

MMNT

Artist Partnership Overview

Your fans have been waiting. Now they can own the moment.

ownthemmnt.io · partners@ownthemmnt.io

THE OPPORTUNITY

What Is Mmnt?

Mmnt is the first platform that lets artists create and sell live Moments — permanent, verifiable ownership stakes in a shared cultural experience. When you go live on Mmnt, your fans don't just watch. They own a piece of the moment, forever. It's a Presence Ring — proof that they were there.

No label. No tour. No middleman. Just you, your catalog, and the fans who've been riding for you since day one.

"Your back catalog doesn't have to live on a playlist. It can live in your fans' hearts — and their collections."

HOW IT WORKS

Simple. Powerful. Yours.

→ **You schedule a live drop.** A song. A story. An acoustic session. A throwback performance. Whatever feels right.

→ **Your fans get invited.** They sign up on Mmnt, set a reminder, and show up for you.

→ **They buy the Moment.** Starting at \$9. You set the tiers. Founding fan editions. VIP Presence Rings. The moment they pay, they own it.

→ **You get paid.** 70% of every dollar goes directly to you. No label split. No streaming royalty math. Direct to your account.

→ **The moment lives forever.** In their collection. On their profile. A receipt that says: 'I was there for [Your Name].'

THE MONEY

What Can You Earn?

FAN BASE	DROP PRICE	UNITS SOLD	YOUR TAKE (70%)
50K engaged fans	\$9	5,000	\$31,500

500K engaged fans	\$25	10,000	\$175,000
1M+ engaged fans	\$49	25,000	\$857,500
2M+ engaged fans (VIP tier)	\$99	5,000	\$346,500

FOR YOU

Why Mmnt Is Built for Artists Like You

You built something real in the 1990s. You have millions of fans who still know every word. They're on Instagram. They're on TikTok. They repost your throwback clips every Friday. They've been waiting for a reason to show up for you again — and Mmnt is that reason.

- **No tour required.** Drop from your living room.
- **No label approval.** This is your catalog, your moment, your call.
- **Your fans are already there.** We help you activate them.
- **You are the founder class.** First artists on Mmnt get permanent recognition as the original Moment Makers — and preferential rev share forever.

"We're not asking you to start over. We're asking you to show up — and let your fans finally own what you gave them."

Ready to partner? Contact us: partners@ownthemmnt.io · ownthemmnt.io

MMNT

Artist Outreach Email Sequence

5 Touchpoints. One Goal: Get the Artist on a Call.

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SEQUENCE OVERVIEW

The 5-Email Artist Outreach System

This sequence is designed to convert a cold introduction into a signed artist partnership. Each email builds on the last — from awareness to aspiration to urgency to relationship. Tone: warm, personal, fan-first. Never corporate. Never desperate.

EMAIL 1

Subject: Your fans never stopped. (A note from Mmnt)

Preview: They've been waiting for a reason to show up for you again.

Hi [Name],

I'm the founder of Mmnt — a new platform built around a simple idea: your fans should be able to own the moments they share with you.

I've been a fan since [specific album/era]. And I know I'm not the only one who still plays those songs on a Friday. Your community is still there — millions of them — waiting for a reason to show up for you again.

Mmnt gives them that reason. And it pays you directly — no label, no tour, no middleman. I'd love to show you how it works.

→ **Reply and I'll send you a 3-minute overview.**

EMAIL 2

Subject: What if 10,000 fans paid \$25 to watch you sing one song?

Preview: One drop. No tour bus. \$175K.

Hi [Name],

Quick follow-up. I want to show you something real.

On Mmnt, an artist with 500K engaged fans can run a single live 'drop' — an intimate performance or exclusive moment — and price it at \$25. If 10,000 fans buy in, that's \$175,000. 70% goes directly to you.

That's one night. From your phone. No tour bus, no manager cut, no label approval.

We're launching in 2026. Our first wave of artist partners gets permanent 'Founder Class' status and the best rev share terms we'll ever offer.

→ **Want me to walk you through a mock drop scenario for your catalog?**

EMAIL 3

Subject: I want to show you what your fans are saying

Preview: They haven't forgotten. They're waiting.

Hi [Name],

I pulled together something for you.

I searched '[Artist Name] throwback' on Twitter/X last week. Here's what I found: thousands of fans, unprompted, posting about your music. Tagging you. Saying 'she never got her flowers.' Saying 'this album never left my rotation.'

These fans aren't waiting for a reunion tour. They're waiting for any reason to connect with you directly. Mmnt is that reason.

We're the platform that turns that loyalty into a live, ownable moment — and into real revenue for you, without the overhead of a full tour.

→ **I'd love to set up a 20-minute call. What does your schedule look like this week?**

EMAIL 4

Subject: We're signing our founding artist class this month

Preview: First class gets the best deal. Always.

Hi [Name],

I know I've been in your inbox a few times now, so I'll be brief.

We're finalizing our founding artist roster for Mmnt's 2026 launch. The first 5 artists we sign get: preferential rev share (70% forever), co-marketing for their first drop, direct input on product features, and permanent 'Original Moment Maker' status on the platform.

I want you in this first class. Not because of your streaming numbers — because of the relationship you have with your fans. That's irreplaceable.

→ **Can we jump on a 20-minute call this week? I'll send the calendar link.**

EMAIL 5

Subject: Last note from me — you deserve to know this exists

Preview: Whatever you decide — this is built for artists like you.

Hi [Name],

This is my last note — I don't want to be the guy who floods your inbox.

But I'd feel like I failed if I didn't try one more time.

Mmnt exists because of artists like you. Artists who built something real, who have fans who've never stopped listening, and who deserve a direct revenue channel that matches the loyalty they've earned.

No label. No tour. Just you and the people who've been riding for you since day one.

If this ever feels right, the door is open. And if you know another artist who should hear about this — I'd be grateful for the introduction.

Either way, thank you for what you gave us in the '90s. It mattered.

→ partners@ownthemmnt.io — always open.

FOLLOW-UP NOTES

Sequence Best Practices

- Space emails 3–5 days apart. Never send within 24 hours.
- Personalize Email 1 with a specific album, song, or era reference.
- If they reply to any email, exit the sequence and move to 1:1 conversation.
- Track open rates. If Email 3 has <20% open rate, A/B test the subject line.
- If a manager is CC'd on any reply, loop them in to all future communications.

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