



WE DO EVENTS.

Management. Production. Promotions.

www.unlockingrva.com

MEDIA KIT



unlockingrva

WHO WE ARE.

Started in 2016, we are a group of seasoned specialists, passionate about curating unforgettable experiences that inspire. With accomplished event producers and some of the most creative minds in the industry, our business delivers on every project, from start to finish.



Dr. Faith Wilkerson Found and Owner

As an Event Planning veteran, Faith has executed specialty events of all types. From large scale concerts to food festivals, she loves the rush of dreaming up experiences and seeing them grow into fruition. Her passion, drive and love for UnlockingRVA flows through the entire business and can be seen throughout every event she does.

DETAILS.

- 6 years in operation
- Based in Richmond, VA
- SWaM Certified
- Limited Liability Company
- Trademarked in Sept. 2019

AWARDS.

**Best Place To Learn
About Richmond**
Style Weekly
2109 · 2020 · 2021



WHAT WE DO.



EVENT MANAGEMENT

Our event management service includes a variety of functions for executing large-scale events, which might include conferences, conventions, concerts, trade shows, festivals, and ceremonies. It involves handling the overall logistics of the event, working with staff, and conducting project management of the event as a whole.



EVENT PRODUCTION

Our event production service can manage the flow of special events according to our client's requests and specifications.

We are able to coordinate with various suppliers and organizations to plan the event and identify resources that meet quality standards.

We also track the events progress in order to constantly update our clients and adjust plans to stay in line with the budget limitations and timetables.



EVENT PROMOTIONS

At Unlockingrva, we put our clients' wishes at the forefront, customizing unique promotions perfectly suited to their needs. Through our digital platforms our clients are able to promote your upcoming event, business or service via our newsletter or our social media accounts.

OUR FLAGSHIP EVENTS.



BRUNCH ON THE PLAZA.

The concept is simple. You grab your friends, your family and/or your coworkers and meet us on Kanawha Plaza. Each month we will have a live DJ curating the vibe, introduce you to a few locally owned food trucks serving the good eats all against the backdrop of downtown Richmond.



THE SILENT PARTY.

Commonly referred to as a silent disco, silent parties are events where music is broadcast through noise-canceling wireless headphones rather than speaker sound systems. Our silent party has a number of benefits such as the ability to host events in areas with strict noise restrictions or early noise curfews. Also, guests can listen to multiple songs at the same time and they can easily talk to their friends on the dance floor without having to raise their voice.



OUR FLAGSHIP EVENTS.



HIP HOP KARAOKE.

This joint event with ProDJDirect takes karaoke to a whole new level with a live DJ, host, high quality sound system and a full light show to match!



COCKTAILS & CHOREO.

A joint event between UnlockingRVA and Studio 4 Dance Agency, our signature Hip Hop dance class allows guests to learn a full dance routine by trained choreographers all paired with delicious cocktails provided by local brands in the Richmond Region!



OUR REACH.

SOCIAL MEDIA

Audience.

- 68% located in Richmond, VA and surrounding counties
- 90% age range of 25-55
- 73.5% are women
- Social media reach of 13.4K per post

Growth.

Each year we have seen a steady growth in our social media presence, most notably via Instagram. Most of our clients see an significant uptick in followers, ticket sales and visibility when working directly with UnlockingRVA on their upcoming event or business promotion.



27.2K



8K



600



THANK YOU.

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