
Kings
BROOKLYN
AN ATG ENTERTAINMENT VENUE
SHYNE
SHYNE — MAY 2

AD PLAN

Budget: $15,000

Total Tickets Sold: 3,177

Average Ticket Price (ATP): $52.40

Revenue Generated: $99.9K

Name	Category	Sub Category	Activity Timeline - Start	Activity Timeline - End	Vendor
OOH - On Sale	Outdoor	Snipes/ Wild Postings	2/9/2026	2/15/2026	Seen
OOH - Back End	Outdoor	Snipes/ Wild Postings	4/13/2026	4/20/2026	Seen
Street Team	Grass Roots/Community	Exit Leafleting/Seat Slipping	2/13/2026	5/2/2026	ATG
In Venue Screens	FOH Display	Internal Digital	2/9/2026	5/2/2026	ATG
Venue Poster on Flatbush Ave	FOH Display	External Static	2/9/2026	5/2/2026	AW Media
Dedicated Pre-Sale Email	Email Marketing	Presale	2/12/2026	2/12/2026	ATG
Ongoing Kings Emails	Email Marketing		2/10/2026	5/2/2026	ATG
Radio - Hot 97 - On Sale	Radio	Commercial	2/18/2026	2/27/2026	Hot 97
Promo - Hot 97 On Sale	Promotional Activity	Radio Giveaway	2/13/2026	2/22/2026	Hot 97
Meta - On Sale	Digital Marketing	Meta	2/13/2026	2/27/2026	AKA
Meta - Back End	Digital Marketing	Meta	4/11/2026	5/2/2026	AKA
Radio - Hot 97 Back End	Radio	Commercial	4/20/2026	5/2/2026	Hot 97
Promo - Power Back End	Promotional Activity	Radio Giveaway	4/14/2026	5/2/2026	Power
Promo - Hot 97 Back End	Promotional Activity	Radio Giveaway	4/20/2026	5/2/2026	Hot 97
YERR NYC Social Promo	Trade		4/30/2026	5/1/2026	N/A
DoNYC Monthly Package	Digital Marketing	Digital Package	2/9/2026	5/2/2026	DoNYC
i am Caribbeing Social Promo	Trade		4/30/2026	5/2/2026	N/A
Ongoing Kings Organic Social	Digital Marketing		2/9/2026	5/2/2026	ATG
Hip Hop Museum Social Promo	Trade		5/1/2026	5/2/2026	N/A



SNIPE CAMPAIGN

PRESS

VIBE

Shyne Announces Homecoming Concert Celebrating 25th Anniversary Of Debut Album

Shyne's performance will go down at Kings Theatre in Brooklyn on May 2.





Rapper-turned-Belizean politician Shyne returns to Brooklyn for 25th anniversary concert

VICE

New York Legend Shyne Announces First-Ever Headlining Concert in Huge Homecoming

Former Bad Boy star and Belizean politician Shyne announced his big comeback to New York with his first-ever headlining concert in Brooklyn.

REVOLT

Shyne to return to the stage in Brooklyn for 25th anniversary of his debut album

The rapper and political leader is set to headline a May 2026 concert at Kings Theatre, reconnecting his music roots with the neighborhood where his journey began.





Brooklyn Daily Eagle

Shyne returns to Brooklyn for 25th anniversary concert at Kings Theatre

Okayplayer Exclusive: 25 Years Later, Shyne is Finally Performing His Debut Album

Ahead of his first headlining show at Brooklyn's Kings Theatre, Shyne reflects on his self-titled debut album, the years after his career was cut short and what's to come.

RADIO





Support from Hot 97 and Power 105.1 Stations.

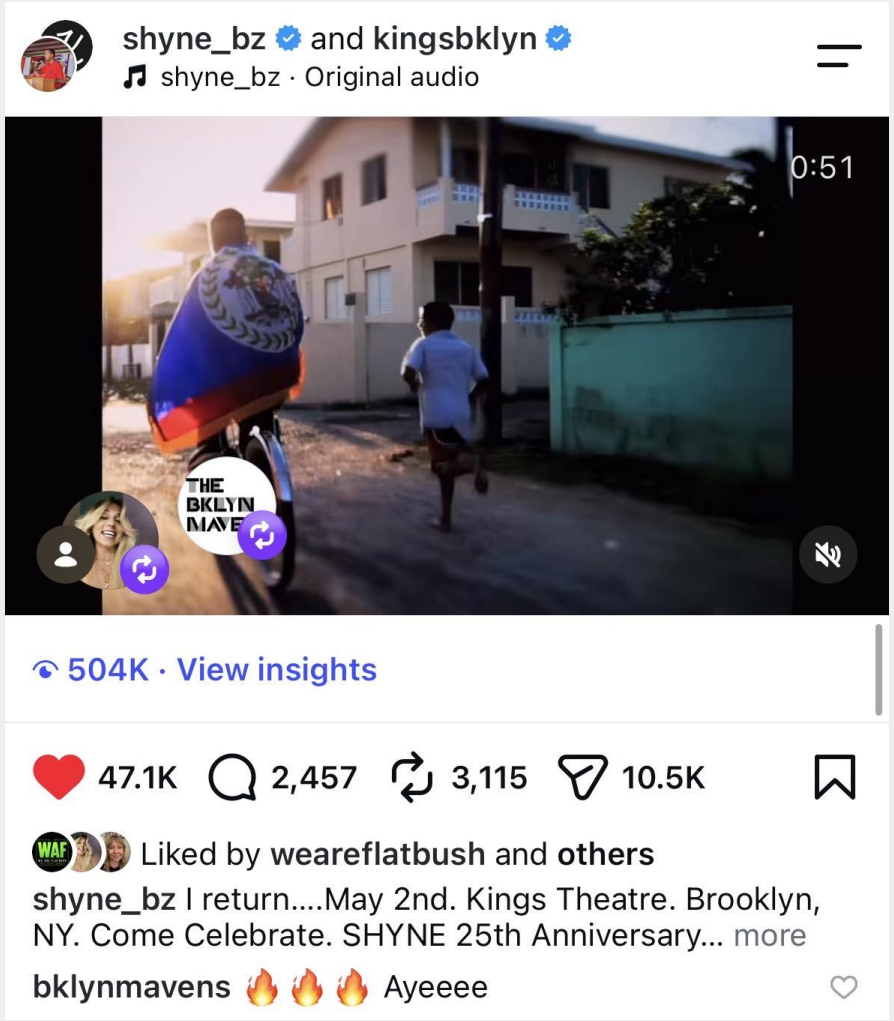
Hot 97:

- Campaigns from 2/18 – 2/27 and 4/20 – 5/2
- Promotional on-air announcements through weekday contesting, and online support through contesting and social exposure

Power:

- Campaigns from 7/28 – 8/1 and 11/7 – 11/21
- On-air announcements through weekday contesting, and online support through contesting and social exposure

ORGANIC SOCIAL







GRASS ROOTS MARKETING

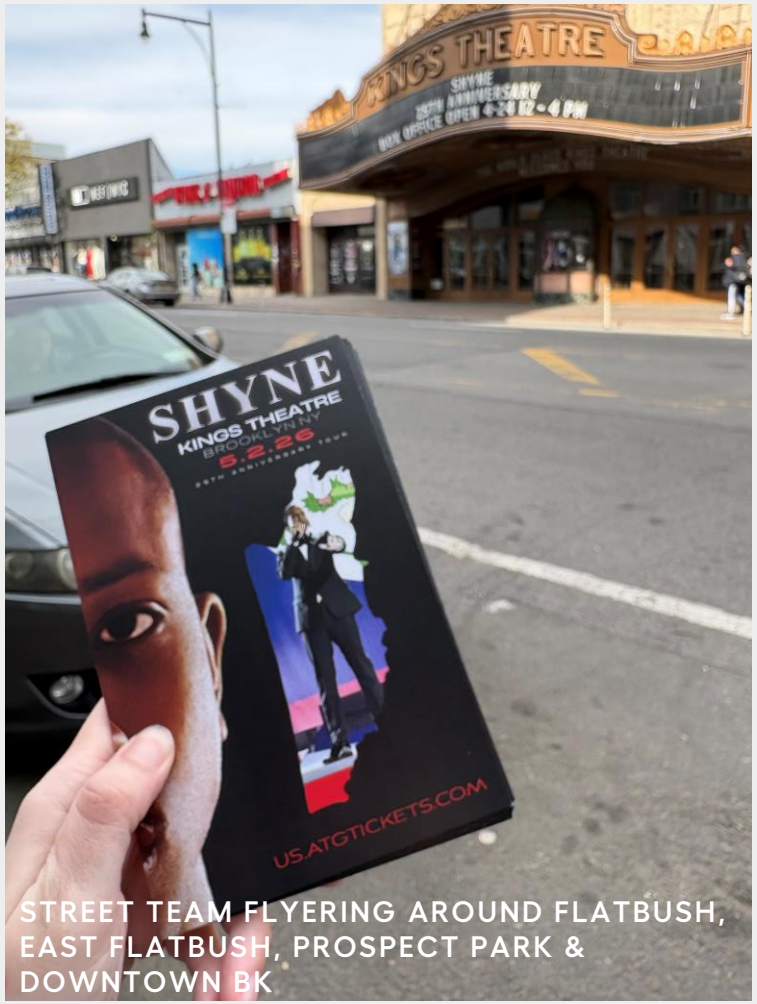


MARQUEE TAKEOVER AT ANNOUNCE
DEDICATED SHOW POSTER ON FLATBUSH AVE



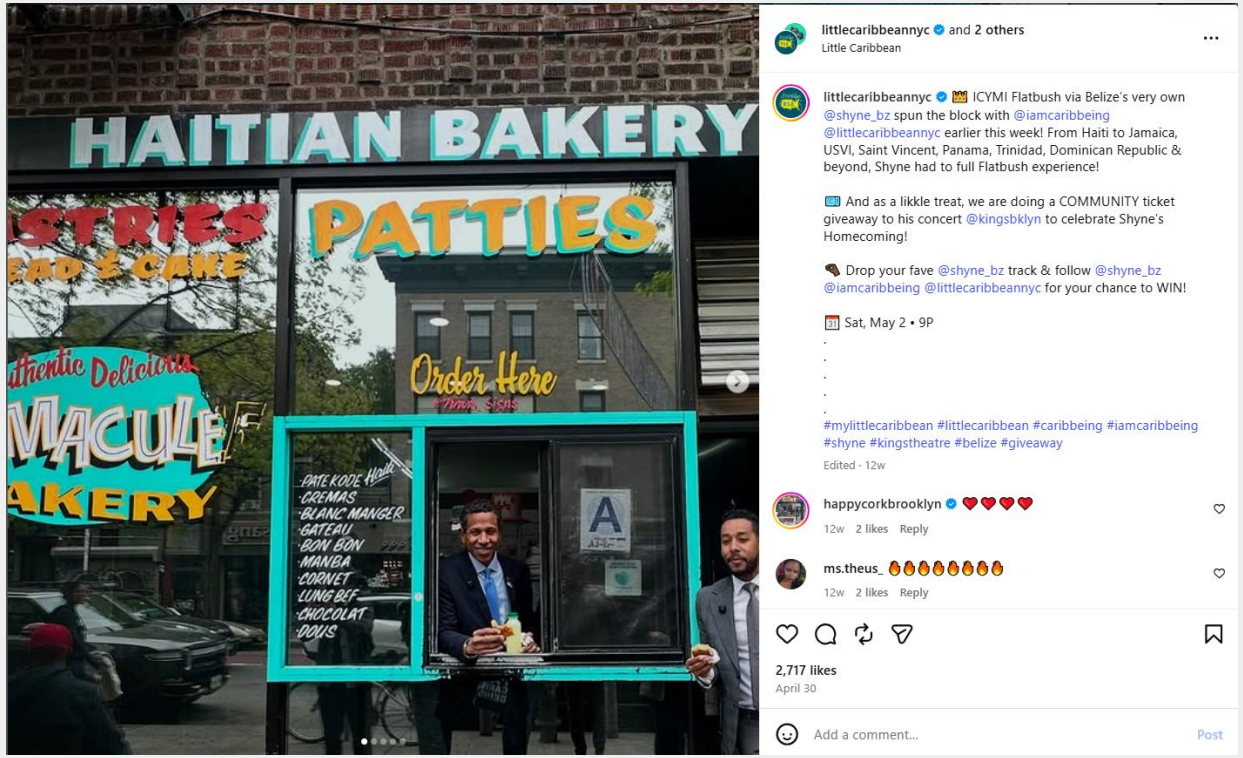
MULTI-SHOW PROMO PLACEMENT





STREET TEAM FLYERING AROUND FLATBUSH, EAST FLATBUSH, PROSPECT PARK & DOWNTOWN BK

TRADE + INFLUENCER PROMO





EMAIL / CRM

Kings
BROOKLYN



Shyne
25th Anniversary Tour
May 2
Use Code: ROSE

Buy tickets

Twenty-five years after the 2000 release of his iconic self-titled Bad Boy debut, **Shyne** returns to his stomping grounds for a historic homecoming. This isn't just a concert. It's the long-awaited closing of a chapter that began in the streets of Flatbush.

*Presale valid **now** through **Thurs, 2/12** at **10 PM**.*

TARGETED PRE-SALE EMAIL

Just Announced



Shyne
25th Anniversary Tour
May 2
Presale: Thurs, 2/12 at **10 AM** through **10 PM**
Use Code: ROSE

Buy tickets

WEEKLY NEWSLETTER TOP PLACEMENT

THANK YOU!



ATG
ENTERTAINMENT

www.kingstheatre.com
@kingsbklyn #kingsbklyn

1027 Flatbush Avenue, Brooklyn NY 11226