

BROCHURE

LION
REGGAE



Good day from Lion Reggae!

We are Ready to perform all over the world: to empower our people, spread positive messages and bring real sound to all humankind.

Our music transcends seasonal trends, tracks you can truly call 'music production essentials'.

Inspirational and sensational, our songs help elevate confidence and increase social happiness.

About us

Throughout his musical career, Ivan Camilo Talero, well known as **Lion Reggae** has proven that his commitment to peace and the environment are the pillars of his artistic endeavors, causing him to be recognized nationally and internationally as a voice for human rights and the environment. Case in point, in 2012 after launching his album "Tierra" a campaign called #CuidaElAgua was carried out, reaching thousands of people from different countries who made a commitment on social media to care for the local rivers and water sources. These images were shared on our digital broadcast channels in order to sensitize more people and organizations to take action on the matter regarding this particular environmental emergency.

To this day **Lion Reggae** has independently managed to reach more than 2,000,000 followers in the world and thousands of monthly listeners, who identify with the originality of his songs and the positive messages they find in them. In addition, his audiovisual content published on YouTube, which as of today add up to 24,000,000 views, positioning it in 1,428th place in the ranking of Colombian creators, highlight the themes of environmental responsibility and human rights, and are used as a means of social reflection with the goal of bringing about significant social change by spreading awareness of these issues.

Our Team

Ivan Camilo Talero
Founder and Creative

Gustavo Huertas
Production Manager

Felipe Andrade
Tech Producer

Charli Talero
Account Manager

Santiago Romero
Market Researcher

July Gutierrez
Purchasing Agent

Lion Reggae has managed to position itself in this market, becoming part of some of the most important festivals in South America, such as the *Festival Rock al Parque* (Colombia), *Festival Estéreo Picnic* (Colombia), *Reggae Live Festival* (Mexico), *Siempre Vivo Reggae* (Chile) among others, sharing the stage with important artists such as Damian Marley, Calvin Harris, Born Jamericans, Andres Calamaro, The Skatalites , Israel Vibration and many more. In each concert the message has always been the same. Lion Reggae seeks to promote the unity of our peoples, awaken them to reflect about the needs that exist on our planet, the social gaps that overwhelm our territories, the extinction of natural resources and the urgent call to action to which we must all respond immediately in order to reduce the catastrophic impact we are having as a species on the planet.

Siempre Vivo Reggae - Chile (2017)



Rock Al Parque - Colombia (2016)



Reggae Live Festival - México (2015)



Estereo Picnic - Colombia (2014)



Málaga Rock - Santander (2017)



Jamming Festival - Colombia (2014)



Festival de Juventudes - Funza (2019)



Festival por la Juventud - Mosquera (2018)



Groove Festival - Medellín (2013)



Breathtaking
Memorable

PRICES & CONCERT FEES

Lion Reggae



FULL SHOW

The most powerful show is the perfect one for festivals and massive events, includes 7 top musicians on stage giving a plenty and memorable day to all audiences.

\$5.000 US



MID SHOW

We also offer a concert with 4 extremely talented musicians on stage, capable of lifting up the vibes in theaters, venues and all type of concerts.

\$3.000 US



CONFERENCE

According to our social commitment we use to give talks and teachings specially to children and teenagers from around the world.

\$750 US

TOTAL WARRANTY

We give total warranty for the quality and professionalism of our services. It is important to mention that we use to travel with a tech staff of 3-4 people plus musicians. All additional costs (transport, hotels, food, etc) are not included in our fees.



CONCERT SPECIFICATIONS

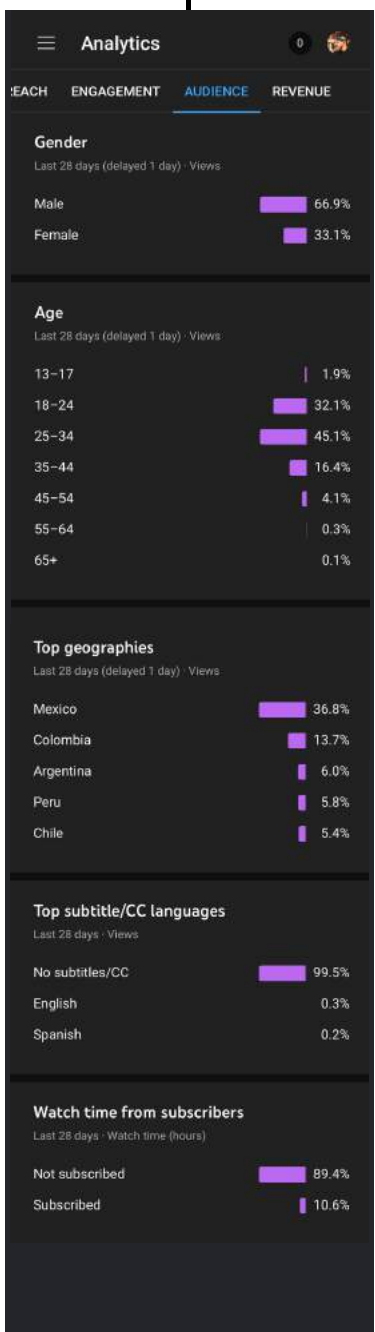
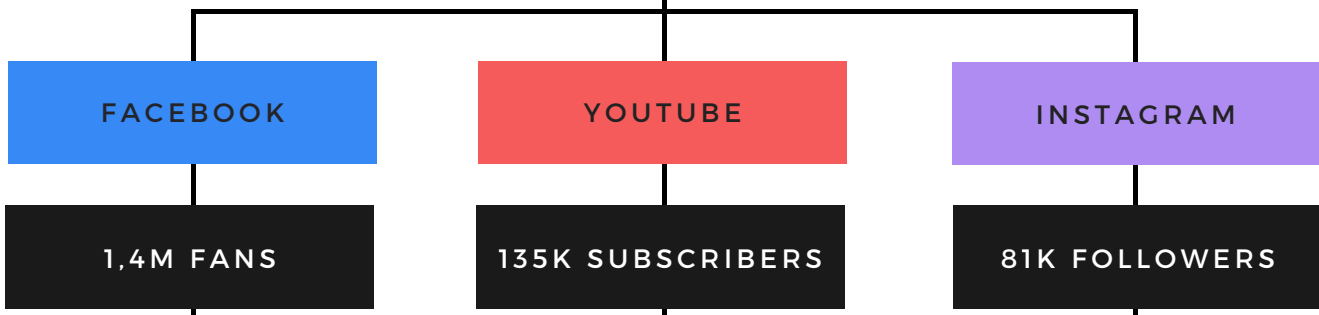
For all concerts we have specific technical requirements that will be sent to promoters once we set a deal with them.

It is necessary to have a private sound check at least 4 hours in advance to the show, without this we won't be able to perform or either refund any payment.

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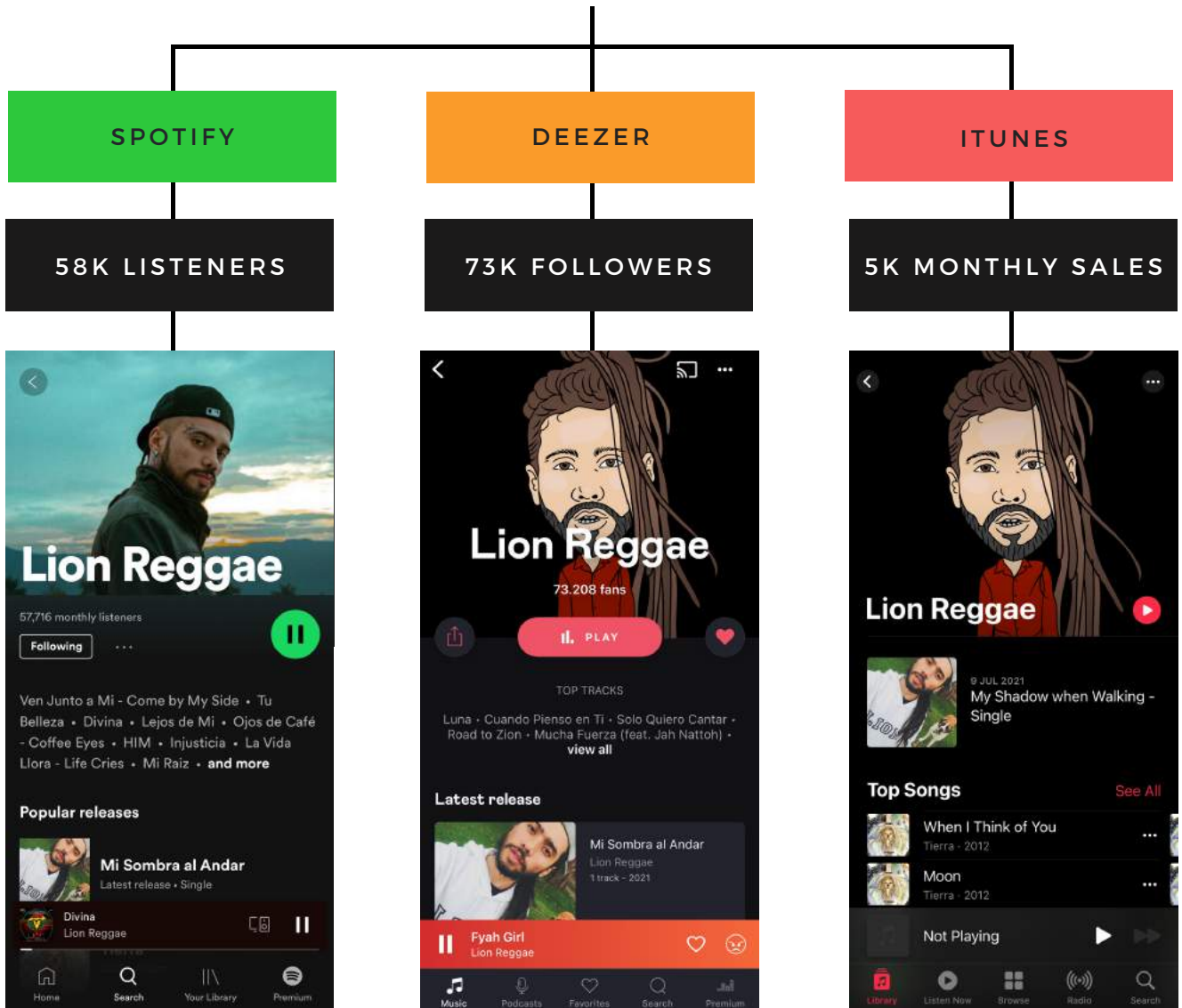
Social Media

LION REGGAE



Digital Streaming

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LION
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Let's keep Growing!!

WWW.LIONREGGAE.CO

In order to take his work to the next level, in 2019 Ivan Camilo graduated as Musical Producer at the ENE Audio Institute and that same year he traveled to New York to study at The Collective School of Music, where he was certified in vocal technique in contemporary songs.

In 2020, through a Crowdfunding financed by his followers and family members, **Lion Reggae** managed to record his 5th album “International Party” at Altar Audio, one of the most important studios in Colombia. On this album, the renowned artist Quique Neira, South American icon of Reggae music, participated in the song No Insistas, which was the winner of the Festivales al Parque scholarship for the promotion of musical projects Featuring, awarded by the District Institute of the Arts (IDARTES) in August 2020.

Graduation in New York



History.

Ivan Camilo Talero, well known as **Lion Reggae** started his career as a singer from when he was just a child, demonstrating to his parents a strong passion for music. During that period he came under the tutelage of Jaime Ricardo Guio who developed his potential and talent. Talero quickly recorded his first LP, titled **No!** (2004). An LP dedicated to spreading messages of peace, justice, and love for Colombian culture and nature.

He also won some of the most important cultural national contests devoted to preserve and promote Andean Colombian Music, such as Festival **Festival Hato Viejo Cotrafa** (2003) - Medellín, Antioquia, **Festival Nacional Cuyabrito de Oro** (2003 y 2005) - Armenia, Quindío, **Cacique Tundama** (2003) - Duitama, Boyacá, **Concurso Nacional de Villancicos** (2003 winner of 2 categories) - Santa Rosa de Cabal, Risaralda, **Mono Nuñez** (Awarded Cultural Icon 2005) - Ginebra, Valle, **Colombia Canta y Encanta** (Grand Award 2009) - Medellín, Antioquía, creating a social impact in his entire region and becoming a cultural icon for children and all audiences around.



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