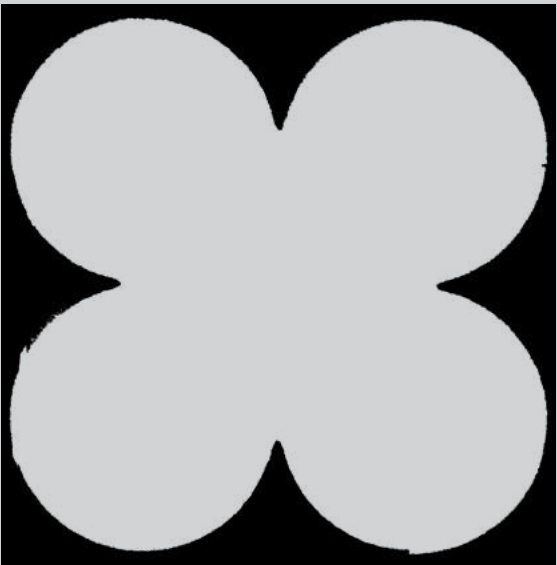


COMPANY PORTFOLIO



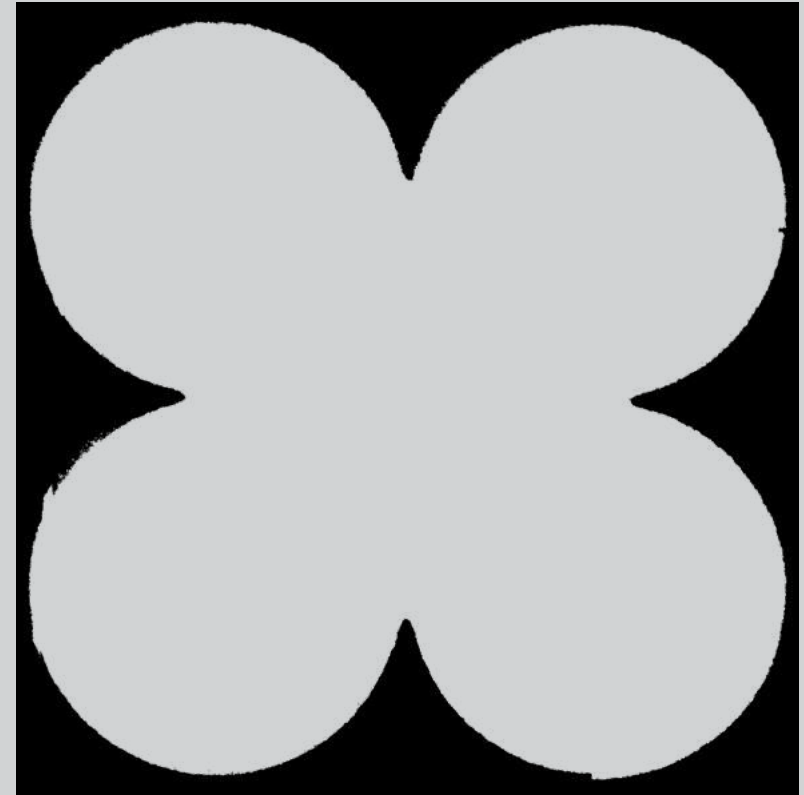
# CONTENTS

- 3. ACKNOWLEDGEMENT
- 4. OUR STORY
- 6. WHO WE ARE
- 7. OUR VALUES
- 8. TOURING AND EVENTS
- 9. BOOKINGS AND PARTNERSHIPS
- 10. OUR FESTIVALS
- 11. OUR FESTIVALS CONT.
- 12. OUR AGENCY
- 13. MUSIC AGENCY
- 14. CR CREW

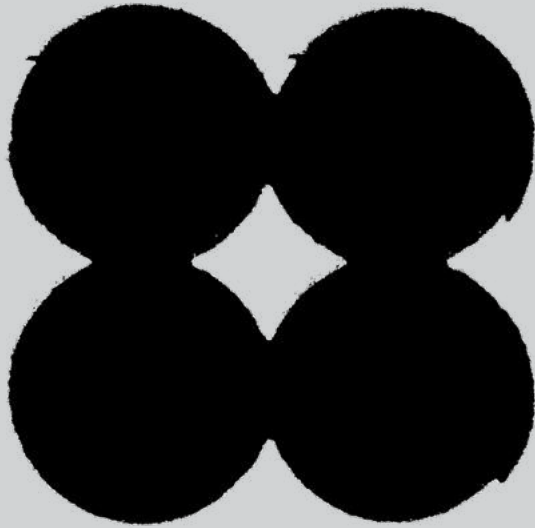
# ACKNOWLEDGEMENT

Crown Ruler acknowledge the Wurundjeri Woi Wurrung and Boon Wurrung people of the Kulin Nation as the owners of the land on which we live and work.

We pay our respects to their Elders past and present; their culture and language; and their ongoing resistance against colonialism since 1788.



# OUR STORY



Two decades built on quality music & human connection.

Since the year 2000, the name Crown Ruler has been synonymous with forward-thinking music in Australia and beyond.

With a ubiquitous presence on the music landscape, we have played a dynamic and indispensable role championing the soulful underground.

Rooted in touring and events, the CR brand has expanded into a multi-faceted ecosystem of services and resources.

We are a diverse, community-focused agency with an uncompromising ethos; that is, to present niche music with integrity and care.

We continue to support quality music, working with credible and unique artists from our own backyard and around the globe.

Crown Ruler has built a reputation for standing at the forefront of both live music and club environments, continually breaking new ground and executing moments the right way.

# OUR STORY

Today, Crown Ruler centres on touring and events while upholding our music agency, brand alignments, respected mix series and much more.

Boasting decades of industry experience and an extensive network of relationships, the resume is built on facilitating deserving outcomes for our scene. We are music enthusiasts first and foremost. Contextualising how things fit and understanding the nuances in musical movements is important to us. Whether it's handling bespoke, custom audio systems, quibbling with deep record aficionados or simply relating to the identity and attitudes of our beloved artists and dancers alike, It's in these small details that define Crown Ruler and illustrate the reverence it holds within the music industry.

Our dedication has led to partnerships locally and globally including those with Potato Head Bali, ACMI, NTS Radio and Nike. With love we also share our co-presented festival Sun Cycle each year as the page flips to NYD at the Coburg Velodrome - set with the best heaters from all sides of dance music.

In 2023 Crown Ruler opened the doors at High Note - a music bar meets community space within two street-level tenancies that bookend the heritage listed Northcote Theatre.



# WHO WE ARE



Unlike most commercial creative platforms, Crown Ruler is a community defined agency.

We are grounded in the scenes we represent, giving clients an edge in building engaged audiences through credible curation, production and strategy—the entire way through.

## A bellwether of contemporary music & culture

Providing events and campaigns with an authentic voice.

## End to end experience

A dynamic resource connecting you with multi-disciplinary creatives that share a common vision.

## A holistic platform

Providing consistency to your story. We care about the art and the community it upholds.

## Aligned music campaigns and events

Our creatives are an extension of our music community and vice-versa.

## Engaging your audience

Executing cultivated activations and brand development. We take pride in being on the pulse of underground youth culture.

# WHO WE ARE

# 06

# OUR VALUES

A genuine platform that cares about the art and the community it upholds.

Forward-thinking and conscientious, we embody the community we speak to.

Our diverse team and roster share a progressive outlook with themes of sustainability, benevolence and innovation always in mind.

We are forever finding new ways to utilise creative outlets for both positive effect and to remain ahead of the curve.

Our art has a purpose

Forever looking forward, we aim to shape social discourse and have genuine cultural impact.

Not just a profession

We are real on the ground participants of our community.

Authentic relationships

Our artists collaborate together and understand each other's outlook and ethos.

Allowing artists to be heard

Strengthening our team with resources and providing visibility.





# TOURING

Under the eclectic purview of modern dance music, it's hard to think of a movement that Crown Ruler hasn't played a hand in promoting.

From Detroit's pioneering icon Theo Parrish to legendary duo John Carrol Kirby & Eddie Chacon, always smiling Soichi Terada to Nu Genea - Crown Ruler has produced unique and groundbreaking events across Australia and to shores abroad, leaving a substantive mark that permeates across the cultural sphere.

We've also shared music and events with Bali and Indonesia more broadly, inviting Dita, Munir and Melati ESP to our Antipodean slice of the globe.

# AND EVENTS

# 08

# BOOKINGS AND

Crown Ruler fills calendars in Australia & New Zealand every year.

Our curative touch has been felt across an endless list of events and campaigns. From bookings and residencies at well-renowned venues, to boosting festivals with compelling drawcards, Crown Ruler is omnipresent with popular youth culture.

Trusted to execute attuned and exciting programming, we have been sought out for our cultural savvy and operational know-how.

In 2023 this has led us to exciting partnerships including those with ACMI, Nike, NTS Radio, Potato Head Bali and more.



# PARTNERSHIPS

# OUR FESTIVALS



SUNCYCLE ('19—)

In partnership with WAT Artists  
and Untitled Group.



DUKE ST BLOCK PARTY ('18 -'22)

In partnership with Untitled Group  
and Moondog Craft Brewery.

# OUR FESTIVALS



HYBRID FESTIVAL ('19)

In partnership with Le Fag and Bizarro, we produced a music and arts festival focused on themes of technology, parallel realms and otherness.



FREEDOM TIME ('14-'18)

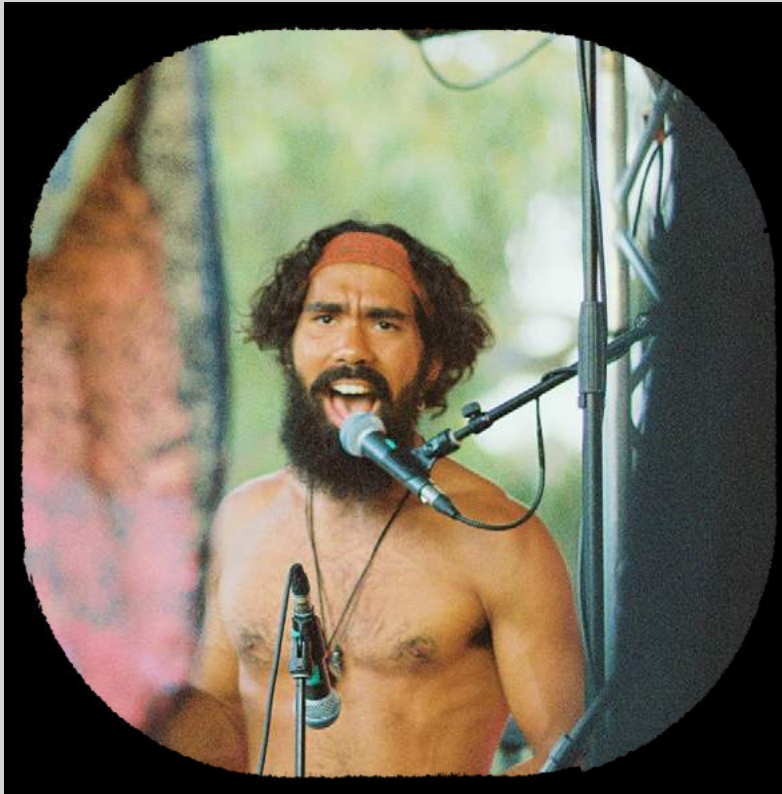
Holding both summer NYD and winter events in the unique open-air setting of the Coburg Velodrome.



WE OUT HERE AUSTRALIA ('20—)

An Australian take on the brash new jazz-awakening led by BBC broadcaster Gilles Peterson.

# OUR AGENCY



Crown Ruler's booking agency applies our passion and expertise within the industry to advance the careers of emerging and established artists in Australia, New Zealand and abroad. In what we view as a far too bottom-line focused industry, we believe our agency serves as something more fervent and sincere.

We see our roster as family. Strong relationships founded on genuine like-mindedness and human connection above all else. Our diverse roster represents a considered cross-section of artists that we believe represent Crown Ruler at a cultural level.

# MUSIC AGENCY

Our roster boasts venerated trend setters and forward-thinking talent.

With an unquestionable commitment to furthering our music community and the individuals of which it comprises, Crown Ruler's artist booking agency is geared toward establishing effective and sustainable booking services to musicians and DJs.

## An unorthodox approach

Providing our artists with tailored relationships that can benefit their careers and wellbeing to the fullest extent.

We value our belief in the music first and foremost  
Pouring time, energy, love and resources into supporting DJs, producers and live acts that represent quality artistry.



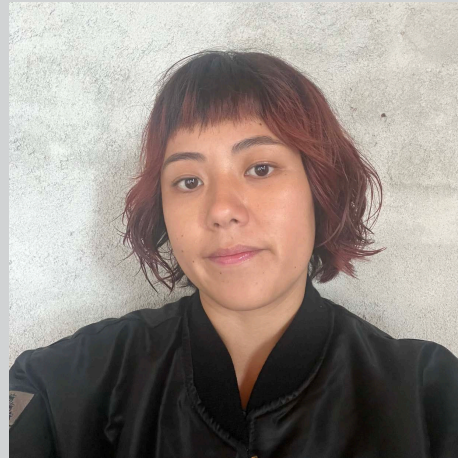
Going beyond traditional booking roles  
Our work with artists extends to input with strategy, touring logistics, social media and more.

# CR CREW



JAMIE BENNETT (HE/HIM)

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THANK YOU

