

Raha ^{na} rhythm

MEDIA KIT

A live music series in Nairobi

PRODUCED BY TIKOSOCIAL

EVENTS@TIKOSOCIAL.COM / @RAHANARHYTHM

RAHA NA RHYTHM / MEDIA KIT



Real playing. Room to grow.

Raha na Rhythm is a live music series and community in Nairobi, produced by Tikosocial. Four artists a bill, acoustic and stripped back sets, and a weekend afternoon that stays unhurried.

The series runs several times a year. Early editions filled rooms of 100 to 200 on word of mouth alone, and the closeness is what people return for: an audience near enough to hear a voice before the amplification carries it, and artists playing material they would not risk on a festival stage.

Each edition takes the same format into a larger room than the last. Partners come in per edition or across a season, and every one gets the same thing: an audience that chose to be there, and a report afterwards.

THE FORMAT

ARTISTS A BILL	4
SET LENGTH	45 minutes
RUNNING TIME	2 to 4 hours
ROOMS SO FAR	100 to 200, scaling
TICKETS FROM	KES 1,500
TICKETING	Tikosocial, M-Pesa and card

The audience

22–38

RNR ENTHUSIASTS AND MUSIC LOVERS

3

EDITIONS IN THE FIRST YEAR

4

ARTISTS ON EVERY BILL

1,500

KES, WHERE TICKETS START

People who came for the music. Storytellers, designers, musicians, founders and the people who work alongside them, mostly in their twenties and thirties. Culture forward, and the kind of audience that documents where it spends a weekend afternoon.

They buy tickets in advance, arrive in twos and threes rather than groups, and come back. Rooms carry faces from earlier editions every time. That retention is why each edition is built for a larger venue than the one before it.

TO BE FILLED FROM THE DASHBOARD

*Attendance per edition, and the trend across the three.
Instagram following and average reach per post.
Ticket sell-through rate and how far ahead people buy.
Neighbourhood split, from the ticket data.*

THESE ARE THE FOUR NUMBERS A SPONSOR ASKS FOR FIRST.

Every edition so far

01	Edition one	NOV 2025	LAVA LATTE	ARCHIVED
02	Edition two	MAR 2026	SARAYA NAIROBI KITCHEN LAB	ARCHIVED
03	Soft life	JUL 2026	SARAYA NAIROBI KITCHEN LAB	ARCHIVED

WHAT COMES NEXT

Four artists an edition, two returning to the series and two new to it. Dates and lineups are announced on the mailing list first, then across our channels. For the current edition and where it lands, see the site.

IN THE ROOM

Photography



FROM THE ARCHIVE

HIGH RESOLUTION FILES ON REQUEST / EVENTS@TIKOSOCIAL.COM

Three ways in

CASH

Headline

Naming presence across an edition. Logo on all print and digital, a stage mention, a slot to speak to the room, and first refusal on the edition after it.

INVESTMENT

KES to confirm

CASH OR ACTIVATION

Activation

A physical presence in the room. A corner, a sampling table or a service the audience actually uses. Built with you rather than sold as a package, and scaled to the room the edition is in.

INVESTMENT

KES to confirm

IN KIND

Hospitality

Cover the artist and guest hospitality. The natural fit for food and beverage brands, and the fastest approval on a marketing budget.

INVESTMENT

KES to confirm

Every partnership comes with a post event report: what we sold, who came and what your presence delivered. We would rather be measured than remembered fondly.



GET IN TOUCH

Come and see one first.

The quickest way to understand Raha na Rhythm is to be in the room. Tell us you are coming and we will put you on the guest list for the next edition.

EMAIL

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INSTAGRAM

[@rahanarhythm](https://www.instagram.com/rahanarhythm)

TIKOSOCIAL

[@tikosocial / tikosocial.com](https://www.tikosocial.com)

TICKETS

[tikosocial.com](https://www.tikosocial.com)