



Partnership Profile

Welcome to the partner profile! We've put this document together to familiarize you with who P1LOT is, what our brand represents, and to provide the most relevant & summarized information potential collaborators might seek.

ARTISTRY

P1LOT was recently voted the 2019-2020 Best Musician in Portland (OR) by media outlet *Willamette Week*.

P1LOT MISSION

We have proudly built a loyal following through organic, authentic connections. Transparency and authenticity will always be at the heart of everything we do. Through the power of music, building relationships through meaningful conversations, identifying the needs of our audience, and unique approaches, we aim to create positive impact, demonstrate world-class standard music, and provoke humanism.

STORY OF P1LOT

Josh Calderon records & performs as the eclectic and genre-bending pop artist P1LOT. Through his music, P1LOT illustrates his story with true transparency and unapologetic, raw energy. His personality often transcends to social media, where he connects with fans through authentic conversations. His records draw from real life struggles, including a long-standing battle of depressive episodes, anxiety, loss, being a single father and the destructive effects of addiction.

P1LOT is an award-winning (Portland Musician of the Year) and multi-nominee artist, with past work featured on VH1, and a proven passion for community through the founding of multiple charity events based around performing arts, as well as multiple regional tours campaigning for mental health awareness.

OUR REACH

Facebook insight data for March 21, 2021 - April 17th, 2021

- Organic Post reach - *11,692,208* people
- Organic Post Engagement - *1,903,088* people
- Page views - *124,697* people
- Reaching 45+ countries

Most reached age ranges | *25-34 (12.3%), then 35-44 (8.16%), then 18-24 (7.93%)*

The P1LOT team has independently founded and coordinated multiple successful charity music events including: raising over \$5,000 for Children with Cancer in OR & WA State, the donation of over 2,000 sweatshirts to Portland's homeless population and providing many more critical influxes of both awareness (and funding) to both communities and individuals facing sudden dire circumstances.

OUR PARTNERS

We believe in the power of unity and the effectiveness of teamwork! Through shared values, unique approaches and diligence, we've found that goals are often best reached through the power of collaboration.

We've connected with partners in various industries and backgrounds who have been *hugely supportive* to our team mission over the years, including: *True Religion, Voodoo Doughnut, Alpha Media, The Extreme Tour*, and other well respected national organizations that both believe in, and support P1LOT's cause.

As a potential partner, we seek organizations that are willing to provide critical support to the different areas of our mission that can have the greatest impact and ultimate influence.

We place great emphasis on cultivating new relationships with brands, organizations & individuals that are *responsive, positive, professional and willing to work together to achieve the greatest impacts.*

We invite you to e-mail us directly at business@p1lot.co and look very forward to hearing from you as we continue to create a bridge between our brand and yours!

Sincerely,

- Joshua 'P1LOT' Calderon and the P1LOT Mgmt Team