

MOUNT WESTMORE

SPONSORSHIP + ENDORSEMENT OPPORTUNITIES



**4 HIP-HOP ICONS.
1 SUPERGROUP.
LEGENDARY BRAND
ENDORSEMENT
OPPORTUNITIES AWAIT.**

SNOOP DOGG ICE CUBE TOO \$HORT E-40

With the unprecedented collective star power of these California hip-hop legends, your brand is about to get supercharged with more visibility and engagement than you could ever imagine.



CULTURAL IMPACT

These legends are undeniable institutions, woven into the fabric of pop culture. Their contributions to our language - "Bye, Felicia! (Thanks, Cube) or "Drop it like it's Hot"! (Hey Snoop) - cross all gender, racial, and regional demographics. Add rap icons Too \$hort and E-40 to the mix and you have new West Coast royalty rap Supergroup Mount Westmore, a marketing juggernaut with no comparison or competition.



NEARLY

200 MILLION

SOCIAL MEDIA FOLLOWERS WORLDWIDE

THE NUMBERS DON'T LIE

Mount Westmore has a massive collection of nearly **200 million followers**. On top of their own social channels, these cultural icons have combined social/non-social hits of over **100 Million per month**. With mentions in platforms as diverse as Forbes Magazine and Barstool Sports, Mount Westmore has instant recognition and staying power.

But through all that, these artists have never lost their edge. Instead, they have become something greater - authentic to their roots, yet universally loved and respected by the world.



SNOOP

SOCIAL STATS



59.6M

@SNOOPDOGG



19.3M

@SNOOPDOGG



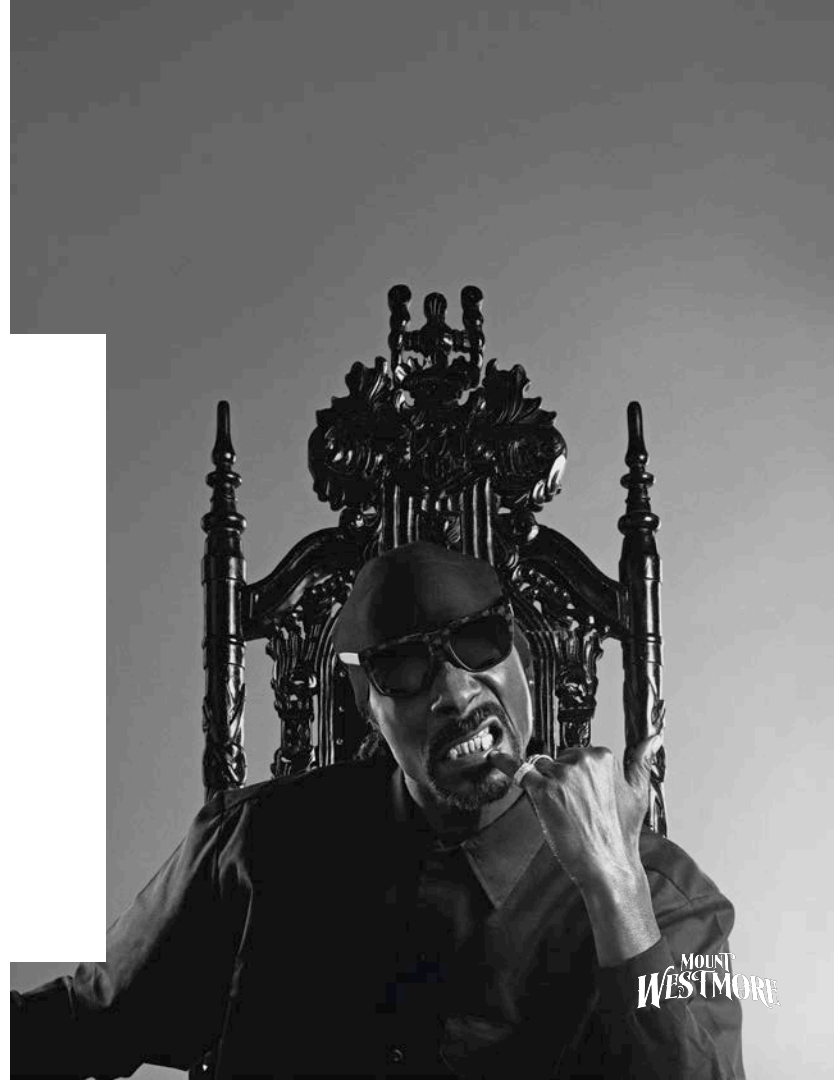
43M

@SNOOPDOGG



7.44M

SNOOPDOGG TV



ICE CUBE ICE CUBE

SOCIAL STATS



20.4M

@ICECUBE



13M

@ICECUBE



5.7M

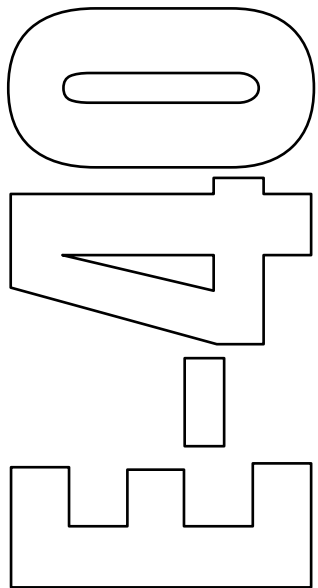
@ICECUBE



2M

ICE CUBE/
CUBEVISION





SOCIAL STATS



1.9M

@E-40



662.5K

@E40



2.1M

@E40



1.11M

E40TV



MOUNT
WESTMORE

TOO \$HORT

SOCIAL STATS



942K

@TOOSHORT



1.7M

@TOOSHORT



384K

@TOOSHORT



460K

TOOSHORT

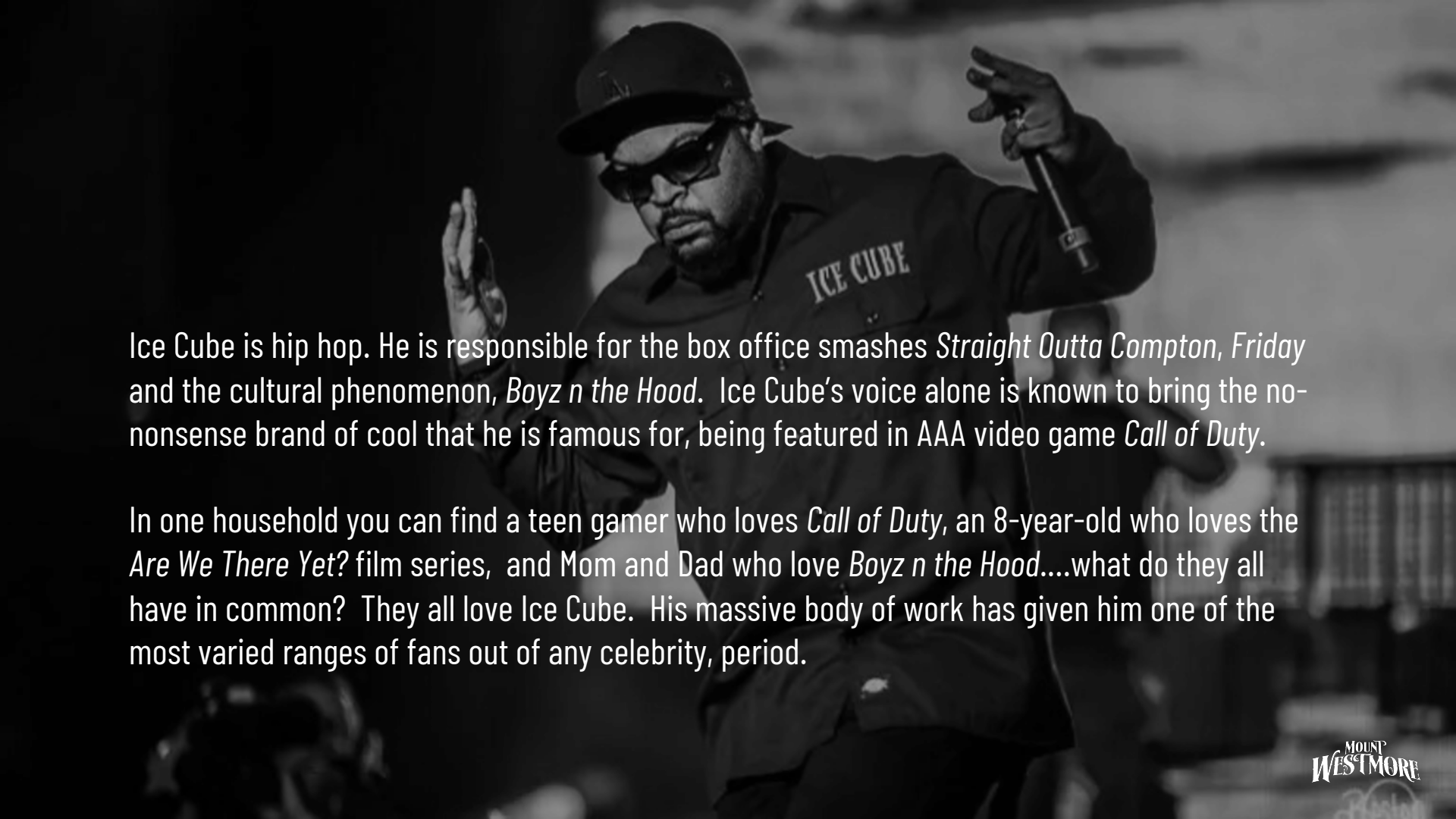


ICE CUBE

Rock and Roll Hall of Famer ICE CUBE is undeniably one of the most influential cultural icons of all-time. In addition to his impact both with NWA and his god-status solo career, Cube is a wildly successful film actor, writer, producer, and director.

Cube's **sold 25 million albums** and his ***Ride Along*** film series with Kevin Hart **grossed \$402.3 million worldwide**, while his ***Barbershop*** franchise **grossed \$230 million**.



A black and white photograph of Ice Cube. He is wearing a dark baseball cap, sunglasses, and a dark jacket with "ICE CUBE" printed on the left chest. He is holding a microphone in his left hand and gesturing with his right hand. The background is blurred, showing what appears to be an outdoor setting with other people.

Ice Cube is hip hop. He is responsible for the box office smashes *Straight Outta Compton*, *Friday* and the cultural phenomenon, *Boyz n the Hood*. Ice Cube's voice alone is known to bring the no-nonsense brand of cool that he is famous for, being featured in AAA video game *Call of Duty*.

In one household you can find a teen gamer who loves *Call of Duty*, an 8-year-old who loves the *Are We There Yet?* film series, and Mom and Dad who love *Boyz n the Hood*....what do they all have in common? They all love Ice Cube. His massive body of work has given him one of the most varied ranges of fans out of any celebrity, period.

Cube is a prolific businessman. Launching the BIG3 in 2017, a 3-on-3 Professional Basketball League featuring former NBA star players, he has the only successful professional league to survive since the UFC! The world is constantly reminded that there's no arena where Ice Cube isn't on top. Whether it's one of his Coors Light commercials, his successful cannabis company started in 2021, or seeing Gwyneth Paltrow rapping his lyrics on The Graham Norton Show, you can't escape Cube's influence.

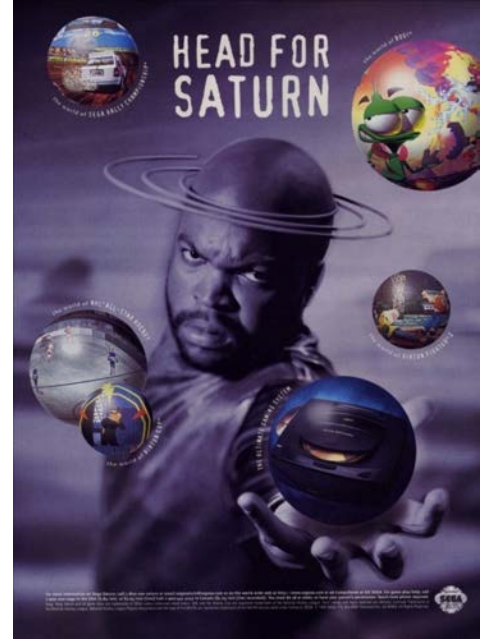
Watch Ice Cube's ice-cold Coors Light Commercials here:
<https://youtu.be/VPZiOo2LH24>



ICE CUBE

BRAND PARTNERSHIPS + ENDORSEMENTS + COLLABORATIONS + BUSINESS VENTURES:

- Coors Light
- Fryday Kush, in partnership with Caviar Gold
- Pepsi
- Raiders
- Sega
- St. Ides Malt Liquor
- Partnered with adidas in 2018 with three-year partnership as official outfitter of Big3 league.



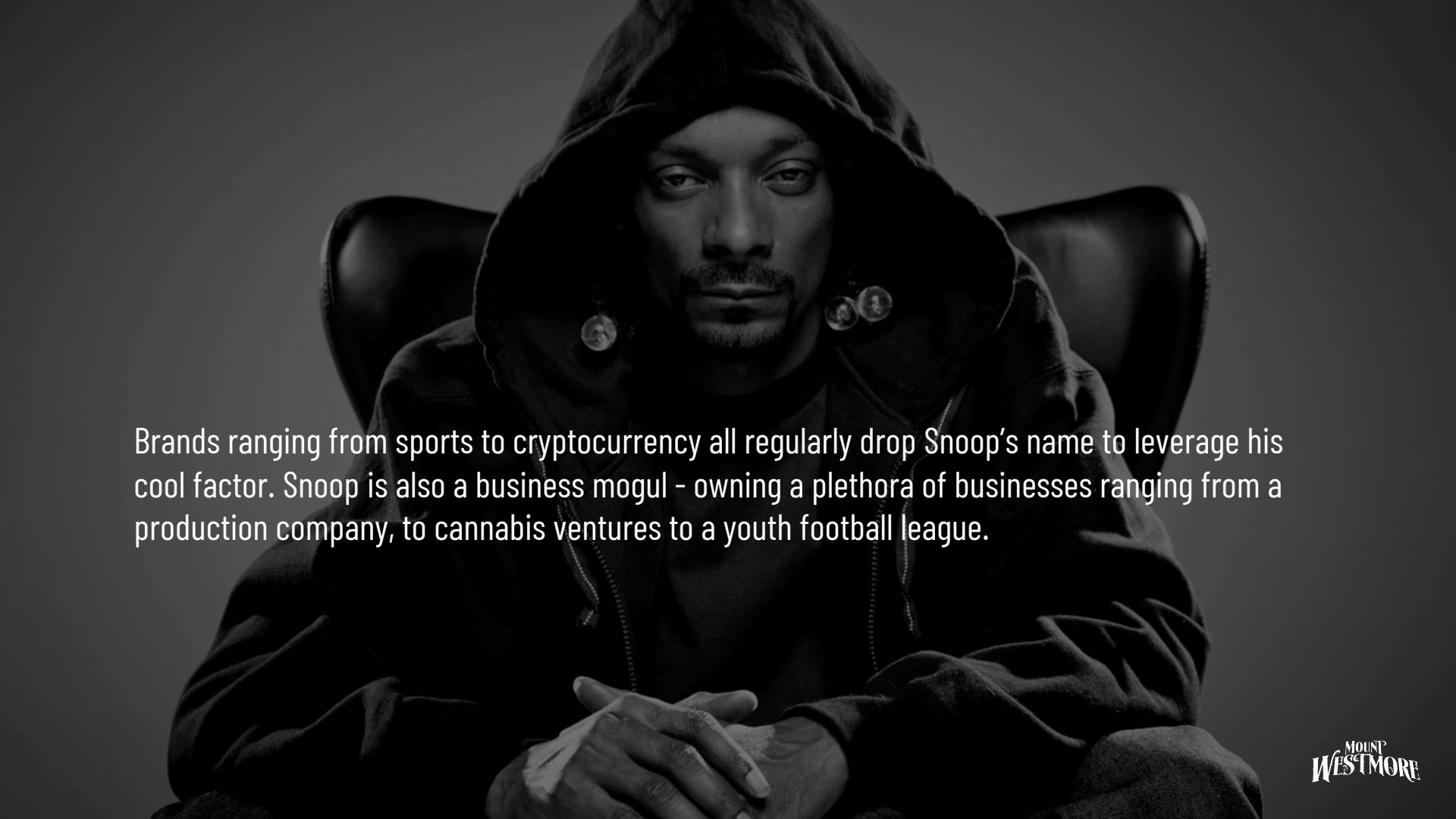
SNOOP DOGG

SNOOP DOGG is a cultural force unto himself and the epitome of West Coast hip-hop culture.

With **35 million albums sold worldwide**, his album Doggystyle became the first debut album to enter the Billboard 200 chart at #1.

He has appeared in over 45 films, 40 TV shows - including a continuing cooking show with Martha Stewart, but with all of that exposure, his street cred is unquestionable.



A black and white portrait of Snoop Dogg. He is wearing a dark hoodie with the hood pulled up over his head. He has a goatee and is looking directly at the camera with a serious expression. His hands are clasped in front of him. He is sitting in a dark, high-backed chair. The background is a plain, light gray.

Brands ranging from sports to cryptocurrency all regularly drop Snoop's name to leverage his cool factor. Snoop is also a business mogul - owning a plethora of businesses ranging from a production company, to cannabis ventures to a youth football league.

SNOOP DOGG

BRAND PARTNERSHIPS + ENDORSEMENTS + COLLABORATIONS:

- Pepsi Max
- Corona
- XM Satellite Radio
- Chrysler
- BIC
- Soda Stream
- Hot Pockets
- Dunkin Donuts
- MoneySuperMarket
- Orange
- Overstock.com
- VybeMobile
- The General Insurance
- Eat24
- Tweed
- Lace Me Up
- Scoot-E-Bike
- Adidas
- King Ice
- G Pen
- Norton Antivirus
- Beyond Meat
- Leafs by Snoop
- Happy Socks collaboration



E-40

E-40 is a rapper, actor and founder of Sick Wid It Records. He has released 28 studio albums under banners ranging from Warner Bros. Records, Jive Records and Lil Jon's BME Recordings.

E-40 is the king of lingo, having coined hundreds of hip hop phrases that you hear every day. His fans always remember he's from the YAY AREA!



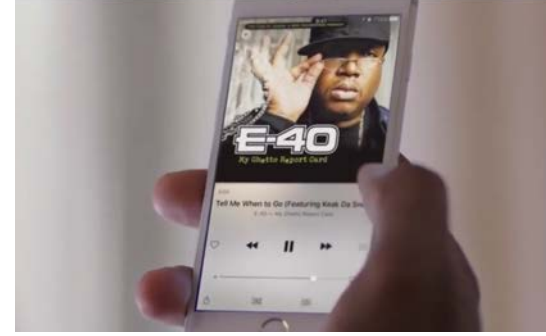
A black and white photograph of E-40, a prominent figure in the West Coast hip-hop scene. He is leaning against the front of a classic car, possibly a Ford Bronco, with his hand resting on his chin in a thoughtful pose. He is wearing a dark jacket, a beanie, and glasses. The background is slightly blurred, showing other people and a building.

E-40's one-of-a-kind sound has been sought after by film and television producers on everything from action (*Blade: Trinity* and the *Transformers* franchise) to family (*Rio 2*) to prestige cable dramas (*Atlanta*).

E-40

BRAND PARTNERSHIPS + ENDORSEMENTS + COLLABORATIONS + BUSINESS VENTURES:

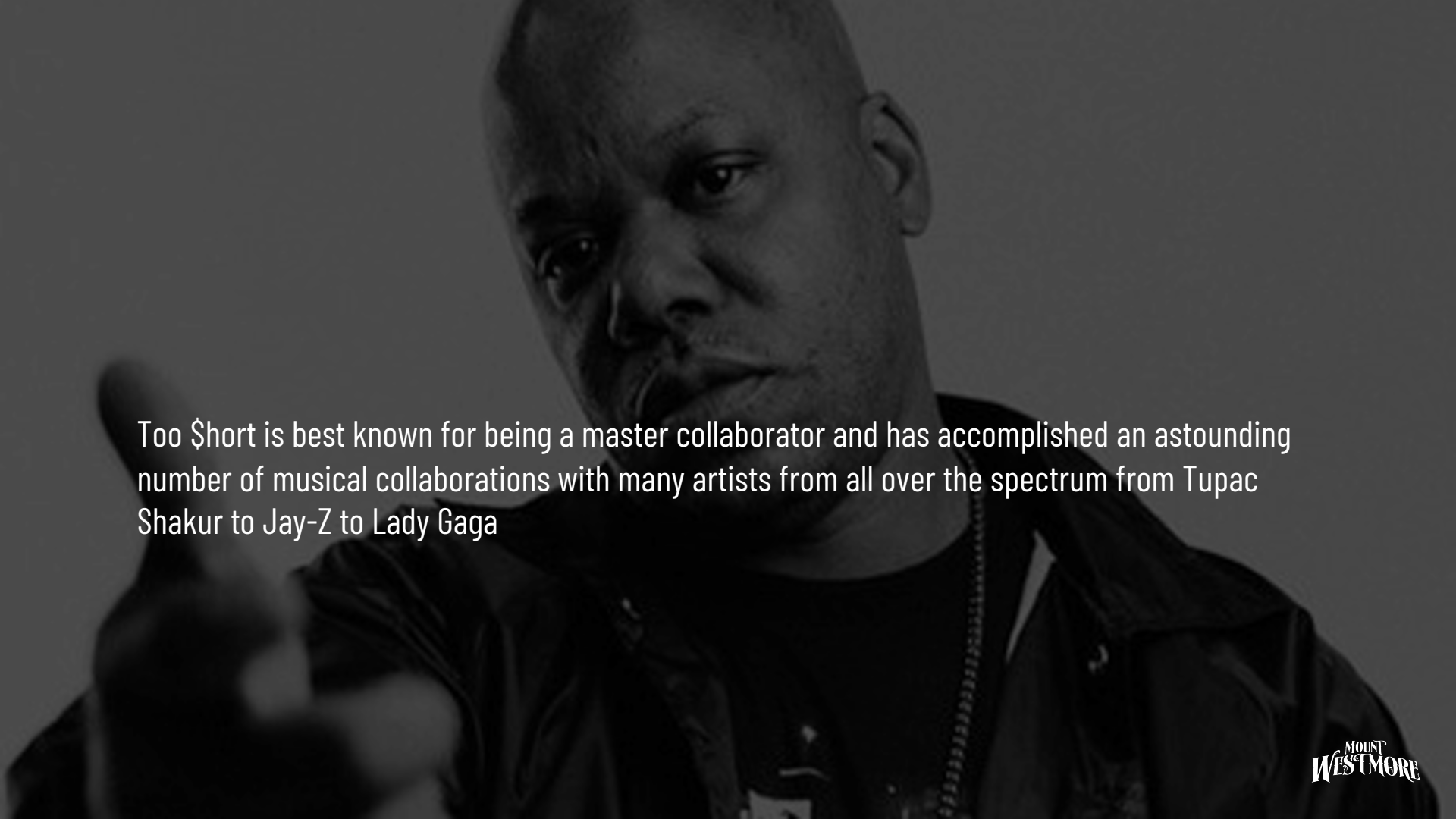
- Beats by Dre
- Landy Cognac
- Ambassador's Lounge
- Amp'd Mobile
- Tycoon Spirits
- Wing Stop
- Fat Burger
- E.Cuarenta Tequila
- Earl Stevens Selections Wine
- Sluricain Hurricane "Cocktail beverage"
- 40 Water Energy Drink
- E-40 Malt Liquor



TOO \$HORT

You can't have West Coast Hip Hop without TOO \$HORT. He is a genius rapper, record producer, radio host and songwriter. His songs are part of the soundtracks to the ground-breaking video game franchise, *Grand Theft Auto*.





Too \$hort is best known for being a master collaborator and has accomplished an astounding number of musical collaborations with many artists from all over the spectrum from Tupac Shakur to Jay-Z to Lady Gaga

TOO SHORT

BRAND PARTNERSHIPS + ENDORSEMENTS + COLLABORATIONS + BUSINESS VENTURES:

- Partners with Green Holdings Cannabis Company to release his own pre-rolled line of joints, Too \$hort Stix.
- Grailed Clothing



In April 2021, Mount Westmore made its live performance debut during the Triller Fight Club's pay-per-view spectacle at Atlanta's Mercedes-Benz Stadium and their performance clocked **over 1.5 million pay-per-view buyers** watching from home and garnered multiple write-ups, first from the New York Times, then from Rolling Stone, NME and Billboard.

Mount Westmore recorded 50+ songs which will be released volume-by-volume, keeping fans thirsty for more! While a massive tour is in the works, they're also shooting a 5-part documentary through Cubevision, Ice Cube's production company.



BIG PLANS

CONCERTS

Mount Westmore is currently working on plans for a massive tour which could include participation from your brand. Product launches and concert dates could collide, creating an explosion of press for your brand. The possibilities are endless.

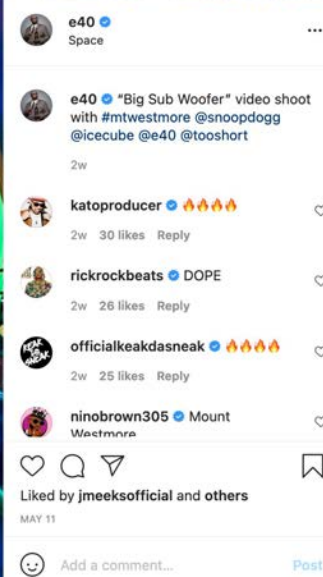


BIG PLANS

CONTENT. CONTENT. CONTENT.

Mount Westmore has serious content game that reaches across the members' individual and group social channels, potentially putting **400 million eyes on YOUR product.**

From radio drops to personalized videos, wild amounts of engagement are to be expected whenever members of this group post. When these legends drop new content across their channels, **people pay attention.**



BIG PLANS

BRAND PARTNERSHIPS

The branding possibilities are endless with this crew. Long term co-branded deals could take the form of tour merch, or whatever else your advertising execs can dream up.

Integrating your brand's marketing goals with Mount Westmore's > couldn't be a better idea.

Next stop? World domination.



MOUNT
WESTMORE



UNQUESTIONABLE GLOBAL REACH

There has never been anything like Mount Westmore, and it isn't just about hip-hop. These are cultural pioneers and businessmen with visions that have touched every imaginable target audience worldwide.

Their brand of unquestionable cool allows them to launch brands ranging from sports leagues to wine and tequila companies, and reach audiences for Music, Sports, Film, TV and Food/Beverage without diluting their authenticity one drop. They have decades of proven staying power, while their imitators come and go. They have a cultural power that rings true with audiences across the globe.

MOUNT WESTMORE

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