

Contact: Haley Mueller
kmacconnect
haley@kmacconnect.com
(617) 874-6563

**Event Rap, Custom Rap Agency, Founded by Award-Winning Rapper Baba Brinkman
Launches Kickstarter Fundraising Campaign**



New York, NY - April 20, 2021 - Launching next week with a [Kickstarter Campaign](#), a new company called [Event Rap](#) is the first-ever booking tool for custom rap content, founded by rapper and entrepreneur [Baba Brinkman](#). Event Rap has signed more than 10 accomplished rap artists and offers services such as rap summaries of events, custom rap videos, and freestyles that capture the spirit and the key messages of an event. The Event Rap Kickstarter campaign runs from **April 27 - May 27, 2021**, offering discounted early bird prices and custom rap rewards for backers.

Event Rap was conceived during the coronavirus pandemic when founder Baba Brinkman began performing virtually via Zoom. Baba's signature Zoom set was a "Rap Up" – an original song written *about* an event, composed *during* the event, and performed at the *end* as a grand finale, speaking to the audience's immediate shared experiences in an unforgettable lyrical recap.



[Watch Baba perform via Zoom for Harvard MBA students](#)

Over the course of 2020, Baba performed dozens of virtual Event Rap sets at Zoom meetings, galas, and virtual conferences, and was inspired by this novel form of entertainment to recruit fellow rappers. Each rapper Baba invited to the new platform responded loud and clear – “Hell Yes!” – and Event Rap was born.

Event Rap is the world’s first creator marketplace for highly skilled rappers, providing independent artists with new creative challenges (and income), while expanding and redefining the boundaries of the rap industry. Each Event Rap Artist has their own unique areas of interest, accomplishments, and lyrical flow. One can request any Event Rap Artist for their event, or Event Rap can match clients with the rapper that best fits their needs and message. The roster so far includes [Abdominal](#), [Baba Brinkman](#), [Corey James Gray](#), [Dex McBean](#), [Fyutch](#), [inverse K](#), [Jam Young](#), [Kosha Dillz](#), [Lex Rush](#), [Mega Ran](#), [Nate and Hila](#), [Nathan Dufour](#), and [Zeps](#).

Watch Brooklyn rapper Dex McBean summarize an entire strategy course at the National University of Singapore Business School in a [Custom Rap Video](#). (And check out the [professor’s LinkedIn post](#) about it).

Event Rap Artists are available for hire to make videos that explore any topic, and they can perform virtually for any occasion, including corporate events, college classes, nonprofit campaigns, private parties, and more. As Chief Data Scientist for the Obama Administration DJ Patil [posted on Twitter](#): “If you haven’t had [Baba] come to your conference to do a rap recap, you’re missing out.”



Event Rap offers three main services: a **Rap Up** is a lyrical summary of an event, written during the event and performed at the end; a **Custom Rap** is an original song and video that captures key themes, prerecorded or premiered at an event; and a **Freestyle Set** is an improvised performance in response to prompts from the audience.

Backers of Event Rap’s Kickstarter can earn various rewards by tier, including short Custom Rap Videos, live Rap Up summaries, and even fully-produced songs and music videos.



About Baba Brinkman

Baba Brinkman is a New York-based rap artist and science communicator, best known for his "Rap Guide" albums, TEDx Talks, and off-Broadway theater productions. Originally from Vancouver, Canada, Baba’s work has been featured in *New York Times*, The Rachel Maddow Show, *Time Out New York*, *The Village Voice*, NPR, *Macleans*, CBC and BBC. He is a recipient of a Scotsman Fringe First Award and the National Center for Science Education’s "Friend of Darwin Award".

Baba's newest LP, [Bright Future](#), is the world's first-ever Custom Science Rap album, a prototype for the Event Rap business model with ten original songs and videos that were each commissioned to tell a story of scientific discovery. *Bright Future* will be released on May 28, 2021.

About Event Rap

Event Rap is a booking service that helps people find and commission original custom rap songs about any topic, for any occasion. Event Rap offers Custom Rap videos, virtual performances, and Rap Up summaries of events to create unique experiences for event attendees and help clients share their message with the world.

About Kickstarter

Kickstarter is an American public benefit corporation based in Brooklyn, New York, that maintains a global crowdfunding platform focused on creativity.

