Kaylin (Hien Dong), Audry Gomez, Fatimah Ogunmowo, Beulah Kure University of Southern California Annenberg School of Communication PR 452: Public Relations in Entertainment Professor Nan Sumski October 7, 2024

# One Sheet

Artist Name: Sabrina Carpenter

Tour: "Short n Sweet" U.S. & Canada Tour 2024

### **Overview:**

Sabrina Carpenter is a multi-talented pop artist, actress, and singer-songwriter. She captivates her audiences with her powerhouse vocals, clever lyricism, and infectious stage presence. Her "Short n Sweet" U.S. & Canada Tour 2024 promises a memorable, high-energy experience, showcasing songs from her latest album and fan-favorite hits. Sabrina has garnered global attention through her undeniable versatility, blending pop with heartfelt storytelling, empowering themes, and an irresistible sense of fun.

## Key Highlights:

Latest Album:

- Short N' Sweet; featuring chart-topping singles like "Please, Please, Please" and "Espresso."

## Social Media Reach:

- Instagram: 40.9M followers
- TikTok: 33.4M followers
- Twitter: 2.2M followers
- YouTube: 9.6M subscribers

Notable Achievements:

- 2x Gold-certified singles
- 1.5 billion global streams
- Forbes 30 Under 30 (2021)
- Multiple Billboard Hot 100 chart appearances
  - Feather (2022)
  - Short n' Sweet (2024)-- all 12 songs from Carpenter's 2024 album Short n' Sweet charted on the Hot 100

Awards & Accolades:

- Radio Disney Music Awards:
  - Best Crush Song "Can't Blame a Girl for Trying" (2015)
  - Best Anthem "Eyes Wide Open" (2016)
- iHeartRadio Music Awards:
  - Best New Pop Artist Nominee (2017)
- MTV Europe Music Awards:
  - Best Push Artist Nominee (2020)
- BMI Pop Awards:
  - Award-Winning Songs for songwriting contributions (2020, 2022)
  - Teen Choice Awards:
- Choice Summer Song Nominee "Almost Love" (2018)
- Billboard Women in Music Awards:
  - Rising Star Nominee (2021)
- Spotify Milestone:
  - Surpassed 500 million streams for "Skin" (2021)
- MTV Video Music Awards:
  - Song of the Year (2024)
- Gold Derby Awards:
  - Best New Artist (2024)
- Variety Rising Star:
  - Variety's Rising Star (2023)

#### 2024 "Short n Sweet" Tour Highlights:

Dates:

- U.S. and Canada, spanning from March 2024 to June 2024 Venues:
  - Performing at iconic locations like The Greek Theatre (Los Angeles), Radio City Music Hall (New York City), and Massey Hall (Toronto).

#### Tour Concept:

Sabrina's "Short n Sweet" Tour celebrates her growth as an artist, balancing fun, nostalgic moments with emotionally resonant performances. Expect energetic choreography, state-of-the-art visuals, and fan engagement.

- Special Performances:

- Sabrina will perform new arrangements of her most-loved songs, as well as offer exclusive tour merchandise and behind-the-scenes tour content via social media. Press Quotes:

- Rolling Stone: "Carpenter's captivating pop sensibility and storytelling mastery have made her a force to be reckoned with in music today."
- Billboard: "Sabrina Carpenter's star power continues to rise, with each project adding new layers to

her evolving artistry."

- Forbes: "A triple-threat performer who transcends her Disney roots, Sabrina is carving her path in the pop world with authenticity and charm."

Brand Partnerships:

- Sabrina has collaborated with leading brands like Revlon, Samsung, and American Eagle, aligning with campaigns that reflect her youthful, empowered, and trendsetting persona.

Social Media & Fan Engagement:

- Sabrina Carpenter has a dynamic and active engagement with her fanbase, affectionately called the "Carpenters." She shares behind-the-scenes content through Instagram, TikTok, and Twitter, interacts with fans, and offers exclusive pre-sale concert opportunities. Her dedicated fanbase plays a huge role in promoting her music, tours, and brand partnerships.

## Social Media & Music Links:

Instagram: @sabrinacarpenter TikTok: @sabrinacarpenter YouTube: https://www.youtube.com/channel/UCPKWE1H6xhxwPlqUIKgHb\_w Spotify: https://open.spotify.com/artist/74KM79TiuVKeVCqs8QtB0B?si=-3BYWPINRkehqNzwytbxZA Website: https://www.sabrinacarpenter.com/