



THANK YOU RAVERS 🦊 READ BELOW FOR STATS FROM 2024 💜

THANK YOU TO OUR PILOT TEST CITY (KADUNA)

In 2022 we set out on a mission to restructure the entertainment scene In underrepresented cities, backed by our financiers [thescathcommunity](#) through their portfolio [yourpromoters](#) ,we picked KADUNA state as our first pilot city.

We launched URP in 2023 and after a series of setbacks the first edition rolled out in September 2023 and by December 2023 we were one of the most known & craved event in the city 🏙️

We not only broke the glass ceiling we set new standards and created blueprints, we made it cool to party in the city of crocodile 🐊 again;

- We broke out new creatives & talents in the city.
- We inspired new breakout events amongst the new gen from [vibezcornerkd](#) to a bunch of others.
- We set new eco friendly aesthetic design standards.
- We championed Zero vendor booth payments.
- We prioritized Events with experiences (Day & Night Shift).
- We powered USD cash rewards for experience winners.
- We offered proper payment for service providers value that aligned with their Rate cards in other to grow the creative economy.
- We created monetized community driven initiatives (ETDs).

In 2024 we continued to grow the community, identify new creatives / Talents, support, amplify and collaborate with other events and test out new concepts and we capped off 2024 with the first of its kind [7day R🦊FEST activity lineup](#) to show what was possible through collaboration and this featured multiple events across different locations and brought out a combine community of over 5000 people across all dates.

We have done a great job in our pilot city kaduna & for 2025 we taking this model to more cities 🏙️ “restructuring the entertainment & concert landscape across underrepresented cities through fostering a youth-oriented culture that blends Music, Creativity, Art, Sport, Fashion & Tech”

See you soon Ravers 🦊

Cheers 🥂 to New cities, New experiences & A bigger community in 2025.





URBAN
RAVE
PARTY

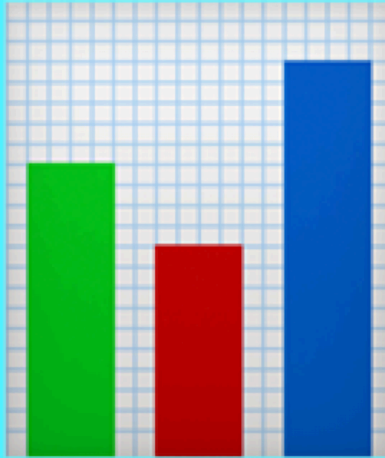


Kaduna Metropolis

(v6 Gardens Barnawa after Invicta fm)

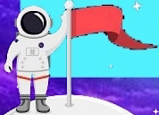


Drink & Behave
Responsibly



2023 URBAN RAVE STATS

SEARCH "HELLOURBANRAVE@GMAIL.COM" WHEN IN YOUR EMAIL OR CHECK
YOUR SPAM, JUNK, PROMOTIONS & INBOX SECTION OF YOUR EMAIL



Maximum
Security



FOURPROMOTERS



Kaduna Metropolis
(v6 Gardens Barnawa after invicta fm)

18+ Drink & Behave
RESPONSIBLY

URP STATS FROM 2023 IN THE CITY OF CROCODILE

- **URBAN RAVE** is now
PROFITABLE, after three editions,
and an initial investment of
about five million naira across
all three editions, we closed
the 2023 books after recovering
deductible capital investment
back with a profit of **N778,821**.

**Maximum
Security**



FOUR PROMOTERS



Kaduna Metropolis
(vs Gardens Barnawa after invicta fm)

18+ Drink & Behave
Responsibly

URP STATS FROM 2023 IN THE CITY OF CROCODILE

- We have grown the urban rave community data from below 50 Ravers to over 1200 Ravers in under 5months.
- We fully own our site build.
- We have exposed new talents such as crowd controllers, DJs, Media creatives & Experiences.

**Maximum
Security**



POURPROMOTERS



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RESPONSIBLY

URP STATS FROM 2023 IN THE CITY OF CROCODILE

-We paid out over 3.19million naira to creatives, service providers & artisans in three editions that were held in 2023.

- Our vendors made over 1.5million naira combined in the three editions that were held in 2023.

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POURPROMOTERS



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URP STATS FROM 2023 IN THE CITY OF CROCODILE

-We onboarded a private investor after the Nebula Rave in the tune of 7 figures & have four organizations willing to put forward 7 to 8 figures sponsorships, to scale Urban Rave within our pilot city, with focus on unlocking the gen-z audience.

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POURPROMOTERS