

A portrait of Chaz Robinson, a young man with short, dark hair, looking slightly to the left. He is wearing a black tuxedo jacket over a black shirt. His neck and upper chest are covered in a thick, shimmering gold glitter. The background is dark and out of focus.

CHAZ ROBINSON

MUSIC • LIFESTYLE • FASHION

CREATOR MEDIA KIT

ABOUT.

Music first.
Then elevate.

SINGER • PERFORMER • PRODUCER

Chaz Robinson is a professional vocalist, performer, and producer whose creator content blends music, fashion, and elevated lifestyle with a performer's instinct and an entertainment producer's eye.

With more than 7 million music downloads worldwide, three appearances on the Official Grammy Ballot, and performance credits including The Ellen DeGeneres Show, MTV's America's Best Dance Crew, Disney's Shake It Up and MADE, Chaz brings an established entertainment career into a modern creator space.

His content places music and performance at the center, elevated through distinctive fashion, high-design environments, and an unmistakable sense of personality. The result is polished, visually crafted content that still feels intimate, spontaneous, and authentic.

REACH & RECOGNITION

13M+

MUSIC SPINS

7M+

MUSIC
DOWNLOADS

3X

OFFICIAL
GRAMMY BALLOT



CREDITS:
ELLEN, MTV,
DISNEY

CREATE . EXPRESS . CONNECT



AUDIENCE.

Multi-platform reach shaped by music,
personality, style, and experience.

MUSIC • LIFESTYLE • FASHION • PERFORMANCE • TRAVEL



INSTAGRAM
@chazrobinson

7.4K

FOLLOWERS

10.5%

ENGAGEMENT RATE
180-DAY AVG.

AUDIENCE SNAPSHOT

70%
Age 25-44

57%
United States

55%
Women



FACEBOOK
@chazrobinsonofficial

8.3K

FOLLOWERS

2.55M+

ALL-TIME REEL VIEWS

TOP REELS

1.3M
Views

HIGH ENGAGEMENT

607K Views 369 Comments



YOUTUBE
@chazrobinson

2.5K

SUBSCRIBERS

179K

ALL-TIME VIEWS

TOP VIDEOS

51.9K
Views

49.8K
Views

25K
Views



TIKTOK
@chazrobinson

220

FOLLOWERS

Early-Stage Platform

Building consistent content
around music, performance,
and lifestyle.

TOP VIDEO

1.7K
Views

Significant reach
beyond follower base.

AUDIENCE INTERESTS



84%
Entertainment



74%
Theatre



67%
Dance



66%
Music



57%
Film & TV

Source: HypeAuditor

TOP MARKETS

United States 56.7% • United Kingdom 4.4%
Japan 2.9% • Brazil 2.9% • Mexico 2.5%

Source: Instagram Insights



CONTENT.

Music leads. Style, space, and personality
elevate it.



MUSIC
LIVE PERFORMANCE



LIFESTYLE
PRIVATE RESIDENCE



FASHION
EDITORIAL



PERFORMANCE
LIVE ON TOUR



TRAVEL
ORIGINAL PHOTOGRAPHY

EMERGING CONCEPTS

A developing collection of music-led formats designed to expand performance beyond the stage.



BOPS FROM BED

Born of an injury that took Chaz offstage, Bops from Bed reimagines vocal performance from a more intimate setting.

Concept visuals shown for creative direction.



CHÂZTEAU SESSIONS

A recurring performance series filmed throughout Châtea—Chaz's design-forward home and creative space—where music and interior aesthetic share the frame.

CONTENT FORMATS



Short-Form Video
(TikTok, Reels, Shorts)



Stories



Photography



Performance



Lifestyle Integration



Brand Partnerships

PARTNERSHIPS.

Brand collaborations shaped by a performer's instinct and a producer's eye.

WAYS TO PARTNER



SPONSORED CONTENT

Integrated Reels, Posts, Stories, and Shorts.



PRODUCT INTEGRATION

Native content across fashion, beauty, home, lifestyle, and music/audio.



BRAND AMBASSADORSHIPS

Ongoing and seasonal partnerships.



HOSPITALITY + TRAVEL

Destinations, stays, and curated experiences.



EVENTS + EXPERIENCES

Appearances, launches, and live activations.



CREATIVE CAMPAIGNS

Custom concepts, performance-led storytelling, and branded series.

BRAND PARTNERSHIPS

facebook



7-ELEVEN

Dove
MEN
+CARE

JHAUDIO

Refresh
Lubricant Eye Drops

Pier1[®] HOMEDICS[®] GHOSTBED[®] PURE PROTEIN[®] PIG & HOG

Additional collaborations include Traditional Medicinals, Goodwell Co., Orabrush, A Good Company, Michael Todd Beauty, AuraGlow, Fitbod, Match, Soundstripe, and others.

COMMERCIAL EXPERIENCE



adidas



ARMANI

Coca-Cola

VISA

Walmart

P&G



CONNECT.

PARTNERSHIP INQUIRIES

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Chaz
C.R.