



FIRSTROW GROUP



“

At the centre of any healthy entertainment industry is the continued evolution of the culture and its participants. At FIRSTROW we are keen on providing an ever engaging platform with systems set in place to centralise and diversify entertainment. In doing so we continue to develop our ultimate goal benefitting the youth and the next generation of artists to come.

**DAVID RANDAZZO**

CEO / FOUNDER



# THE FIRSTROW GROUP

01.

FIRSTROW  
ENTERTAINMENT

02.

FIRSTROW  
ARTIST MANAGEMENT

03.

FIRSTROW  
AGENCY

04.

FIRSTROW  
EVENTS







# ABOUT US

F I R S T R O W   G R O U P

Whether it's producing electrifying live concerts, organising events, curating immersive brand experiences, or implementing strategic marketing initiatives, our 360 agency is a one-stop destination for comprehensive event production, artist management, and marketing solutions. With our unwavering commitment to excellence, creativity, and client satisfaction, we pride ourselves on being at the forefront of innovation in the industry. Join us as we create extraordinary moments, elevate talent, and redefine the boundaries of entertainment.

---





A black and white photograph of a large crowd of people at a live event, likely a concert or festival, held under a massive geodesic dome structure. The crowd is dense and fills the foreground and middle ground. The dome's intricate metal framework is visible in the background, with bright lights illuminating the scene. A thick pink diagonal line runs from the top left towards the center, and a thick yellow diagonal line runs from the bottom right towards the center. A small white circle is visible on the dome's structure in the upper right.

# OUR FOCUS...

# **LIVE** EVENT

# PRODUCTION





WE ARE

**FIRSTROW**

**THE 360**

**AGENCY**



## GLOBAL EVENT FOOTPRINT

We are the driving force behind unforgettable events and exceptional entertainment experiences, and the team behind successful artist management and marketing campaigns. With a dedicated focus on event production and entertainment, we bring creativity, and innovation to every project we undertake. Our team has established partnerships in various regions such as USA, Latin America and Asia with future plans of expansion into Africa. At FIRSTROW our expertise in event planning, production, and logistics have a proven and successful record and we continue to strive at creating immersive experiences that captivate audiences and leave a lasting impact.





# THE JOURNEY WESTWARDS

LOCATIONS TBA

Boombastic Music Festival, one of Spain's most renowned and electrifying urban and electronic music events, has captured the hearts and souls of music enthusiasts with its explosive Latin performances, pulsating beats, and unforgettable experiences. Established as a premier music festival in Spain, Boombastic has become synonymous with extraordinary musical talent and an immersive atmosphere that transcends the boundaries of conventional entertainment. Now, after years of captivating audiences in Spain, Boombastic Music Festival is ready to embark on a new and audacious adventure by expanding towards the Western Hemisphere.







and more >>>>



# EVENT & CONCERTS





# ONWARDS TO **THE AMERICAS**

The decision to expand the Boombastic Music Festival into the Western Hemisphere stems from its unwavering ambition to bring its unique brand of music and culture to a wider global audience. Spain's music scene has flourished under the festival's influence, fostering a vibrant community of artists many of whom occupy the Latin American region. By venturing towards the Americas, Boombastic aims to create a seismic shift in the international music landscape, bring with it the opportunity to showcase on the home shore of many of their line up.







B I Z A R R A P



## TERRITORY

Expanding into the territories where our artist pool strength translates into very influential effects on ticket sales and sponsorship relationships.



## VISIBILITY

Increased visibility and presence will only seek to further cement the brand as there is a direct correlation to market loyalty and perceived customer value.



## TECHNOLOGY

Access to new technologies available in other regions directly influences the creative asset pool responsible for developing event production and user experience.



## MARKET STRATEGY

Increase global market share by strategically engaging countries with strong projected support mitigates profit volatility and the risk associated with expansion







## THE IMPORTANCE OF EXPANSION

---

The Western Hemisphere offers an array of opportunities for Boombastic to flourish. With its diverse and dynamic music scenes, from North America to South America, the festival can discover a vast pool of untapped talent, bridging cultural gaps and forging connections. By expanding its horizons, Boombastic will not only showcase established international acts but is also provided a new platform for emerging artists to shine under the FIRSTROW talent management roster.

The Americas also serve up the opportunity to inject English speaking artists as well, which provides a unique opportunity to access markets not previously conceived.

Boombastic Music Festival's expansion into the Americas is a bold and exciting move that reflects its vision to become a global powerhouse in the music industry. By extending its reach beyond Spain, the festival seeks to unite music lovers worldwide and promises to bring its explosive Latin energy on the international music scene for years to come.





A black and white photograph of a woman with long hair tied in a bun, wearing a denim jacket, sitting at a desk in a recording studio. She is looking at a computer monitor. The studio has soundproofing panels on the walls and large speakers. The image is overlaid with a bright yellow abstract shape on the right side and a bright cyan abstract shape on the left side.

# FIRSTROW ARTIST MANAGEMENT







# EMPOWERING ARTISTS

TO CREATE THE INDUSTRY





# NEW TALENT

DEVELOPMENT



BLAKGOLD

# LEADING THE WAY FORWARD

In addition to our event production prowess, our agency proudly represents a diverse roster of talented artists, spanning various genres and disciplines. From established icons to up-and-coming stars, we offer comprehensive artist management services tailored to the unique needs and goals of each individual. Our dedicated team works tirelessly to provide strategic guidance, career development, and opportunities for growth, empowering artists to reach their full potential in the industry.





# THE AGENCY

## ARTIST MANAGEMENT

Our agency is dedicated to empowering established and emerging artists on their journey to continued success. With a passion for the arts and a deep understanding of the industry, we provide comprehensive support and guidance to artists from all backgrounds. We offer personalised management services tailored to the unique needs and aspirations of each artist, leveraging our extensive network and industry expertise to maximise their creative potential.

THE ARTIST, THE IMPORTANT ASSEST



LE TWINS





# IN SUMMARY

## OUR INTEREST IS THE TALENT

Whether its strategic career planning, brand development, contract negotiations, or promotional campaigns, our agency is committed to fostering growth, expanding opportunities, and nurturing artistic excellence. From securing high-profile performances and tours to coordinating appearances at festivals, concerts, and private events, our agency specialises in artist bookings, ensuring our talent is showcased on prestigious stages around the world. Join us as we shape the future of the entertainment industry, one artist at a time.

DOMINO SAINTS







# ENTERTAINMENT MARKETING

## BRAND DEVELOPMENT AND PROMOTION

As a full-service marketing agency, we understand the importance of building a strong brand presence in the highly competitive entertainment landscape. With a deep understanding of market trends and consumer behavior, we develop customised marketing strategies that amplify the reach and impact of our clients' projects. From targeted digital campaigns and social media management to PR and brand partnerships, our agency ensures that our clients receive maximum visibility and engagement.





“

**THE IDENTITY OF A  
BRAND IS THE MOST  
IMPORTANT  
COMMUNICATIVE  
FACTOR IN  
DETERMINING THE  
SUCCESS OF ANY  
COMPANY...**







How you communicate your brand to the market is critical. In order to clearly and successfully reach out, one must establish its foundation and tone. FIRSTROW can assist with this. We offer universal campaigns that can build you and your brand from the ground up, or we can create more niche programs suited to the nature of the project.

Design &

COMMUNICATE.



# NEW BOLD STYLE

What we offer  
to make it  
happen.

FIRSTROW is developed around four major pillars. Engaging us will find you accessing one or more of these. It is under these headings that we can assess and begin to understand you and your needs.

- 01 **BRANDING STRATEGY**
- 02 **DIGITAL CAMPAIGNS**
- 03 **WEB & E-COMMERCE DEVELOPMENT**
- 04 **EVENT ACTIVATIONS**



# THE PILLARS

01

## BRANDING STRATEGY

What we offer -

- Research
- Brand Strategy/ Branding
- Positioning and Narrative
- Visual Identity
- Brand Manual

02

## DIGITAL CAMPAIGNS

What we offer -

- Advertising
- Lead Generation
- E-mail Marketing
- Influencer Marketing
- Pay Per Click Campaigns
- Google Adwords and Social Networks
- Community Management
- Content Creation

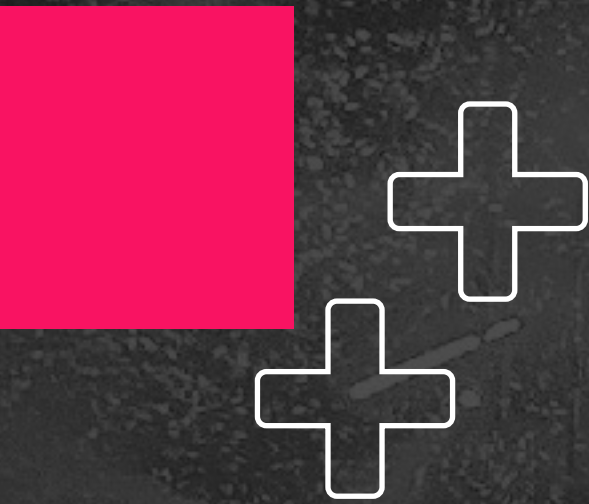
03

## WEB & E-COMMERCE DEVELOPMENT

What we offer -

- E-Commerce
- Web Design
- Landing Pages
- UX/UI





04

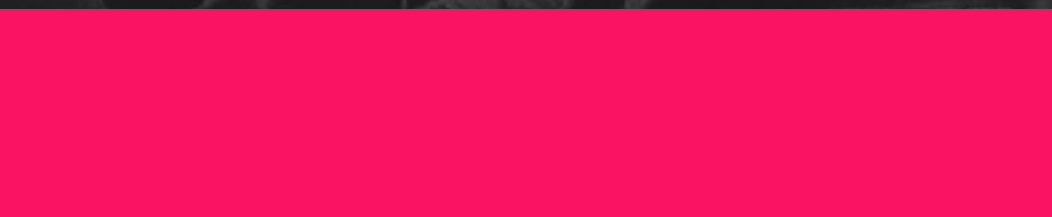
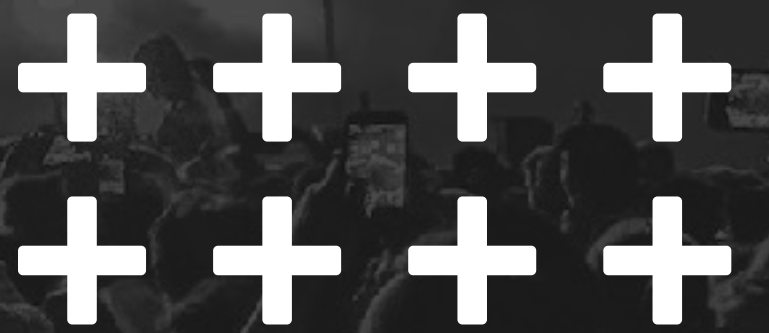
EVENT

ACTIVATIONS

From a corporate private party to a massive festival we got you covered.

What we offer -

- Artist Bookings
- Livestreams
- Event Production
- Event Coordination
- Public Relations
- Ticketing System





# OUR TEAM

## DAVID RANDAZZO

C E O / F O U N D E R

David Randazzo hails from Los Angeles, by way of Colombia, holding professional experience spanning all corners of the globe. Specializing in business development, David has utilized his talents within production to grow and expand music and entertainment operations. From rockstars to DJs, his vast knowledge of various industries serves as an indispensable asset.

David's continued success is directly correlated to his involvement in each endeavour from conception to completion; entertainment acts including the likes of David Guetta, Chainsmokers, Steve Aoki, Chris Brown, Akon, Pitbull, Niki Minaj, Cardi B, Kaskade, Paris Hilton, Shaquille O'Neal, Wisin & Yandel and many more are a direct reflection to David's relevancy within the market.

Much of the value of David's work comes from behind the scenes, taking more subtle shape in event production and financing. His talents have taken him to the table of music festival giants, Life in Color, Ultra Music Festival, and Electric Daisy Carnival where David has secured licensing and international entertainment booking contracts while generating unique and long lasting relationships within key global markets. David's accomplishments are attributed to his ability to generate unique and long lasting relationships within key global markets and it's where he continues to strive.





## CAROLINA PANTOJA

### EVENT PRODUCTION / OPERATIONS

Carolina Pantoja is a leading event producer with more than 20 years of experience in the audiovisual sector. After completing her dental studies in Jacksonville, FL, she continued with her training in the areas of journalism and entertainment, where she began as a junior journalist for many music magazines with publications in Rolling Stones, Mojo, NME Magazine, Van Magazine, Jazzmagazine, DJMag, The Source, XXL, Indie rocks, Todoindie, magtaindie, among others. Founder & CEO of Culture Club Media Europe, and a producer with over 13 years of experience in the European market, she has managed audiovisual productions for Netflix, Amazon Prime and various short films presented at national film festivals. She has directed and produced television commercials for companies such as Coca Cola, Motorola, Barceló, Andalusia Music Forum and worked as Press Collaborator for International Agencies such as EFE, CNN in Spanish, Canal Sur, Atresmedia and DW. She is a member of the Association of Women Cinemists and Audiovisual Media and is a member of the International Media Agency Press Association, with accreditation for global media coverage and audiovisual media. She has also specialised in directing and producing musical and sports events and has been the Director of Cup Davis (Ven/ECu 2006), Director of Torneo Future Tennis (2007), Directorate and Open Golf Production of Andalusia (2007).

Additionally, and as a professional and a personal achievement she has been working for 7 years as a Senior Consultant for the United Nations Children's Fund (UNICEF). Her support granted their participation as an ally of FIFA for the Copa America 2007, where she participated in the organisation and production of the Copa, closing the highest commercial agreement in history between McDonald's and FIFA, for an amount greater than 2mm of Dollars.

Over the years, she specialised in "Logistics, Promotion and Development of Events, Tours and Music Production" developing her commercial capacity and establishing agreements, still in force today with various hotel brands and international airlines. As an executive producer, she has commanded and directed international tours of artists such as Jorge Celedón (5 Grammy Awards winner), Camilo, Ryan Castro, Gilberto Santa Rosa, Mónica Naranjo, Tony Vega, Derrick McKenzie (Jamiroquai). She has been selected by artists such as Nicky Jam or the winner of 5 Grammy Awards, Jorge Celedón, Fumaratto, Ryan Castro, and many others to be the executive producer of their tours. She is currently Director of the Spanish company Culture Club, which is dedicated to the creation, production and direction of events, without neglecting its audiovisual and journalistic structure, used by different international press agencies such as EFE, CNN in Spanish, Europapress and many more.





# ALEJANDRO DOS SANTOS

## CREATIVE DIRECTOR

Alejandro has over 25 years of experience in promoting musical events and clubs. He is the Founder and creative director of Bocalinda, CEO & Founder de sala four, Co-CEO Culture club, Co-founder First Row, partner & founder Azabache Group. He specialised in creating new concepts and developing major projects for companies such as El Row (the Snowrow or Carnival City of Oviedo) , Boombastic International and Bocalinda.

With many years in the industry he linked the world of music and architecture and developed a capacity for creating spaces and scenarios that were very unique and progressive. He created concepts such as Elecland (sustainable and self-sufficient festival), El Snowrow, a festival at a ski resort, making the town's station a leisurely and musical space for the entire family and also the carnival of the city of Oviedo, which transforms an entire city into one of the greatest attractions in the world. Featuring in the squares, parks and streets of the city it is a totally immersive party, for families by day and a large event for young adults and artists from around the world at night.

Today Alejandro has been developing proposals for international expansion of festivals such as Boombastic, the festival with the largest number of urban attendants in Spain, Reggaeton Beach Festival company with over 410,000 users and all top artists of the world reggaeton on their line up or the Medusa Fest festival largest electronic music in Spain with all the artists of this genera referring worldwide such as David Guetta, Carl Cox and Marco Carola.

He is also the owner of Sala Cuatro, the largest club in northern Spain, with 30 years of musical solvency. The club was bought by Alejandro during the pandemic, looking for a new club concept with the intention to create safe shows for the public and give artists a safe place to work with all the appropriate security measures. This gave the club more success by placing it as the main alternative to all promoters, groups and artists for their shows and events in northern Spain, with 1,600M2 of space, 1,500M2 terrace and a treasure for 2,000 Pax.





# OUR CLIENTS



Jägermeister



Mercedes-Benz



OCESA



VIACOM



SONY MUSIC



ULTRA  
musicfestival



UNIVERSAL  
UNIVERSAL MUSIC



warner music group

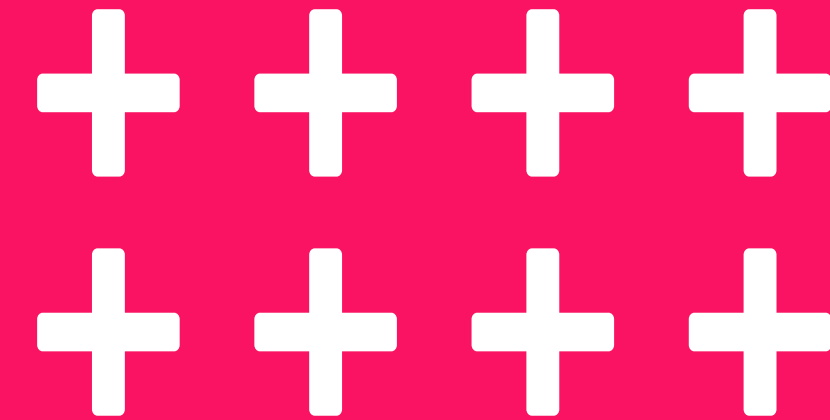


billboard



and more >>>>





# CONTACT US

For general enquires: [info@firstrowgroup.com](mailto:info@firstrowgroup.com)



[WWW.FIRSTROWGROUP.COM](http://WWW.FIRSTROWGROUP.COM)