

# *Richy* SMART MEDIA KIT



# RICHY SMART



Vibe Curator | Producer | Artist | Influencer



## ABOUT RICHY SMART

DJ Richy Smart is a Dallas-based, Kansas-bred DJ and producer bringing global vibes coast to coast and around the world. Known for his smooth blends and feel-good energy, he’s lit up stages for brands like Nike, Tesla, and Match.com, and opened for legends like Snoop Dogg, Bruno Mars, and J. Cole. As CEO of Rhythm & Vibes, Richy keeps the culture alive with exclusive mixes and content on YouTube—racking up over 5 million views—and stays connected with fans on Instagram.

## SOCIAL INSIGHTS

RATIO	DEMO (Age)	TOP CITIES	IMPRESSIONS
 53.1%	<b>25-34</b> 39%	New York	<b>23M</b> (For the year 2024)
 46.9%	<b>35-44</b> 29%	Atlanta	
	<b>45-54</b> 14%	Chicago	
	<b>18-24</b> 12%	Houston	
		Los Angeles	





# SOCIAL STATISTICS

Q1 2025



**41K**

Youtube Followers

**5M**

Overall views

**1.9M**

Impressions  
per Month

**189.4K**

Monthly Visits



**16.6K**

Instagram Followers

**650K+**

Reel Views

**128K**

Profile Views

**54K**

Impressions





# MIXES & MUSIC

Click photo to view link



Party In The Park  
30k views



R&B Basement Party  
2M views



Summer Day Party (Live DJ Set)  
101K views



Nothing But R&B  
661K views



Day Party | Live Form Croatia  
21K views



Coachella 2022 Mix







# BRAND ACTIVATIONS

## MUSIC AND BRAND IDENTITY

Richy Smart has had the pleasure of elevating unique brand activations for numerous brands and companies. The combination of a stunning location, expertly curated tunes, and thoughtful branding makes an event both intimate and dynamic, leaving a lasting impression on all in attendance. Here's a glimpse of some activations.



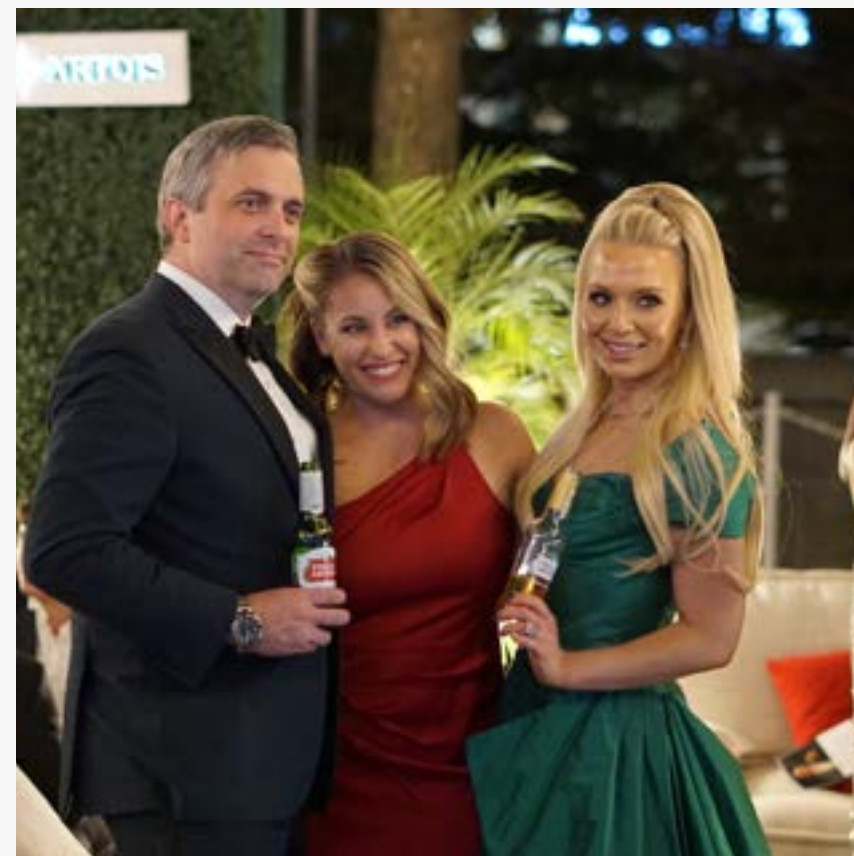


# LIFE UNDER THE STARS

Brand Activation for Stella Artois

## POST-CONCERT GALA SHINES WITH STELLA ARTOIS ACTIVATION AND DJ RICHY SMART

The post-concert gala was an electrifying event, featuring a standout brand activation by Stella Artois. Attendees enjoyed a vibrant atmosphere enhanced by the iconic beer brand's immersive experience, which included exclusive tastings and branded lounge areas. DJ Richy Smart kept the energy high throughout the evening, spinning an eclectic mix of music that had the crowd dancing into the night. The combination of great music, stellar branding, and lively conversation made for an unforgettable celebration.







# HIGH STAKES HIGH REWARDS

## SWAY MARKETS

Sway Market hosted an exclusive yacht event in the stunning waters of Croatia, where guests enjoyed a luxurious day at sea. The atmosphere was set by DJ Richy Smart, who provided the perfect soundtrack with his signature beats throughout the event. Attendees mingled on deck, soaking in the breathtaking views and the vibrant ambiance. The combination of Sway Market's upscale experience and Richy Smart's dynamic music made for a truly memorable and sophisticated affair on the Adriatic coast.





# SIMON PROPERTY

Brand Activation For Allen Premium Outlets



## HOLIDAY CHEER FOR EVERYONE

Simon Property's brand activation at Allen Premium Outlets kicked off the Christmas holiday season in festive style, with DJ Richy Smart setting the perfect holiday mood through his lively music. Shoppers were treated to a delightful experience, with free goodies and gifts adding an extra touch of holiday cheer. The activation created a joyful atmosphere, drawing in crowds eager to celebrate the season while enjoying special offers, surprises, and Richy Smart's energetic beats. It was a perfect way to usher in the holiday spirit, making the shopping experience at Allen Premium Outlets even more memorable for patrons.



# BRANDS COLLABORATORS + PARTNERS



Here’s a showcase of the diverse brands Richy Smart has partnered with over the past two years, highlighting both ongoing collaborations and past successes. His dynamic approach and unique sound have resonated with these brands, creating unforgettable experiences. We’re enthusiastic about the opportunity to bring this same energy and creativity to a potential collaboration with you in the near future.

Southwest®

CHANEL

AFROTECH

ELECTRIC  
SHUFFLE®

GOLF

W HOTELS

GRAN CORAMINO™

GREAT WOLF LODGE®

ROYAL ENFIELD



# RHYTHM & VIBES

Event Stats & Analytics

**600 TIX SOLD**

Kendrick vs Drake - Silent Disco 03.21.25

**376 TIX SOLD**

Latin Hits vs Pop Hits - Silent Disco 05.16.25

**400 TIX SOLD**

Beyonce and Taylor Swift 06.20.25

\*To reach the target audience, the event and marketing strategies employed a blend of analytical analysis, data from Richy Smart's database, and a custom audience targeting system developed by Richy Smart.







# GET IN TOUCH

CONTACT FOR INFO

---

Instagram / @itsrichysmart  
Youtube / @itsrichymart  
TikTok / @itsrichysmart  
Website / [www.richysmart.com](http://www.richysmart.com)  
Phone / +1 972-559-4559  
Email / [contact@richysmart.com](mailto:contact@richysmart.com)





# THANK YOU

FOR YOUR TIME AND CONSIDERATION

