



Pitch Deck



Carnival Radio
THE VIBE NEVER STOPS

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Carnival Radio: The licensed 24/7 **Soca** hub.
87% US Diaspora listens for 27.7 min/session.
Invest \$20K to own the high-ROI pipeline to
 the global **Carnival** market.



Carnival Radio by PlayMas.Today

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Amplify Your Message Globally with Carnival Radio. Looking for a powerful and cost-effective way to reach a wide, engaged audience?



RADIO@PLAYMAS.TODAY

Content



Secure Your Position in the Global Carnival Ecosystem:

Invest in Carnival Radio's Proven Community Platform



We are writing to you **not** with a concept, but with a proven, high-engagement platform that is redefining how the world connects with Soca and Caribbean culture: Carnival Radio by PlayMas.Today

The energy you seek to promote—the euphoria of the road march, the global cultural connection—is exactly why we built this radio. We started Carnival Radio on January 6, 2025, with one goal: to promote the Carnival spirit 365 days a year, from the Mecca of Trinidad and Tobago to the Small Islands and every international Caribbean community in between.

Agency by PlayMasToday LLC

Proof of Concept

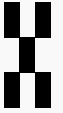


The attached listener data confirms Carnival Radio's immense potential for audience reach and sustained engagement, making it an invaluable asset for marketing and community building.

Metric	Value	Significance
Total Listener Minutes	230,004 minutes	Equivalent to over 3,833 hours of continuous listening, proving audience retention.
Total Unique Listeners	8,322	A robust base built entirely on organic interest.
Average Session Length	27.7 minutes	High stickiness, far surpassing industry standards for streaming radio.
Top Audience Market	United States (87% of sessions)	Clear, concentrated advertising access to the largest diaspora market.
Peak Engagement Time	Lunch (11:00–13:00) & Afternoon (13:00–16:00)	Optimal hours for promoters and sponsors to capture a captivated, energized audience.

Launched on a shoestring budget using only directory listings and word-of-mouth, our initial performance is explosive:

Key Value & Impact



Carnival Radio successfully served as an integral marketing tool for Bahamas Carnival Fete Weekend 2025. It promoted Bahamian music and new Caribbean releases, acted as a crucial resource for information, and directly resulted in increased ASCAP streams and higher search volume for online products for local and emerging artists. Carnival Radio is a dynamic marketing channel that drives culture, revenue, and visibility for every partner.

⚙️ How Carnival Radio Reaches the World

Carnival Radio is designed for maximum accessibility, ensuring your message reaches listeners wherever they are:

- Smart Devices: Available on Amazon Alexa (via voice command).
- Radio Directories: Listed on TuneIn Radio and Streema.
- Mobile & Web: Accessible via connected Car applications and all PlayMas.Today owned websites.

Differentiating from Competitors: While platforms like TeamSoca.com are excellent music aggregators and media outlets, Carnival Radio functions as a permanent, live radio station. This provides a consistent, 24/7 stream of cultural programming, conversation, and integrated resources, offering advertisers a dedicated, reliable, and high-engagement branding environment, distinct from on-demand mixes.

👉 The Investment Opportunity

To maintain the current growth trajectory, expand our marketing, and cover operational costs, we are seeking a minimum investment of \$20,000 over 12 months. This figure represents the total necessary startup cost, which strategically covers essential expenses for the year, including mobile application fees, mandatory performance rights licenses (like ASCAP), and core streaming infrastructure licenses. We propose an initial buy-in of \$900 by December 28, 2025, to secure your position as a foundational partner. This investment is not an expense; it is a direct channel to a highly engaged, global Caribbean audience. Your next step starts here. Let's partner to secure the future of global Caribbean music promotion.



Media Kit 2026

The Authentic, 24/7 Voice of the Global Carnival Diaspora.

Powered by PlayMas.Today

1. The Carnival Opportunity: Why We Exist

The global Carnival market is a multi-billion dollar travel and events industry that lacks a centralized, year-round media hub. Carnival Radio was launched on **January 6, 2025**, to solve this problem, providing the licensed, 24/7 **Soca** and Caribbean music soundtrack needed to keep the community engaged 365 days a year.

We are the high-ROI pipeline connecting global businesses—from airlines and cruises to festival promoters and artists—directly to the consumers who are actively planning their next Carnival experience.

Proven Success in Market Entry

Carnival Radio has already proven its effectiveness as a dynamic marketing tool, driving awareness and sales for events like **Bahamas Carnival Fete Weekend 2025**, resulting in measurable increases in ASCAP streams and search volume for local Bahamian artists.





2. Our Audience: High Value & High Engagement

Carnival Radio delivers a highly concentrated, travel-ready, and culturally loyal audience. Our key performance metrics demonstrate **superior stickiness** and purchasing potential compared to traditional digital radio.

Metric	Performance (Jan 6 – Sep 27, 2025)	Significance for Sponsors
Average Session Length	27.7 Minutes	High Engagement: Listeners stay tuned in longer, guaranteeing deeper message penetration and recall for your brand.
Primary Market Concentration	87% from the United States	Targeted ROI: Unmatched access to the largest, most affluent diaspora segment that drives global Carnival travel and spending.
Total Listener Minutes	230,004 Minutes (3,833+ Hours)	Proven Scale: A robust, organically grown audience base built with minimal marketing spend.
Peak Engagement Times	11:00 AM – 4:00 PM EST	Prime Ad Inventory: Dominates key lunch and afternoon drive times when listeners are most receptive to travel and event planning.

CARNIVAL RADIO
Your Pipeline to the Global Carnival Market

The Multi-Billion Dollar Carnival Market Was Missing a Voice... Until Now.

Launched on January 8, 2025, Carnival Radio is the Hornet, 24/7. Since our Caribbean market has been connecting a global community 365 days a year. We offer a high-ROI pipeline directly to consumers actively planning their next Carnival experience, a claim proven by our success in boosting airfare and events like Billionaire Carnival / Feb. (Weekend 2025).

Our Audience is Your Target Market

Primary Market: United States
Carnival Radio is the largest, most affluent diaspora segment that drives global Carnival travel and spending.

Total Listener Minutes: 230K+
A robust, organically grown audience with minimal marketing spend.

Avg. Session Length: 27.7
Superior stickiness guarantees deeper message penetration for your brand.

Peak Engagement Times (EST)
We delivered key lunch and afternoon drive times when listeners are most receptive to travel and event planning.

Accessible Everywhere Your Audience Is

- Smart Speakers
- Mobile & Directories
- Automotive
- Web Presence

The Investment Opportunity
\$20,000
Represents the full 12-month startup costs to establish and scale the platform. This critical funding covers:

- Performance Licenses
- Streaming Infrastructure
- Mobile App Maintenance
- Audience Marketing

Become a Foundational Partner
Ready to connect your brand to the most engaged, travel-focused audience in Caribbean media?

Contact: Agency by [PylonMedia](#) Email: trading@PylonMedia.com Website: PylonMedia.com

3. Reach & Distribution: Accessible Everywhere

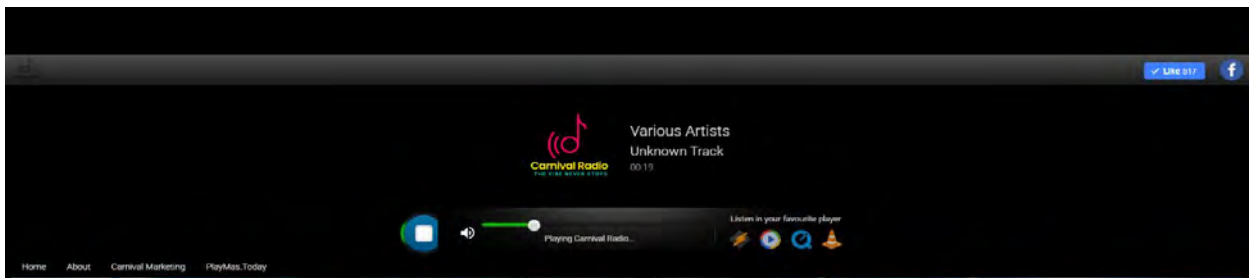
Carnival Radio is built for maximum accessibility, ensuring your message travels wherever the global listener goes.



Platform	Channel	Reach
Smart Speakers	Amazon Alexa (via simple voice command)	Seamless, hands-free listening in homes and offices.
Mobile & Directories	Tuneln Radio and Streema	Global reach across the most popular digital radio directories.
Automotive	Connected Car Applications	Captures the commute and in-transit audience.
Web Presence	All PlayMas.Today Owned Websites	Integrated within the core community platform.

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Play Carnival Radio

4. Partnership Opportunities

We offer customized packages that move beyond simple advertising to deep, integrated content sponsorship.

Tier 1 Example

Official Exclusive Partnership (Airline/Cruise)

This package positions a brand not just as an advertiser, but as the exclusive "**Carrier of Carnival Culture**" for a 12-month term.

Deliverable	Focus	Benefit to Partner
Official Title	Carnival Radio, Powered by [Partner Name]	High-frequency brand association; heard multiple times per hour, 24/7.
"The Flight Plan" Segment	Twice-daily sponsored travel segment during peak hours.	Direct, high-conversion calls-to-action (CTAs) for ticket and travel deals.
Digital Dominance	Exclusive homepage banner takeover on Carnival Radio website.	Guaranteed 90% share of banner impressions, driving direct traffic to booking pages.
Affiliate Integration	Co-branded booking widget/affiliate link for tracked ticket sales.	Provides measurable, direct Return on Investment (ROI) via commissions.
Custom Content	Exclusive sponsorship of our monthly " Next Stop: [City] " diaspora podcast series.	Positions the brand as a cultural advocate, building deep, positive consumer loyalty.

Other Core Opportunities

- **Segment Sponsorships:** Sponsoring recurring segments like the "New Release Soca Chart" or "Throwback Thursday."
- **Artist Spotlights:** Funding promotions for emerging artists (ideal for record labels and music distributors).
- **Event Sponsorship:** Exclusive media coverage and ticket sale promotion for specific fetes and festivals.



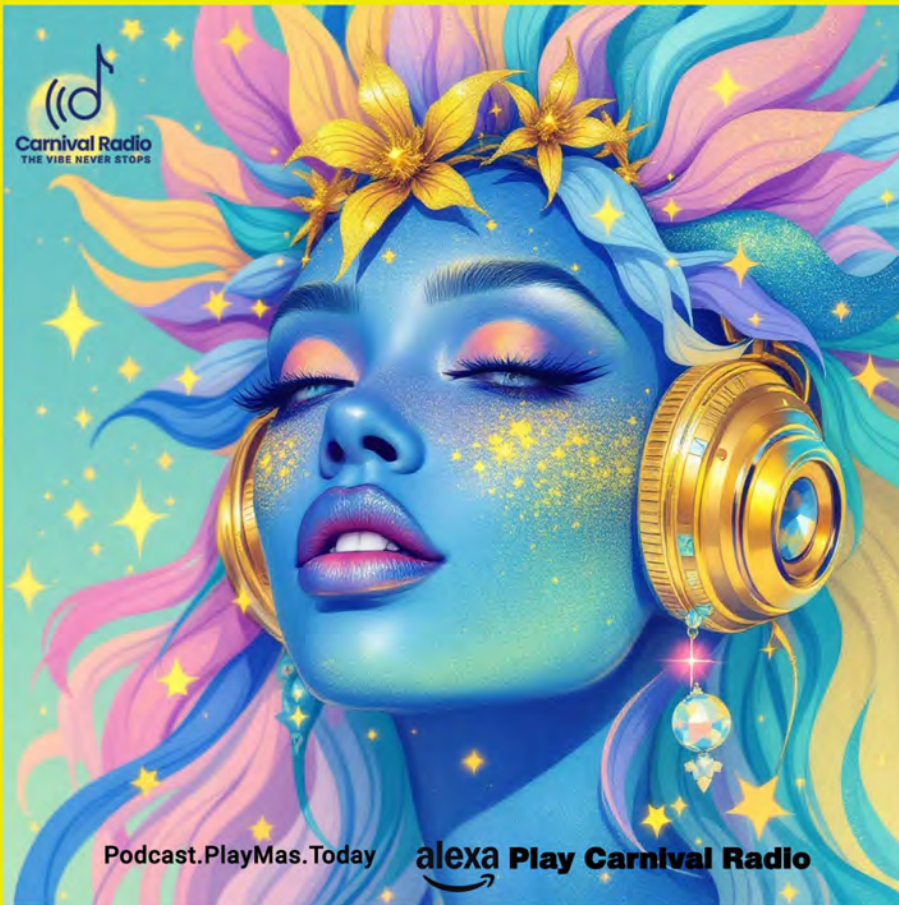
5. Investment & Operations

We are currently seeking investment partners to scale our operation and capitalize on our proven audience metrics.

The minimum investment of **\$20,000 over 12 months** represents the full annual startup cost required to stabilize and expand the platform. This critical funding covers:

- **Mandatory Performance Rights Licenses** (e.g., ASCAP, etc.)
- **Core Streaming Infrastructure Fees**
- **Mobile Application Maintenance**
- Targeted Audience Marketing

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Contact & Next Steps

Ready to connect your brand to the most engaged, travel-focused audience in Caribbean media?

- **Contact:** Agency by PlayMas.Today
- **Email:** Radio@PlayMas.Today
- **Website:** PlayMas.Today

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Carnival Radio: Official Airline Sponsorship Package (Tier 1 – Annual)

Target Partner: Major U.S. or Caribbean-based Airline (e.g., one that heavily services Trinidad, Miami, NYC, or London routes). **Goal:** Establish the partner as the exclusive, year-round travel provider for the global Carnival community, converting the 87% US audience into ticket sales.

1. On-Air Dominance (Brand Integration)

The partner receives **exclusive category sponsorship** (Airline/Travel) for a 12-month period, ensuring maximum share of voice among a highly engaged, travel-ready audience.

Deliverable	Description	Value Proposition
Official Title	"Carnival Radio, Powered by [Airline Name]"	Top-tier brand association. The airline name is integrated into the station's identity and is heard multiple times per hour.
"The Flight Plan" Segment	Exclusive sponsorship of a dedicated, twice-daily segment (during peak afternoon drive time) that features " Flight Deals of the Day " for upcoming Carnival destinations (e.g., "The Flight Plan to Crop Over, brought to you by [Airline Name]").	Leverages the high 13:00–16:00 engagement window and provides a direct, actionable call-to-action (CTA).
Premium Audio Spots	1,500 premium audio spots (30-second) annually, with guaranteed placement during the highly coveted 11:00–16:00 peak streaming window .	Dominates the airwaves when listeners are most active and receptive (27.7 min average session).

Soca Song Tagging	Dedicated Audio Tag (5 seconds) following all top 10 songs of the month, reading: "Carnival Hits: Your soundtrack for the season, brought to you by [Airline Name] , connecting you to the culture."	Associates the brand directly with the music and emotion of Carnival.
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2. Digital & E-Commerce Integration (Conversion)

Leverage PlayMas.Today's digital presence to drive ticket sales and brand capture from the primary US audience.

Deliverable	Description	Conversion Mechanism
Homepage Takeover	Exclusive banner and sidebar display on the Carnival Radio website, prominently featuring the airline's latest Carnival route deals.	Guarantees high visibility to the streaming audience, directing them to the airline's booking page.
Affiliate Partnership	Integration of a co-branded booking widget or dedicated affiliate link on the Carnival Radio site to track flight sales commissions.	Creates a direct revenue stream for the platform, ensuring the airline sees tangible ROI from ticket purchases.
Email/SMS Blasts	Opportunity for four dedicated e-blasts per year to the PlayMas.Today listener database, promoting new flight routes or Carnival travel packages.	Direct, high-conversion marketing channel to the proven audience base.

3. Experiential & Custom Content (Authenticity)

Deepen the brand connection by associating the airline with cultural storytelling and community support.

Deliverable	Description	Cultural Impact
"Next Stop: [City]"	Creation of a co-branded monthly podcast series that features interviews with DJs and Promoters in key Carnival cities (Miami, Toronto, London, Trinidad). The series is presented exclusively by the airline.	Positions the airline as an industry leader that supports the cultural creators across the diaspora.
Event Sponsorship	Official Title Sponsor status for a minimum of two Carnival Radio virtual events (e.g., "The Official [Airline Name] Road to Trinidad Countdown Fete").	Drives direct engagement and data capture from virtual attendees.
Social Media Campaign	Monthly co-branded giveaway (e.g., giving away two round-trip tickets to a Carnival destination).	Massive social media reach and listener data capture via contest mechanics.

Financial Commitment

Estimated Annual Investment (Based on Audience Reach & Value): \$25,000 - \$40,000 USD (Negotiable based on value-in-kind such as flight vouchers for giveaways)

Initial Investment Target: \$9,000 commitment to initiate partnership development and production for the Q1 2026 Carnival season.

Key Performance Indicators (KPIs) for Airline Sponsorship

1. Reach & Brand Exposure (Volume Metrics)

These KPIs measure how frequently and consistently the airline's message is reaching the target audience.

KPI	Measurement Detail	Success Threshold (Target)
Total Listener Impressions (Ad Views)	The total number of times the Premium Audio Spots and Soca Song Tags were played across the 12-month period.	1.5M+ annual impressions delivered.
Average Session Exposure	The average number of times a listener hears the airline's message during their 27.7-minute average session .	4+ airline mentions (spots/tags) per listening session.
Official Title Exposure	Total hourly mentions of the " Carnival Radio, Powered by [Airline Name] " title during the contract period.	24+ mentions per day, every day of the year.
Digital Impression Share	Total impressions delivered by the Homepage Takeover banner on the Carnival Radio website.	90% share of all banner impressions on the site.

2. Conversion & Direct Response (Action Metrics)

These are the most critical metrics, as they link the sponsorship directly to measurable listener action and potential ticket revenue.

KPI	Measurement Detail	Success Threshold (Target)
Click-Through Rate (CTR)	Percentage of unique visitors who click the Homepage Banner or Flight Plan CTA to visit the airline's booking page.	0.5% - 1.0% of unique monthly website visitors.

Affiliate Revenue Generated	Total gross ticket sales value and corresponding commission earned by Carnival Radio via the Co-Branded Booking Widget/Affiliate Link .	1.5x – 2.0x annual sponsorship fee (aim for sales volume that justifies the investment).
"Flight Plan" Engagement	Clicks/requests for the specific flight deals promoted in the twice-daily "Flight Plan" segment .	150+ tracked deal clicks per month.
Lead Generation (Email)	Number of new email leads captured via the Social Media Giveaway and the Email/SMS Blasts (providing direct marketing access to ticket purchasers).	2,500+ verified email leads captured over 12 months.

3. Community Engagement & Brand Lift (Qualitative Metrics)

These measure the long-term, positive association built between the airline and the culture.

KPI	Measurement Detail	Success Threshold (Target)
Social Media Reach	Total unique views and engagement (likes, shares, comments) across all co-branded posts and the giveaway campaign .	250,000+ unique accounts reached during the campaign periods.
Custom Content Consumption	Total downloads or streams of the "Next Stop: [City]" co-branded podcast series .	5,000+ downloads per episode within the first month of release.
Listener Feedback	Qualitative monitoring of social media and direct messages for positive sentiment regarding the airline's support of Carnival music and culture.	80%+ positive or neutral mentions associated with the partnership.

By focusing on these KPIs, the airline can clearly see the direct correlation between its investment and increased brand visibility among the highly valuable, travel-ready US diaspora audience.

ROI metrics for investors / sponsors

1. The Core ROI Metric: Audience Engagement Value

The most compelling projection is the **high monetization potential** driven by the existing listener data, which is the essential proof-of-concept for securing premium advertising and sponsorships.

Metric	Current Value	Projected ROI Impact (with Investment)
Average Session Length	27.7 minutes	High ROI for Advertisers: This duration allows for deeper message penetration and recall, commanding premium ad rates from partners like Airlines, Ubersoca Cruise, and Hospitality chains.
Total Listener Minutes	230,004 (in 9 months)	Exponential Growth Potential: Investment in targeted marketing and directory listings will significantly boost this number, directly increasing the station's valuation and advertising rate card.
Audience Concentration	87% of sessions from the U.S.	Targeted Ad ROI: Provides sponsors with highly concentrated access to the largest Carnival diaspora market, promising a high conversion rate for event tickets, travel packages, and music sales.

2. The Investment-to-Revenue Multiplier

The **\$20,000 investment** is designed to act as a multiplier, turning the organic audience into secured revenue:

- **Use of Funds:** The capital will primarily be used for targeted marketing, technology upgrades, and securing wider platform distribution, transforming word-of-mouth success into strategic growth.
- **Resulting ROI:** A larger, more reliable audience base allows Carnival Radio to **increase its advertising rate card**. By securing just a few large annual sponsorships (e.g., from Carnival Committees or a major Airline), the platform can quickly cover the operational costs and generate significant profit margin.

- **Example (Hypothetical):** The investment secures a platform upgrade that increases monthly unique listeners by **20%**. This increase justifies raising the ad rates, directly leading to a **higher profit margin** that delivers ROI to equity investors.

3. Qualitative ROI (Strategic & Market Dominance)

For investors, the return is not just financial; it's securing a dominant position in a high-value niche:

- **Acquisition Target Value:** By establishing itself as the leading 24/7 **Soca** and **Carnival culture** streaming hub, Carnival Radio increases its value as an acquisition target for larger media companies or event conglomerates (like those involved with Ubersoca Cruise or large festivals).
- **Ecosystem Integration:** The station is a proven resource for artists and event promoters (evidenced by the success with **Bahamas Carnival Fete Weekend 2025**). Investment allows the platform to build deeper, revenue-sharing partnerships, securing a permanent stake in the entire Carnival ecosystem.

In summary, the projected **ROI for investors is based on the rapid capitalization of a highly engaged, proof-of-concept audience** by turning a \$20,000 operational investment into premium, high-margin advertising and sponsorship revenue streams.

Outline potential revenue streams beyond advertising. What are the key performance indicators for this investment? Explain the marketing strategy for reaching investors.