



PAYTRA

www.paytramusic.com

THE MUSIC - THE MESSAGE - THE LIVE EXPERIENCE - AUDIENCE - SUCCESSFUL COLLABORATIONS - PARTNERSHIP OPPORTUNITIES

THE MUSIC

Paytra's music blends modern pop and hip-hop with R&B, alternative, funk, and soul influences from the '90s and '70s. She fearlessly champions the often unheard voices of young women and uses her own experiences to speak about self-reliance, self-compassion, sexism, racism, reproductive rights, acceptance, LGBTQIA+, and sisterhood. Despite often tackling weighty topics, Paytra's music remains fun, exciting, and joyous, as she delivers hook-laden melodies over infectious beats.



Past Releases:
W.T.S. (album) 2022
Mama Taught Me How To Fight (EP) 2023
Tiny But Mighty (album) 2023

Next Release: May 2024
Good Girls Don't Make History (single)

You Got The Sauce



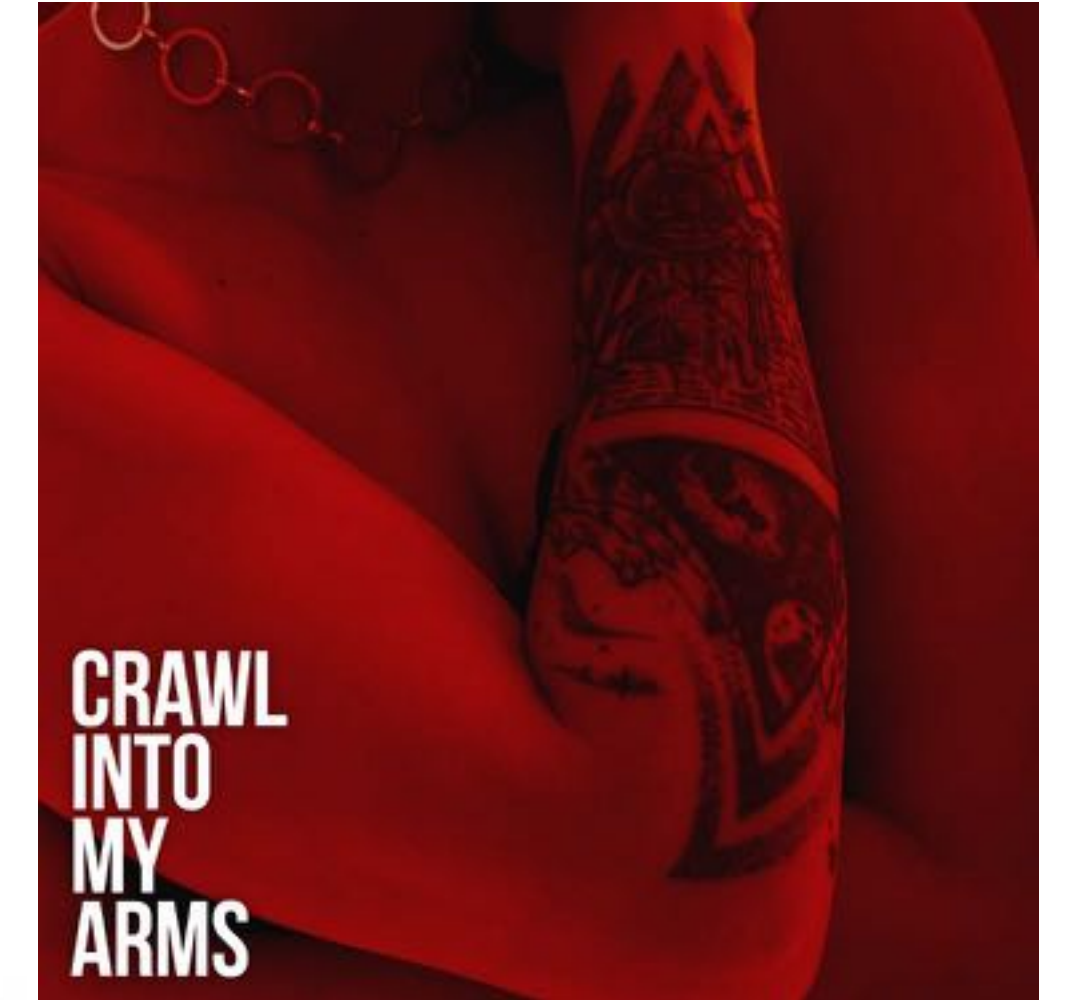
Good Girls Don't Make History



Glitter Bomb



Crawl Into My Arms



THE MESSAGE

Both protective older sister and challenger of the status quo, Paytra (a former quiet girl herself) - through message and example - inspires women, LGBTQIA+, misfits, and outcasts to find their voices, to reach for the stars, to stand against oppression, and to stand up for themselves. Her message and beliefs come through loud and strong in her lyrics; she writes anthems that are powerful and inspiring while still being fun to sing and dance to.

**“If confidence ain't natural
You gotta try and try again
If confidence ain't natural
You gotta be your own best friend
Sometimes you gotta fall flat on your face
And those are the days you pretend
If confidence ain't natural
You gotta try and try again”**

-You Got The Sauce

**“Since we were just little girls
They teach us never to be
headstrong
Fit well in this world
But they got it all wrong
Today we liberate all us girls
From their misogyny
Let's go cuz I know
Good Girls Don't Make History”**

**-Good Girls Don't Make History
watch the full-length vertical video**

**“Feel the fury of us women scorned
Cuz we lose our freedom
On the day we're born
We will be defiant
First we plan in silence
Then we break the calm
Like a Glitter Bomb”**

-Glitter Bomb

**“When the world has taken to
Breaking you
Crawl Into My Arms
There's nothing else that you
need to be
To lean into me
Crawl Into My Arms”**

-Crawl Into My Arms

THE LIVE EXPERIENCE

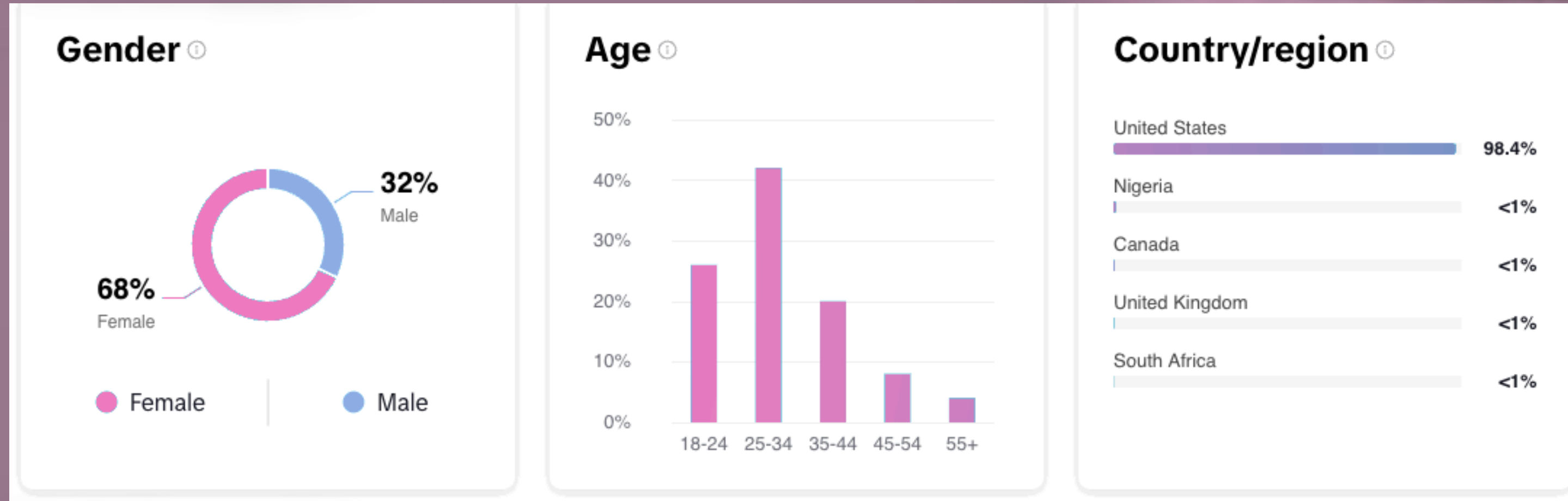
Whether she is performing solo, with dancers, her DJ, or her newly formed live band, Paytra creates a fun-filled, high-energy experience whenever she takes the stage. Her set is jam-packed with empowering anthems, upbeat dance numbers, and stadium-worthy bangers. In the male-dominated world of music, Paytra has put together an all-female act that is more than capable of holding its own with the boys. And beyond entertaining you, she is on a mission to empower women (and those who identify) of all ages to be the brightest version of themselves and to chase their dreams.



[WATCH PERFORMANCE REEL](#)

AUDIENCE

Tik Tok Demographics



[TikTok](#) 22K followers

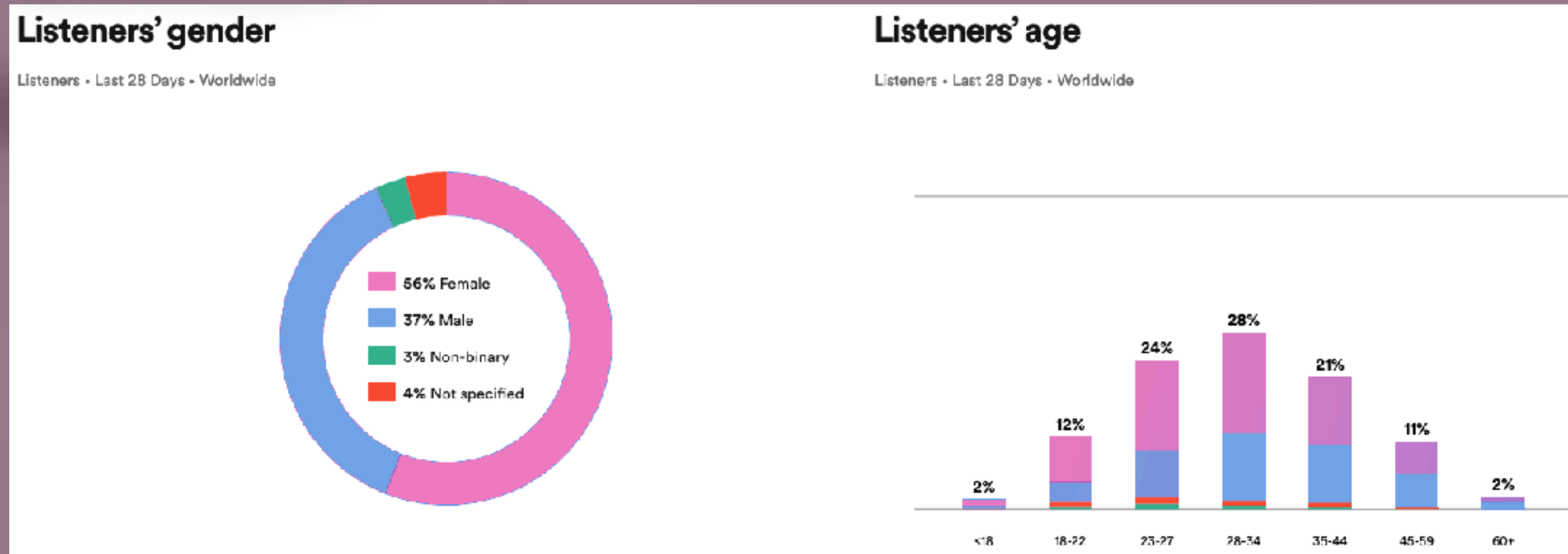
[Instagram](#) 12.8k+ followers

[YouTube](#) 3.1k+ subscribers 641k+ views

[Spotify](#) 20K+ monthly listeners 1.1M+ streams

[Facebook](#) 6.3k followers

Spotify Demographics



Paytra's audience is...

- Predominantly early 20s to mid 30s
- Concentrated in the US
- Socially conscious
- Liberal or progressive leaning
- Diverse
- Online engagement skews toward women and/or queer people
- Active & savvy on social media
- Fashion-conscious

SUCCESSFUL COLLABORATIONS

Brooklyn Cloth: a multi-year relationship including product placement, catalog modeling, social media blogging (from their corporate office), guest blogging, etc.

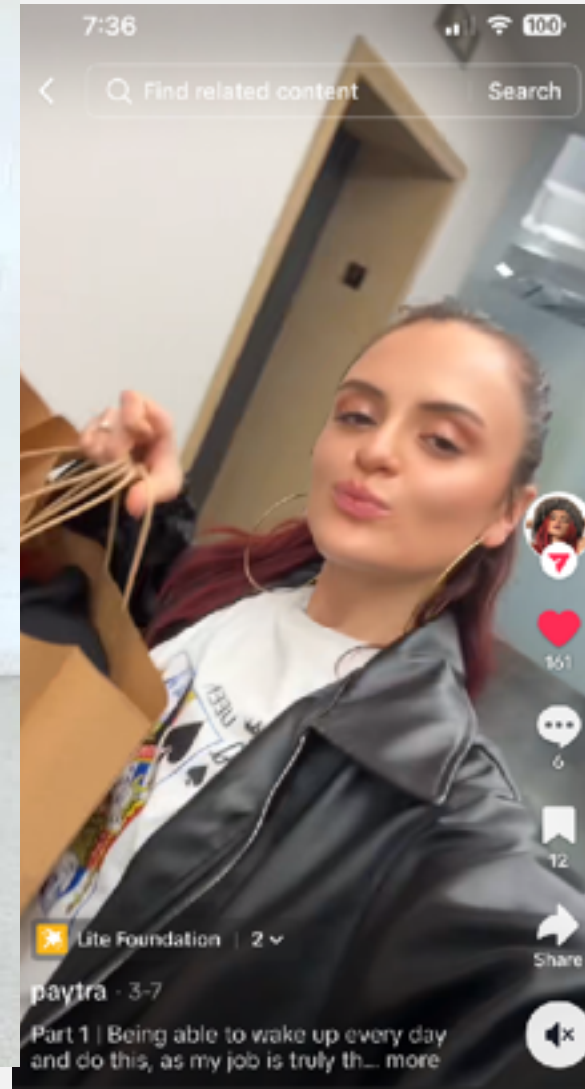


Guest Blog X Paytra

Jun 27, 2019 By Valerie Lova



What does pride mean to me? Pride means being unapologetically YOU, and owning it. June is pride month, and it's a time for us to celebrate each other and what makes us unique. The LGBTQ+ community is such a beautiful, inspiring and bold group of individuals, and nothing makes me happier than being able to show my support through what I love: music.



SUCCESSFUL COLLABORATIONS (continued)

Velvet Eyewear: travel blogging, product placement and plugging, and organic social media posts incorporating their products into music video content.



SUCCESSFUL COLLABORATIONS (continued)

Fabletics: in-store pop-up flash mob-style dance class, modeling, social media content



Vuori: catalog and product placement social media posts




Nakie Coquette Beauty: product placement social media posts promoting their reproductive health fundraiser



SUCCESSFUL COLLABORATIONS (continued)

WRRAP: Paytra is currently running a fundraising campaign tied to her song Glitter Bomb, an anthem about reproductive rights



Women's Reproductive Rights Assistance Project

\$3,525 of \$5,000 24 Donors

@Paytra_, in partnership with WRRAP, has started a global campaign for Glitter Bomb to raise awareness and urgently needed funding for women's reproductive rights.

100% of donations will go to WRRAP.

If you are interested in purchasing the song please visit:
<https://www.paytramus.com/purchase-music>

WRRAP, the Women's Reproductive Rights Assistance Project, established in 1991 is the only independent 501 (c) 3 abortion fund that provides urgently needed financial assistance, on a national level, to those seeking abortion or emergency contraception.



Paytra x WRRAP

by Women's Reproductive Rights Assistance Project (WRRAP)

Donation Amount

\$25 Donation

Funds Abortion Pills by Mail - Close to 75% of patients reported they are more comfortable with a self-managed abortion at home. 51% reported the care is less costly and felt that WRRAP's abortion funding helped since they still could not afford even this lower cost. 40% reported not wanting to take time off school or work and telemedicine allowed them that option.

\$50 Donation

Supports Abortion in a clinic - "I am 22 years old and currently enrolled in college. I had an IUD that failed so when I found out I was pregnant I was shocked and scared. Without y'all's donation I don't know if I would have found the money to get the procedure. Thank you so much."

PAYTRA

A SOCIAL MEDIA FUNDRAISER
WHERE POP MUSIC
& SOCIAL JUSTICE COLLIDE

October 2023, New York, NY
Paytra has released her latest single "Glitter Bomb," an outspoken anthem about reproductive rights and the woman's experience in America. "Glitter Bomb" is a rally cry for all the women who feel defeated after the overturning of Roe v. Wade by the Supreme Court. It's a call to action to those who can't believe in a woman's right to choose what is right for her body and family. It's a song of solidarity for all who have been and will continue to be affected by the lack of understanding for reproductive care in our legal system. But most importantly, it's a song of coming together to create change.

It is for this reason Paytra has partnered with WRRAP (Women's Reproductive Rights Assistance Project), who help to bridge the financial gap for disadvantaged individuals seeking an abortion or emergency contraception. This fundraiser will push Glitter Bomb beyond "just a song" and engage her fans, spreading WRRAP's mission. Corporate sponsors will donate to the organization for every social media share and duet, as well as matching fans donations. As the song spreads, the message spreads, and the money raised will allow WRRAP to continue their very important work.

Emerging as a multi-genre artist with a bold voice for personal and social empowerment, Paytra is passionate about using her platform to change the world. As a young woman in the music industry, she realized early on that a woman's experience in the world comes with its own unique trials and challenges. That has fueled many of the topics in her music, including "Glitter Bomb."

"Glitter Bomb's" fierce and driving feel is met with razor sharp lyrics that are as direct as they are witty. "MY BODY MY CHOICE" she chants, as she directly speaks on the court's decision to once again allow the harmful gender-based violence and mortality these laws create. Somehow, through such a serious and important topic, Paytra manages to bring a sense of hope and unity to the listener. It's more than just a song. It's an invitation to a movement, and a way to get involved in something bigger than all of us in a way that feels manageable and supportive. "In times like these, we need to support each other. Let's be a part of the history of strong headed women who demanded that their body was NOT subject to law."

"Reproductive care IS healthcare and we cannot afford to have blurred lines on a woman's right to choose when there are lives and families on the line. I want to make a difference. If you are questioning why this is so very important, I challenge you to listen to the many stories of women who have chosen abortion—many of who considered themselves pro-life before. Listen to the doctors, and specific reasons why these grey areas in abortion law are extremely dangerous, and putting lives and livelihoods on the line. We all need to talk about this more!"

*woman includes transgender, genderqueer and non-binary people who are woman-identified.

[Click here for "Glitter Bomb" audio, video, and social media assets](#)

For more information about Women's Reproductive Rights Assistance Project visit www.wrrap.org

contact@paytramus.com · www.paytramus.com · (419) 261-2032

"50% don't know WTF I'm doing, 100% gonna change the world."

PARTNERSHIP OPPORTUNITIES

INTRODUCTORY RELATIONSHIP

A great way to begin a new partnership, to test the waters, starting with a more modest budget.

Possible collaborations include:

- Guest blogging
- Short run organic social media product placements

\$500

WORKING RELATIONSHIP

A sustained brand partnership designed to create follower crossover, brand loyalty, and values alignment.

Everything from the Introductory Relationship, plus:

- Social media takeovers
- Longer run social media posts specifically referencing your products or services
- Discount codes for Paytra's followers on her social media and/or website
- On-stage branding and branded social media show posts

\$1,500

FULLY INVESTED PARTNERSHIP

The white glove experience. Paytra goes all in and puts her social capital to work for you. An artist and a brand: together in lock step.

Everything from the Introductory and Working Relationships, plus:

- Branded interviews
- Exclusive or non-exclusive tour sponsorship
- The complete live concert experience for your corporate event (full all-female band, dancers, sound engineer, etc.)
- Vlog posts visiting your retail locations or headquarters and interacting with staff
- Licensing of Paytra's music for use in advertising and marketing campaigns
- Exclusive custom songs or jingles written for your advertising and marketing campaigns

INQUIRE FOR PRICING

[\(419\) 261-2032](tel:4192612032) or contact@paytramusic.com to begin the journey or to inquire about other customized partnerships