



COMMUNITY

**Deanna Dixon
x The CommUnityATL**

2026 MEDIA KIT

Where Music Meets Community

THE STORY

From the Car... to the Culture

Before The CommUnity ATL ever existed, there was the Rideshare Queen journey, where Deanna would meet complete strangers, and turn everyday rides into moments of connection through music. She built spontaneous collaborations on the spot, creating with people she had never met before and finding harmony in the most unexpected places. What started as a simple act of showing up and sharing her gift became something deeper, it taught her how to create experiences that made people feel seen, heard, and part of something bigger than themselves.

That same spirit led her to create The CommUnity ATL. She intentionally built a space where that kind of magic could happen on purpose, a movement where singers and creatives could come together, collaborate freely, and truly belong while creating at a high level. What began with strangers in a car evolved into curated events and a growing platform for creatives to be discovered, sharpen their gifts, and step fully into who they are. What started as small, organic moments has now become a life-changing movement...impacting people and building CommUnity one experience at a time.



WHY PARTNER WITH US



PROVEN VIRAL STORY TELLING WITH A HUMAN TOUCH

From rideshare collaborations with strangers to city-wide activations, our content consistently turns everyday situations into viral moments—giving brands authentic storytelling that performs across social, press, and culture.



BUILT-IN COMMUNITY + LIVE ACTIVATION POWER

Real-world experiences, tap into a loyal, engaged creative community and activate through live performances, pop-ups, and immersive audience experiences.



CULTURAL CREDIBILITY WITH COMMERCIAL RESULTS

brand partnerships, commercials, and media features—invest in visibility, by aligning with a movement that's actively shaping culture.



REAL ENGAGEMENT

This brand creates moments that people feel—not just content they scroll past. Through The CommUnity ATL, audiences don't just watch... they participate, share, and emotionally connect, which drives higher organic reach and retention

WAYS TO CONNECT

Whether you're exploring a collaboration, reaching out for a partnership, or simply getting to know the movement, connecting with us is designed to feel easy and natural. You can tap in through social media, send a quick message, or visit our website—whatever feels most aligned for you. Most brands start with a simple conversation and quickly discover the depth of what we create through The CommUnity ATL. It's all about creating a seamless entry point so you can connect, collaborate, and build something meaningful with us in a way that feels authentic and effortless.



Tiktok

@wearethe_community @iamdeannadixon
Connect with us through comments or direct messages for brand inquiries



Instagram

Follow us on Instagram to stay updated on all upcoming events and happenings in the CommUnity @iamdeannadixon | @wearethe_community
We share insights, highlights, and behind-the-scenes moments that showcase the spirit of our organization.



Website

Visit our website to explore a comprehensive list of events, read engaging blog posts that highlight additional ways to connect with us at wearethe-community.com

DEMOGRAPHICS AND ANALYTICS

Our audience is a dynamic, culture-driven community made up primarily of young adults ages 18–34, with a strong concentration in the 25–34 range. They are predominantly women, but inclusive of a diverse and engaged mix of men who are deeply connected through a shared love of music, creativity, and real-life experiences. Rooted in cities like Atlanta and expanding into major cultural hubs across the country, this audience is highly social, emotionally responsive, and drawn to authentic, feel-good moments. They don't just consume content—they engage with it, share it, and show up for it. As a community built around connection and expression through The CommUnity ATL, our audience values creativity, belonging, and meaningful experiences, making them highly receptive to brands that align with culture, purpose, and real human connection.

DEMOGRAPHICS



AGE



The CommunityATL Reach

- 750,710+ people across platforms
- 372,600+ Instagram followers
- 359,700+ TikTok followers
- 18,410+ YouTube followers

Engagement (Past 90 Days)

- 1,165,000+ Instagram views
- 478,000+ accounts reached

Engagement (Past 365 Days)

- 19M+ Tiktok post views
- 325,000+ profile views

LOCATION ATLANTA

LAUNCHED
11/11/2024

750.7k
Total
Followers

1.46 M
Views on
Instagram*



📞 770-480-6923

✉ booking@deannadixon.com

📍 www.wearethe-community.com

*In last 90 days

Metrics are current as of April 2026

RESULTS & ROI

REAL RESULTS. REAL CONNECTION. REAL IMPACT.

Our work delivers more than impressions, it creates measurable cultural impact that converts into visibility, engagement, and real-world action for our partners. By combining viral content with live, emotionally driven experiences, we give brands both digital reach and in-person connection.

Across Instagram and TikTok, our content consistently generates high-performing results, with viral videos reaching tens of thousands to hundreds of thousands of views and strong engagement through shares, comments, and saves. Because our content is rooted in authentic, unscripted moments, audiences interact with it at a deeper level...leading to stronger brand recall and organic amplification far beyond the initial post.

On the ground, our live activations, pop-ups, performances, and immersive experiences...translate that digital momentum into real-world ROI. We drive foot traffic, create buzz in high-traffic environments, and turn everyday spaces into unforgettable brand moments.

AUDIENCE IN ACTION

Over the past 12 months, our community has continued to show strong engagement across every platform:

- 500,000+ monthly social impressions across Instagram and TikTok
- 150,000+ average monthly video views driven by viral and shareable content
- 50,000+ engaged followers across platforms and growing
- 10,000+ average reach per post, with viral moments reaching 100K–500K+ views
- 25,000+ annual website sessions
- 12,000+ unique visitors yearly
- 40,000+ page views annually

IN-PERSON IMPACT

The CommUnity is built on real-life connection, which creates a level of engagement that goes far beyond digital impressions.

- 3,500+ event RSVPs annually (excluding ticketed experiences)
- Weekly activations + live experiences driving consistent engagement
- Live event attendance typically ranges from 40–80+ creatives, with large-scale activations reaching 100–300+ attendees
- Hundreds of organic user-generated content posts created per activation
- Multi-platform amplification through audience shares, reposts, and word-of-mouth

For partners, this translates into:

- Face-to-face interaction with potential customers Product sampling opportunities
- Authentic word-of-mouth marketing

TESTIMONIALS

“The CommUnity is an answered prayer. It’s a space of continuous confirmation- that I don’t have to do it alone and that collaboration is healing.

-Nini

Here, I’ve been met with open arms, encouraged to embrace new challenges, and surrounded by a caring family that celebrates authenticity. This community has reignited my dreams and given me the courage to walk in my truth without fear.”

-Brie

“I came looking for something cool to experience. What I found was something my soul didn’t even know it needed.”

-Cari

“We hosted a live community event and it was such a fun experience. The community showed up, engaged, and created a meaningful atmosphere. It felt different from other events & truly brought people together.”

Kennedy Turner, Event Host Partner

SIGNATURE EVENTS

Deanna Dixon x The CommUnity ATL hosts a variety of events designed to bring the music community together in a spontaneous organic way. From weekly meetups to larger social experiences, our events create consistent opportunities for brands to connect with our community both online and in person.



Live Vocal Experience

A one-of-a-kind, immersive music experience where rehearsal meets performance in front of a live audience. Guests don't just watch—they become part of the process, engaging in warm-ups, call-and-response, and real-time vocal arrangement moments. Often described as “being a fly on the wall at the world’s greatest choir rehearsal,” this event blends artistry, vulnerability, and collaboration, giving both singers and spectators a raw, unforgettable connection to music as it’s being created.

Vocal Intensive

This is a high-level, hands-on training experience designed for serious vocalists looking to grow in skill, confidence, and industry readiness. Led in collaboration with renowned vocal coach Natarsha Garcia, the intensive focuses on technique, performance, emotional delivery, and professional development. Participants receive direct coaching, real-time feedback, and access to industry insight in a structured, intimate environment that challenges them to elevate their voice and artistry.



Live Performances

Spontaneous, high-energy performances that bring music directly to the people—whether it’s the BeltLine, the airport, or unexpected public spaces. These moments are designed to interrupt the ordinary and create joy in real time, transforming everyday environments into shared musical experiences. Often captured and shared across social platforms, these activations drive viral engagement, audience participation, and organic brand visibility, making them a powerful intersection of culture, content, and community.



SOCIAL MEDIA MARKETING OPPORTUNITIES

CONTENT-ONLY MARKETING PACKAGE - \$2500

Best for brands that want high quality, engaging content created for them without needing to host or participate in an event.

Includes:

- 1 Instagram or Tiktok Reel
- 1 Instagram Carousel Post
- 1 Instagram StorySeries(3–5slides)

SOCIAL BUTTERFLY PACKAGE - \$1500

Best for brands looking for quick visibility and an easy way to get in front of the TheCommUnity audience.

Includes:

- 1 Instagram Grid Post
- 1 Facebook Post
- 2 Instagram Story Posts
- 1 Exclusive Discount Listing (3 months)

THE
COMMUNITY



PARTNERSHIP OPPORTUNITIES

CULTURE STARTER \$5000

Best for new brands entering the culture.

Includes:

- 1-2 Reels/TikToks
- Organic brand integration
- Story promotion
- Audience engagement

VIRAL MOMENT - \$10,000-12,500

(MOST POPULAR!)

Best for High reach + viral storytelling

Includes:

- 1-2 Reels/TikToks
- Branded live moment
- Crowd interaction
- BTS content

POP-UP ACTIVATION - \$15,000-25,000

Best for Maximum visibility + cultural moment

Includes:

- Branded public performance
- Full choir activation
- 6-10 video deliverables
- Viral content capture
- Custom campaign strategy



PAST EVENTS



LET'S PARTNER TOGETHER!

WE'D LOVE TO CREATE A CUSTOM EXPERIENCE FOR YOUR BRAND!

NOWBOOKING SUMMER 2026 PARTNERSHIPS

JOIN US!

At The CommUnity we're passionate about fostering genuine collaborations through music!

CONTACT US!

For inquiries, partnerships, or more information, please reach out to us at:

Email: booking@deannadixon.com

Phone: (770)480-6923

FOLLOW US!

Stay updated on all our activities and events by following us:

Instagram: [@wearethe_community](https://www.instagram.com/wearethe_community)

Website: www.wearethe-community.com

THANK YOU!

We appreciate your interest!