LOIs, experience and sponsor-conversation updates.
- Upstate Takeover Internal Proposal and Sponsorship Plan, Oct. 4, 2026.
- Rhyth Strategic Funding and Partnership Proposal, Oct. 5, 2026.
- Rhyth About-page source and [Jessica Smith](#) / [Mhalik Baldwin](#) LinkedIn profiles.
- [Roblox advertising update, January 2026](#): category evidence only.

Investment diligence

Confirm entity, ownership, existing liabilities, investment instrument, valuation and investor rights. Review LOIs, vendor quotes, paid sponsor scopes and complete later-program budgets.