

**FOR IMMEDIATE RELEASE**

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**FANLABEL'S OFFICIAL SPONSORSHIP OF GRAMMYS FESTIVITIES**

***FanLabel sponsored the OneOf x Grammys Pre-Party at Wet Republic and the Grammys Afterparty at Hakkasan Nightclub this past weekend, alongside NFT platform OneOf. The events included onsite activations that allowed attendees to compete and earn FanLabel rewards live.***

Las Vegas, NV – **Apr 3, 2022** – FanLabel® is a gamified music app providing music lovers with a deeply engaging experience in music, modeled after fantasy sports. Partnered with all major record labels (Sony, UMG, WMG), players can test their ability to pick hit songs against a massive catalog, and win competitions to prove that they know music. Weekly Events offer amazing prizes, and participation earns players “Virtual Royalties” which can be spent on rewards in the Marketplace. In FanLabel, players can pick and “sign” great songs, join Leagues, discover new music with Spotify integration, and grow their own successful fantasy record label. FanLabel took over the 2022 Grammys weekend in Las Vegas starting with sponsorship of Steve Aoki’s Grammys Pre-Party at Wet Republic Ultra Pool, on the eve of the Grammys. Following the award show, FanLabel sponsored the Grammys Afterparty at Hakkasan Nightclub, which featured performances from Latin pop star Anitta and British electronic group Jungle. These sponsorships included live activations, allowing attendees to compete against one another while seeing their status on a dynamic Leaderboard, and giveaways of 50k Royalties to new FanLabel users. FanLabel sponsored these events alongside OneOf, a Green NFT platform built specifically for the music, sports & LifeStyles community, with the goal of making the Grammys more digital. As music shifts into a primarily digital industry, FanLabel understands that fans want a say in picking and promoting the next hit artist or song. Over the weekend, FanLabel teased their upcoming feature Song Signing, scheduled to drop June 6th, 2022, which allows users to have just that. Song Signing is the ultimate fantasy-meets-music experience: each Season, users can manage their label’s catalog by signing tracks and collecting real-world streams to win big.

Check out more FanLabel’s Grammys weekend and claim a FanLabel VIP award [here](#).

**MORE ABOUT FANLABEL:**

Since FanLabel's pre-launch refresh in April 2021, the app touts over 300,000 signups, 1,000,000 songs picked, and 1,600,000 songs played. These in-app numbers directly impact emerging and established artists by providing visibility and contributing directly to streaming numbers.

- FanLabel's Spotify integration allows users to enhance their in-app experience by playing daily Challenges that feature their all time favorite artists and songs, what they're listening to now, and what FanLabel thinks you should be listening to.
- FanLabel provides users with Weekly Event activations featuring Warner Music Group's newest drops and priorities consisting of themed challenges with a grand prize of 10k Royalties to spend on exclusive artist merch in the Marketplace.
- FanLabel Leagues are 4-week long seasons that allow users to compete directly against their friends.
- The in-app Marketplace lets users cash in their Royalties for their favorite artist's merch, AirPods, VIP experiences including concert tickets, and more!