

THE
ART
OF
RAP

INVASION
GUIDE

SOMETHING FROM NOTHING

The Art of Rap landed as a hip-hop festival founded by rapper/actor Ice-T and his partner Mick Benzo, launched after the success of Ice-T's documentary *Something from Nothing: The Art of Rap*.

The tour showcases platinum and gold-era rap legends — ie: EPMD, Bone Thugs, Naughty By Nature, Rakim, Big Daddy Kane, Public Enemy, and more.

Each show also incorporates elements of hip-hop culture beyond music: b-boying, graffiti art, DJ performances, and storytelling.

Now partnered with Bobby Dee Presents, Art of Rap is expanding to include Latino and R&B acts alongside the hip-hop lineup.

Lineups vary by market, and each city gets a show tailored to its local audience.

It's the closest thing hip-hop has to Lollapalooza — a traveling celebration of the culture built around the legends who created it.

The invasion is upon us and the MCs are here to stay.

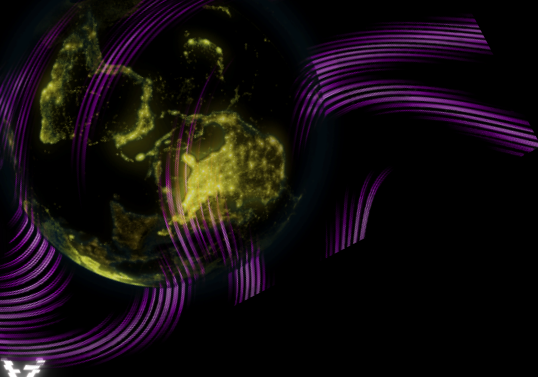


THE
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GALACTIC DOMINATION

TOURING STRATEGY



WEAPONIZE MEASURABLE SALES TOOLS

Built-in growth engine, not a bonus.

“First 200 tickets = fastest sell-out window”

“Creates instant urgency (scarcity + reward).”

“Builds a guaranteed returning audience for the next show.”

“This incentive helps you sell your first 200 tickets faster and seeds your next event with pre-qualified buyers.”

INDOCTRINATE WITH SIMPLE SYSTEMS

- First 200 buyers automatically tagged in the ticket system
- They receive a unique return code
- Promoter gets the data (emails + buyer list)
- Redemption tracked for the next event
- Data ownership
- Retargeting ability
- Predictable repeat sales

HOSTILE “FOMO”

This isn't just a discount. It's:

- “Founders access”
- “Early supporter status”
- “Insider tier”
- “Founders 200”
- “Priority Access Pass”
- “Legacy Ticket Tier”

INCREASE OVER TIME

- Show 1 → 200 incentivized buyers
 - Show 2 → those 200 return + new 200
 - Show 3 → momentum + built-in audience
- “By your second show, you're no longer starting from zero —you're building a repeat crowd.”

PROMOTE IN PLAIN SIGHT

Turn it into a promotion.

Make the first 200:

- Highlighted on social (“Founders List”)
- Eligible for backstage perks/ for less than others' shoutouts
- Part of a visible community

Buyers are now promoting the show for you.

SEIZE ATTENTION

“The first 200 buyers get 25% off the next show— so we sell faster now and guarantee a returning crowd next time.”

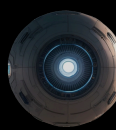
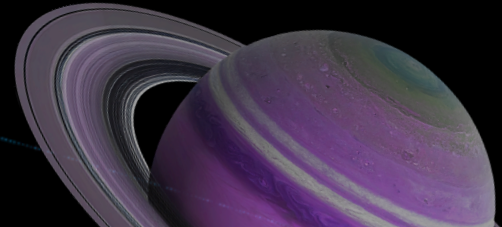


MANDATE DEADLINE

“First 200 OR first 72 hours”

Whichever comes first This prevents slow early sales.

INVASION



DATA = POWER

Capture emails + buyer info from your hottest fans

Retarget them directly for the next show

Build your own audience database

FAST EARLY SALES

Scarcity drives urgency
Helps you move your first 200 tickets quickly

Builds immediate momentum

BUILT-IN RETURN CROWD

You're not starting from zero next time
The first 200 buyers are already committed to come back

Reduces risk for future events

FEAR OF MISSING OUT (FOMO) + STATUS = FREE PROMOTION

First 200" becomes a badge of honor
Fans promote it themselves

Nobody wants to miss out

THE GROWTH EFFECT

SHOW 1 → Sell first 200 fast

SHOW 2 → 200 return + new buyers

SHOW 3 → Built-in crowd + momentum

You're not promoting one event.
You're building a market presence.

ONE-LINE PITCH

"The first 200 buyers get 25% off the next show—so we sell faster now and guarantee a returning crowd next time."

TURNKEY

The first 200 ticket buyers are automatically tagged
They receive a unique 25% OFF return code

Codes are redeemed at the next event

You track conversions + repeat attendance

Simple. Trackable. Scalable.

BOTTOM LINE

Faster ticket sales

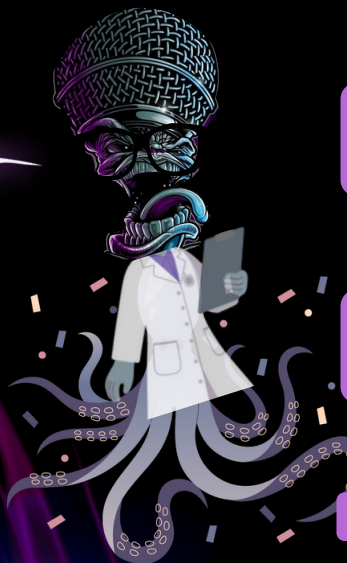
Stronger turnout

Repeat audience built-in

Less risk every time you book the show

This is how you turn one event into a movement.

THE ART OF RAP



GALACTIC ASSIMILATION OF PROMOTERS

People showed up for the experience—and for the status.

When you grab tickets to The Art of Rap in your market, you're not just attending a show—you're securing exclusive access for the future.

As one of the first 200 ticket buyers, you'll receive a 25% discount on the next show they bring to your city. It's more than a deal—it's a chance to stay ahead, stand out, and be part of something others won't want to miss.

Because when The Art of Rap comes to town, visibility matters—and nobody wants to be left out



THE ART OF RAP





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THE ART OF RAP

click to play

Valentina Nicolette **LE DAD TRIBUTE**
THANK YOU THE ART OF RAP