



THE BRONX BRAND

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Our Culture. Our Creations. Our Voice.

The Bronx Brand is a showcase for Bronx creatives to display their work. The Bronx has had a negative stigma associated with it since the 70's. Since then, the Bronx has been primarily known for two culturally transcending things: Hip Hop and the Yankees.

A Platform for a Community

We're tired of being overlooked. The Bronx has so much to offer, and has already given so much to the world. From Hip Hop to Bachata, from movie directors to Supreme Court Judges, from Actors to Artists, the Bronx has influenced culture in so many different ways. We want to showcase the creativity we see everyday in the Bronx, and help artists get paid for the work they do. Whether you're in fashion, music, film, writing, or any other creative expression, we want to broadcast your work to other Bronxites and the rest of the world.

An Opportunity for Growth

At the Bronx Brand, we strongly believe that we can do more by working together and leveraging each other's talents and skills. Every one has a unique purpose on this planet, and we want to highlight that fact. We also want to ensure that creativity is rewarded, which is why we've developed a lucrative compensation program. As an artist, you should be focused on creating work that is true to yourself and resonates with others. You don't need to be bothered with shipping, holding inventory, and other backend business tasks. We also want to be clear; the artwork you produce is yours. By using the Bronx Brand platform, you aren't selling or giving away rights to your work, and we encourage you to showcase your work on other platforms as well. We simply want to create another income stream for you, and encourage you to continue expressing your creativity. All we ask is that you share and promote the work you produce on our platform. We'll get your products into the hands of your supporters. Here's a quick break down of the opportunity:

Product	Artist's Royalties
Apparel	80% of Profit
Posters & Canvas	80% of Profit
Music Downloads	80% of Profit
E-books, PDFs, Magazines	80% of Profit
Streaming Videos and Downloads	80% of Profit
Blog Posts	\$10/per post

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80% of the profit is given to you as the artist. We use the 20% to pay for shipping, marketing and any other costs to grow and maintain The Bronx Brand Platform. As the platform grows, artists benefit as they are discovered by other artists and their followers.

For apparel and posters, each artist will receive two samples of their work for free. For digital content (music, e-books, videos, etc.) we feel we offer some of the highest royalties around, and offer a free Bronx Brand Tee after 200 supporters have downloaded your work.

What's Next?

Send us an email: info@thebronxbrand.com and we'll see if your content fits the platform. We reserve the right to publish content at our discretion. What you create doesn't have to be Bronx related; it just has to be authentic. Great art, great ideas, and great movements are founded on genuine authenticity. If your work is well done, the passion behind it will be evident. In your email include your name, any pseudo names, age, where you're from, and what type of products you're interested in producing. Each week, we'll be highlighting a featured artist, so please be as detailed as you can about how the Bronx has shaped your creative style. We'll write about you and your content in a blog post as well as promote your work on our social media outlets. If we decide to showcase your work, we'll contact you with further details. Ne Cede Malis