



Dre Sinatra

PRESS KIT
2017

ONCUE
A G E N C Y



DRE SINATRA
IS ONE OF THE MOST
INFLUENTIAL PLAYERS
IN THE LA MUSIC SCENE
AS A TASTEMAKER
DJ, PRODUCER AND
ENTERTAINMENT
ENTREPRENEUR.



BIO

BORN AND RAISED IN THE LOS ANGELES AREA, ANDRE "DRE SINATRA" HERRERA STARTED HIS CAREER BY PRODUCING EVENTS, RAVES, AND CLUBS THROUGHOUT LA WHILE STUDYING AT LOS ANGELES RECORDING WORKSHOP

Breaking into the nightlife industry by organizing his own events, Dre's major break as a DJ was his first nationwide tour with RayJ. Working with both Ray J and Brandy, Dre was able to tour the country, be on stage with Jay Z, Lil Wayne, and DJ AM for their sold out show at TD Stadium, as well as countless recording sessions with the best artists in the game. Dre's tour life did not stop with Ray J, he has traveled all over the US, Europe, Australia and Dubai, continuing to build his audience abroad.

Aside from performing on a live stage to sold out shows, Dre has appeared on The Tonight Show, MTV, BET, VH1's For the Love of Ray J and was a cast member on Family Business. DJing at corporate events for Moët Hennessy, Crooks & Castles, Diamond Supply Co, Nike, Adidas, USC & UCLA, Dre knows how to keep the party going no matter the venue.

DJ Dre Sinatra can now be seen at weekly residencies in LA including Playhouse, Hyde Sunset, 1Oak, and Penthouse Dayclub. Dre also curates events monthly in Hollywood, Orange County and San Diego and

throughout the summer in Las Vegas. Dre has spun alongside the hottest acts in the industry including TY\$, Nicki Minaj, Rihanna, Future, Drake, Wiz Khalifa, Migos, DJ Khaled and Fetty Wap.

Affiliated with crews Young California & The Academy alongside other top rated DJs in the LA scene, this Taylor Gang DJ is currently touring with Ty\$ amongst his LA and San Diego residencies, gigs up in The Bay, and DJing alongside DJ Franzen at Drai's in Las Vegas. Catch him on his nightly radio show The REAL AfterParty on iHeart Radio's REAL92.3 Monday through Saturday, 7pm-12am. As the first artist under Ty\$'s The Movement imprint, Dre Sinatra not only has the ability to break a record as a DJ, he'll soon be releasing his own music as an artist, so stay tuned...





VENUES

STADIUMS

TD Boston Garden | Boston, MA
Staples Center | Los Angeles, CA
The Forum | Inglewood, CA
Houston Toyota Center | Houston, TX
Oracle Arena | Oakland, CA
Met Life Stadium | East Rutherford, NJ
Union Park | Chicago, IL
SLS Hotel | Las Vegas, NV
LA Live | Los Angeles, CA

FESTIVALS

Wireless Festival, London, UK
Hot 97 Summer Jam, New York, NY
Hard Summer Music Fest, Los Angeles, CA
Ultra Music Festival, Miami, FL
92.7 Bash Beat, Houston, TX
Pukkelpop, Hasselt, Belgium
Open Air Festival, St. Gallen, Switzerland
The Bet Experience, Los Angeles, CA
Northwest Fest, Alberta, Canada
The Real Show, Inglewood, CA

BRANDS

Nike
Adidas
Young & Reckless
Crooks & Castles
REAL92.3
Hennessy V.S.
YoungCalifornia
MTV
VH1

TOURS

TY\$ featuring YG - Australian Tour 2014
TY\$ - Australian Tour 2016
TY\$ / FUTURE – Purple Reign US Tour 2016
TY\$ - UAE Tour 2016 | [video](#)
TY\$ – TY\$ Free TC European Tour 2016
Wiz Khalifa feat TY\$ - Under The Influence Tour
Ray J – WORLD TOUR





DEMOGRAPHICS


BROADCAST REACH

715,300+

LISTENERS/WEEK

Source: Nielsen Audio, Fall 2016.
Los Angeles DMA, P12+ Weekly Cume,
Mon-Fri 7pm - 12am

SOCIAL MEDIA REACH

 **2.6+ Likes**

 **37,2K+ Followers**

 **17.3K+ Followers**

DRESINATRA

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MANAGEMENT / BOOKING

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