

THE COMMUNITY

PARTNERSHIP MEDIA KIT · ATLANTA, GEORGIA

Partner With The CommUNITY

Bring people together. Speak life. Create an impact that lasts.

THE COMMUNITY ATL CHOIR · NOVEMBER 23, 2026 EDITION ·
THECOMMUNITYATLCHOIR.COM/PARTNER

WHO WE ARE

One City. One Voice. One CommUNITY.

The CommUNITY ATL Choir is an Atlanta choir that turns strangers into community, one song at a time. Its soulful, joy-filled arrangements of the songs people love are sung by voices from across Atlanta, at weddings, concerts, churches, companies and community celebrations.



Deanna Dixon, Founder

Our founder

Deanna Dixon founded The CommUNITY ATL Choir in November 2024, when she hosted a live vocal session for singers in collaboration with Atlanta Sound Factory. What was planned as a single night became weekly vocal sessions, a viral following and, in 2025, an official choir with auditioned members.

Before founding the choir, Deanna appeared on *The Jennifer Hudson Show* as The Rideshare Queen. She leads the choir's vision, its performances and the community experiences that bring new singers and audiences into the room.

WHAT WE STAND FOR

To bring people together through music, encouragement and connection, and to speak life into every room we sing in.

AUDIENCE AND IMPACT

Social media reach

From each platform's own analytics, as of November 23, 2026.

Instagram

@wearethe_community · 254,156 followers

LAST 90 DAYS

Views
12,752,383
up 177.9% vs. Aug 24

Viewers
4,903,597
up 224.0% vs. Aug 24

Interactions
1,839,532

Accounts engaged
859,070

Views from non-followers
87.9%

Views from Reels
99.5%

Top Reel
5.8M views
"Happy Birthday" for Lawrence Flowers, November 2, 2026

TikTok

@wearethe_community · 328,500 followers

ALL-TIME TOTALS

Likes
7.4M

Top video
14.2M views
Dathan Thigpen's "Human Nature" rehearsal

Second
5M views
A mother encouraging her daughter to sing

Third
3.5M views
60 strangers learning a song in an hour

Facebook

We Are The CommUnity · 40,356 followers

LAST 90 DAYS

Views
3.6M
up from 230K the 90 days before

Unique viewers
2.6M

Engagements
441K

New followers
38,730

YouTube

@TheCommUNITYatl · 6,820 subscribers

ALL-TIME TOTALS

Videos
104

Top video
61K views
Travis Malloy teaching "Total Praise"

Who follows us on Instagram

254,156 followers · followers, not viewers

Ages 35 to 54
59.9%
35–44: 32.4% · 45–54: 27.5%

Women
67.3%
Men: 32.7%

United States
71.0%
Then Brazil 6.8%, UK 3.4%

Net new followers
+14,138
last 30 days

Each platform measures differently. Views, viewers, followers and engagements are separate measures, and figures from different platforms aren't added together or counted as unique people.

NATIONAL STAGE AND NEWS

Season 21 quarterfinalists on NBC

NBC, *America's Got Talent* Season 21 audition

June 2, 2026, season premiere: "Lovely Day," with a yes from all four judges

NBC, *America's Got Talent* live quarterfinals

August 18, 2026: opened the night with "Unwritten"

CBS News

Story filmed November 3, 2025, at Buteco Grant Park

11Alive

November 11, 2025

> "I honestly think this was one of the best choirs we've seen in years."
>
> **Simon Cowell** on the choir's *America's Got Talent* audition, NBC, June 2, 2026

Milestones

NOVEMBER 11, 2024
Founder Deanna Dixon hosts a live vocal session for singers with Atlanta Sound Factory. The first post, a cover of Aaliyah's "Try Again," goes viral.

MLK JR. BELOVED COMMUNITY AWARDS
The choir's first performance, singing "Human Nature."

APRIL 30, 2025
Auditions make The CommUNITY ATL Choir an official choir.

SHONDA RHIMES' BOOK TOUR
A pop-up performance at a stop on Shonda Rhimes' book tour.

JANUARY 2026
Performs at Atlanta's mayoral inauguration.

2026
Live quarterfinals on NBC's *America's Got Talent*, a FIFA World Cup stage in Atlanta, and the first single, P.S.A., released November 11, 2026.

ATLANTA BOOKINGS

Booked across Atlanta



Families, churches, companies and organizers book the choir for:

- Weddings
- Homegoings
- Church services
- Corporate events
- Civic events
- Concerts
- Festivals

Every booking is a live moment where a partner’s brand can be part of something people remember, from intimate ceremonies to festival stages.

WAYS TO PARTNER

Two ways to work with us

COMMERCIAL PARTNERSHIP OPPORTUNITIES · THE COMMUNITY A SAFE HAVEN LLC

Collaborate with The CommUNITY ATL Choir through performances, branded content, and memorable experiences.

I

Paid performances and branded experiences

A performance designed around your launch, activation, conference or celebration.

II

Branded content and promotional campaigns

Video and social content created with the choir, where your brand is part of a real story.

III

Commercial collaborations

Products, campaigns and projects created with a brand that shares our values.

IV

Long-term brand partnerships

An ongoing relationship across a season or a year of performances, content and community moments.

CHARITABLE SUPPORT OPPORTUNITIES · THE COMMUNITY SAFE HAVEN CORP, A 501(c)(3) NONPROFIT

Help fund our charitable programs and create opportunities for creatives to connect, grow, and thrive.

Charitable donations

Through our nonprofit's secure Givebutter donation page.

Grants for eligible nonprofit programs

Foundations and funders supporting eligible nonprofit programs.

Community-program funding

Free community performances, gatherings and singer development.

In-kind support for charitable activities

Venues, rehearsal space, production, food, travel or supplies.

Sponsorships are reviewed one by one. We ask what you'd like to support and what you expect in return, then confirm whether it's a brand partnership with the LLC or charitable support for the nonprofit before any agreement, invoice or payment. Brand partnerships, promotion and paid performances are not charitable gifts. The Community Safe Haven Corp is a 501(c)(3) public charity (EIN 33-3789622); donations are tax-deductible to the extent allowed by law.



WHY PARTNER WITH US

A CommUNITY that shows up

An uplifting, community-centered mission

We started as strangers in a room. Bringing people together and speaking life into them is still the point of everything we do.

Engaging live musical experiences

Soulful, joy-filled performances, from intimate pop-ups to big stages, where audiences sing along and remember the moment.

Opportunities for authentic storytelling

Real singers with real stories: professionals, parents and creatives who found their voice together.

Flexible collaborations

No one-size package. We start with what you want to achieve and build a collaboration that fits your brand and our community.

P.S.A.

The choir's first single: an uplifting, hip-hop-inspired anthem with one announcement for anyone who needs it, give yourself some grace.

LOVELY DAY

The debut album, coming January 11, 2027: a collection of Affirmingles, affirmation songs created to encourage, build confidence and speak life.

LET'S TALK

Partner With The CommUNITY

Tell us about your organization and what you'd like to create together. Our team reviews every inquiry and follows up by email.

1. Tell us what you'd like to create or support, and what you hope to receive in return.
2. We confirm the right path, brand partnership or charitable support, and shape it together.
3. We agree the details in writing, then create something meaningful together.

BRAND & PERFORMANCE PARTNERSHIPS · THE COMMUNITY A SAFE HAVEN LLC

Email	booking@deannadixon.com
Partnership form	thecommunityatlchoir.com/partner
Book a performance	thecommunityatlchoir.com/#book

SUPPORT OUR COMMUNITY MISSION · THE COMMUNITY SAFE HAVEN CORP

Donate	givebutter.com/c/from-atl-to-agt
Grants, program funding, in-kind	thecommunityatlchoir.com/partner

Follow the choir on Instagram and TikTok: @wearethe_community · Atlanta, Georgia

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