

ASM 2023

VIBE *With the* TRIBE

SETTING A
STANDARD

of peaceful brotherhood for our
youth one program at a time

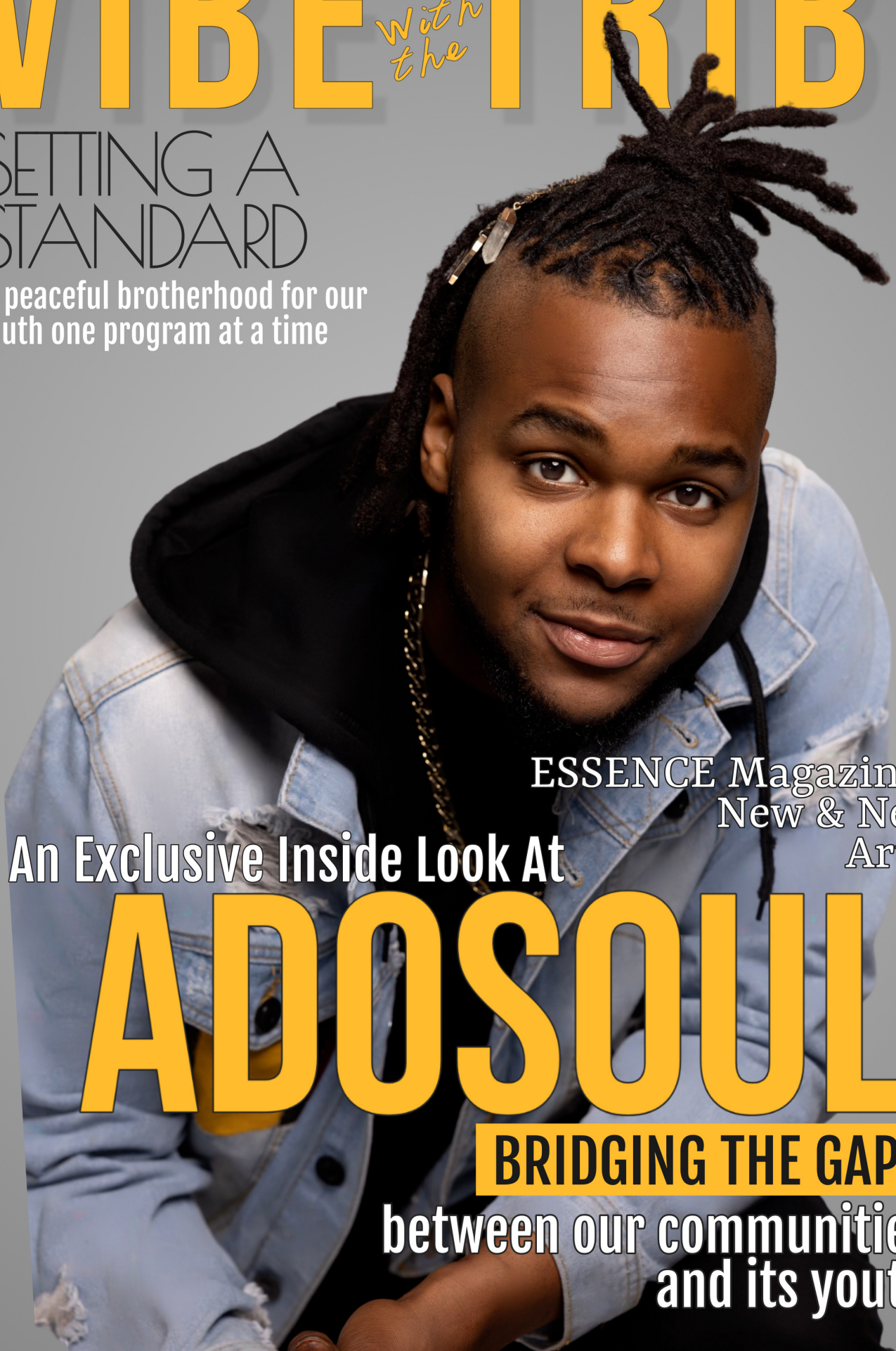
ESSENCE Magazines'
New & Next
Artist

An Exclusive Inside Look At

ADOSOUL

BRIDGING THE GAP

between our communities
and its youth





**DYNAMIC SOUL SINGER
AWARD WINNING ACTOR**

“BEST VOCALIST IN A MUSICAL.”
-BROADWAY WORLD

ADO SOUL

“Soul Is Not What I Sing, It’s What I Live.”

WWW.ADOSOULMUSIC.COM

➤ BIOGRAPHY

ADOSOUL, most known for his iconic growl, is an unforgettably soulful singer with gospel roots. Featured as Essence Magazine’s “New & Next” Artist of 2023, he performed during Essence Festival of Culture & featured on Congo Stage at New Orleans’ Jazz & Heritage Festival. While being classically trained at Xavier University of Louisiana, ADO began his solo career busking in the streets of the French Quarter; ultimately leading to him sharing stages with musical legends including: Dru Hill, Stephen Marley, Miquel, Lyfe Jennings, Melanie Fiona, and more!



ADOSOUL & THE TRIBE

To ADOSOUL, the TRIBE is more than just a band, it is an association of accredited musicians united in the cause of providing a meaningful interpersonal experience with each individual in the audience. Comprised of a majority of musicians local to New Orleans’, the traditional sounds you hear, complete with brass, are guaranteed to give your event that irresistible taste of the BIG EASY anywhere! Specializing in Soul, Funk, R&B, Blues, & Country; ADOSOUL & The TRIBE are guaranteed to elevate any event!

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of CULTURE**

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April 28 - May 7



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ADOSOUL & the Grammy Winning, Chubby Carrier

SO, WHAT'S DIFFERENT ABOUT

ADO SOUL?

AN EXCLUSIVE INSIDE LOOK

ADOSOUL, (ADO for short), is a new face for many people today, however he is no stranger to the stage. He has been singing since childhood alongside his father's gospel group, Bishop Alvin Davis & Company. After high school, ADO furthered his education in vocal performance by attending Xavier University of Louisiana for four years.



During his time in New Orleans he began to focus on his solo career and shared the stage with many great names including: Dru Hill, Travis Porter, Miquel, Melanie Fiona, & Lyfe Jennings.

A PAUSE FOR PURPOSE

At the peak of his career, ADO took a hiatus to focus on his growing family and to care for his parents in the midst of the global pandemic. He is now a father of 5, which truly affected his music in more ways than one. His previously Neo-Soul sound has adapted a more inspirational message to intentionally target the youth with a call for change and peaceful brotherhood in our communities.

COMEBACK WITH CARE

With the rebrand of his music, ADO wanted to make sure he was making an impact on his community that went further than music.



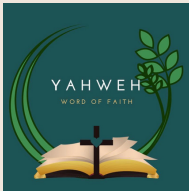
This led to his foundation of ASM CARES, a non-profit focused on creating opportunities for business ownership, providing missing life necessities for those in need, and stimulating opportunities for creating generational wealth and stability within low income communities.



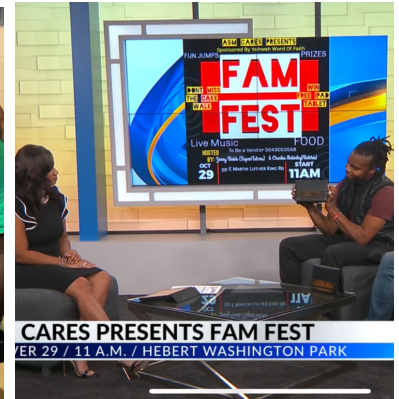


ASM CARES

In it's first year of foundation, ASM CARES, was able to help more than 500 families (in Regions 1 & 3 of Southern Louisiana) with school supplies, school shoes, backpacks, and free hot meals. The non-profit also hosted events that offered small local businesses with free radio, tv, & social media promotion, a free community food bank, and a drawing giving away free iPad minis. This was also made possible with help from community partners below:



(Left) ADO with DJ FAB during ASM CARES first year giftng families with school shoes right before the 2022 school year, in partnership with the city of Franklin & The 100 Black Men of St. Mary Parish.



(Right) ADO live on KLFY Channel 10 News spotlighting community giveaways of FAM FEST. ASM CARES promoted 14 small local businesses on radio, tv, and social media at no charge to the owners.



(Left) ADO with Cody Walker on set of FAST HOUSE repairing homes in Houma, LA.

(Below) ADO takes a selfie on set with Josh Hutcherson during filming of "57 Secods."



(Left) ADO on set with Director Rusty Cundieff, most known for his work on Tales From The Hood and Chapelle's Show.

TV & FILM PRODUCTION

While performing will always be ADO's first passion, he has also found success in the world of theatre and film production, and has become an award-winning actor, by winning "Best Vocalist in A Musical" in the BroadWay World Awards. Though he landed a role in production of the film, he would also ultimately make an appearance in the film "57 Seconds", starring Morgan Freeman and Josh Hutcherson, and The Weather Channel's "FAST HOUSE" starring Cody Walker, of the Fast & Furious franchise. On set of "Fast House" ADO was honored to be able to be a part of the continuation of Paul Walkers' legacy and non-profit, "Reach Out World Wide" and their effort to assist victims of natural disasters. During his stay on the project, he assisted with the rebuild and remodel of homes in Louisiana, Texas, and Alabama. ADO is always looking for new ways to create variety in his craft and find new ways to reach society in an impactful way. His new found love for theatre and production is very evident in the way he chooses to direct his music videos, as he is known for hiding a message within each one.

ADOSOUL LIVE AT JAZZ FEST 2023

ADOSOUL PERFORMS LIVE WITH DAVID BATISTE & THE GLADIATORS ON CONGO STAGE, ALONGSIDE MANY LEGENDARY BATISTES, INCLUDING: DAMON BATISTE, RYAN BATISTE, RYAN BATISTE JR, MICHAEL BATISTE, AND THE INFAMOUS, LATE, RUSSEL BATISTE JR.

OUR YOUTH. OUR FUTURE



(TOP) David Batiste raises his grandson above a full crowd of thousands after a successful performance on Congo Stage. At this moment, Miss Louisiana (pictured right) whispered jokingly into ADO's ear, "Wow! I feel like we're in the Lion King."

ADOSOUL and David Batiste have always shared a passion for contributing to the positive impact in the youth. They have collaborated for years as soulful advocates for Louisiana's youth starting in 2014 as educators and performers at ReNEW Schools up until now with annual Back to School drives.



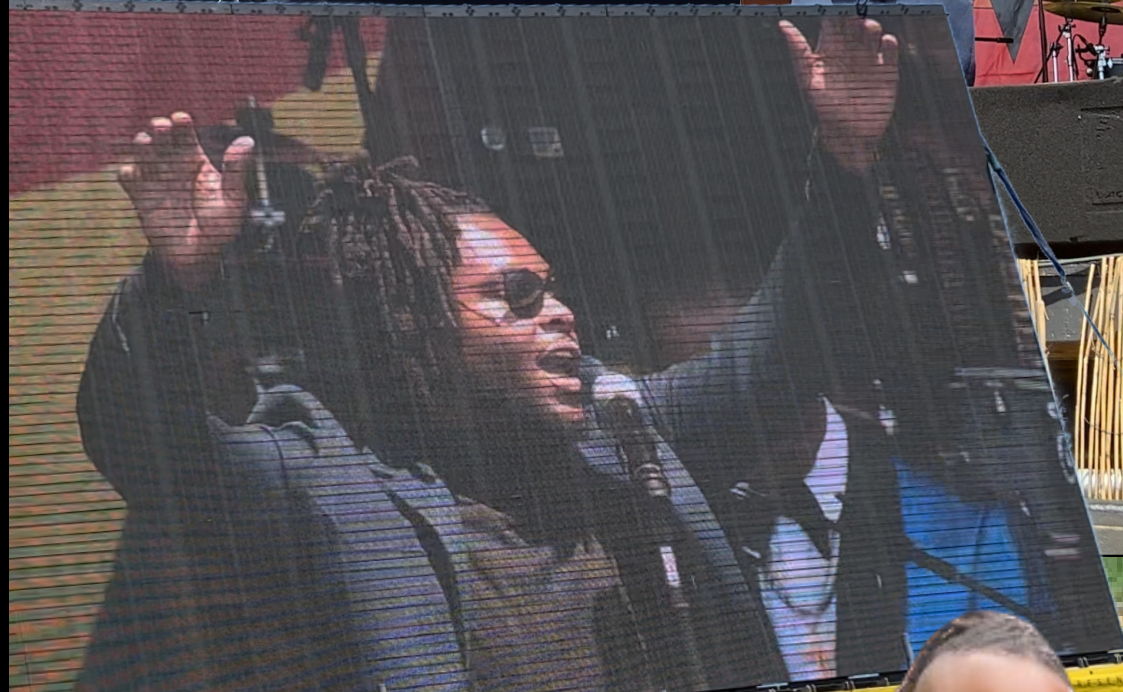
**"If children are not introduced to music at an early age, I believe something fundamental is actually being taken from them."
- Pavarotti**



(RIGHT) ADO and Russel Batiste Sr. look out into the crowd, at what would be their last performance together, one that can never be forgotten.



(LEFT) ADO dances alongside Michael Batiste, father of Jon Batiste, after a performance of "Bring It On Home to Me" by Sam Cooke.



ADOSOUL & the Grammy Award Winning, Jon Batiste

ESSENCE

FEST

2K23



ADOSOUL appeared on ESSENCE as one of its "New & Next" Artists of 2023. Along with the feature, he performed on ESSENCE STAGE during the annual festival's special 50th Anniversary of Hip Hop Celebration. Lauryn Hill performed as well celebrating the 25th anniversary of her legendary, Miseducation of Lauryn Hill Album.

(RIGHT) BET Network was one of many brands to get an inside exclusive interview with ADOSOUL .Being one of the most popular stations during his upbringing, ADO was extremely excited about this placement.



(TOP) ADOSOUL on ESSENCE 's Red Carpet featuring many sponsors including Disney, Coca-Cola, Target & McDonalds.

(RIGHT) THIS IS RnB getting to know ADOSOUL fresh off ESSENCE Stage.



NEW & NEXT



TIFFANY HADDISH



YOLONDA ROSS



MAXINE WATERS



ANGIE MARTINEZ

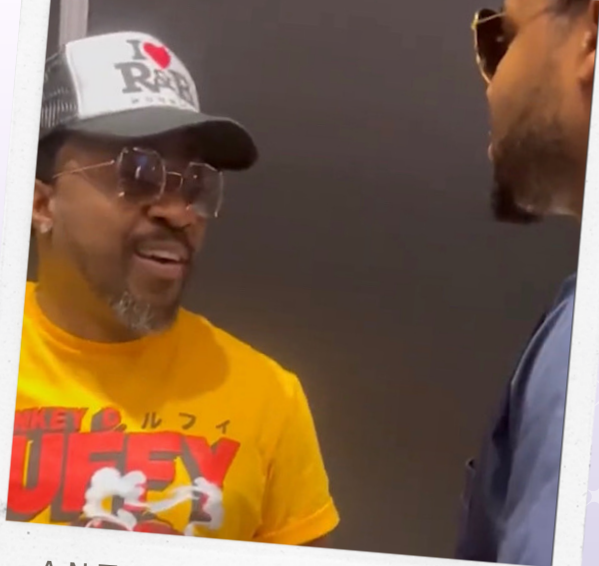


LYLFE JENNINGS



LAKEITH STANFIELD

Acta Soul



ANTHONY HAMILTON



TABITHA BROWN



DEEDEE IN THE MORNING



LANCE GROSS



KEVONSTAGE



JESSIE WOO

SO,WHAT'S NEXT?

@adosoulandthetribе



The foundation of the Tribe is the next step in bridging the divide between generations.

ADOSOUL & THE TRIBE is more than just your average band. It is a collective of individually successful musicians that have come together in realization of the immense need for a push of peace and understanding in all generations and creating a relatable way to reach the youth of the community . Most members of the group were raised in Louisiana, and are no strangers to the growing violent atmosphere that plaques it's communities every day.

"VIBE WITH THE TRIBE" Live Edu-tainment Program

According to crimegrade.org, " A crime occurs every 2 hours 54 minutes (on average) in St. Mary Parish." (ADO's hometown). This is an issue that the Tribe is determined to see remedied. Hence, the "VIBE WITH THE TRIBE" Live Edu-tainment Program was created.

How It's Done

The tribe believes that change begins with the youth! So, for no charge to the school, the band sets up during lunch hour and gives an uplifting and inspirational show that promotes self worth, peaceful brotherhood, and spiritual-self awareness. Giveaways are also provided to the students that offer opportunities to be rewarded with school supplies and electronics to encourage educational excellence in the eyes of the youth.



(ABOVE) ADOSOUL & THE TRIBE LIVE performing for Jeanerette High School during the Black Business Pop Up Expo.




**READ WHAT TEACHERS &
STUDENTS THINK
ABOUT ADO SOUL'S**

VIBE WITH THE TRIBE

**LIVE EDU-TAINMENT
PROGRAM!**



TESTIMONIALS



ADOSOUL



Carol Bradley <cabradley@iberiaschools.org>

Band popup shop

1 message

TANJA NORA <tn0339976@iberiaschools.org>
To: Carol Bradley <cabradley@iberiaschools.org>

Fri, Mar 17, 2023 at 12:59 PM

The band at the pop up show was awesome. The way the tone of the music was good and smooth. The words were sending a message to us. This band made me feel good about myself.

My thoughts on the band's performance at last weeks' "Pop Up Shop" was good. I wasn't expecting a band to come to school and actually play. They sound good and set a tone for us to relax while supporting small businesses. Honestly, I really enjoyed the band and would be very happy if they were asked to come back!

Sereniti Day

"During the band's performance it was amazing to see and hear some amazingly played songs played in person. They all played in perfect harmony together and also were kind to the people who came to say something to them and gave thanks to everyone who came to see them perform."

Jeanerette high school,
Edgar burbante.

"The band's performance at the pop-up shop last week at Jeanerette High School was amazing, the tone set was good, they were giving off positive energy throughout the school."

Briana Polidore

The band performance was great, everything about the music and beats of the songs was on point. They really set the tone and made it different from being at school. I felt like I was at a ball on the Bayou side while the sun was setting in the distance.

"The thoughts I had about the music band was that I liked it because they played and sang real nice songs. I liked the way they performed the music. Their voices and vocals were on point. I loved the feeling because you could feel the feelings in the song."

Name: Makenzie Charles



Carol Bradley <cabradley@iberiaschools.org>

Band Review

1 message

LAILAH WHITE <lw0339963@iberiaschools.org>
To: Carol Bradley <cabradley@iberiaschools.org>

Fri, Mar 17, 2023 at 1:03 PM

The band at The Black Business Pop up Shop was a great band. I liked the way they caught our attention soon as lunch started. The singing was excellent , the instruments weren't too loud. On a scale of 1-10 , I give them 10 out of 10 .

In my opinion, I loved the band and I liked how songs and smooth music created a good environment in the school during middle and high school lunch. Also, there wasn't any confusion between no children or teachers that day and I would love for Mrs. Freeman and the other faculty to invite them to come back one day. Overall it was a great experience.

Jeanette August 3/17/23 3rd period

Oh what a time we had. The atmosphere was definitely heightened with positivity and coolness because of the vibe that was brought by the band at JHS's Black Business Expo. The kids were in a different mood, calmer, relaxed, and better behaved. The music was very pleasing for a mixed crowd of teenagers and adults. Jazzy, bluesy, rappish, soulful, and rockin', are all the adjectives I would use to describe this band. They are a very talented group of musicians and singers that appeal to generations and genres across the board.

JHS Teacher

The band was one of the best bands that came and played for an event at Jeanerette Senior High since I've been here. They were very peaceful and relaxing and had a great song selection.

Kelby Guillory
Jeanerette Senior High
12th Grade

My testimonial on the band at the pop up shop last week at school is "I really enjoyed the band, every song and every lyric of the song was uplifting, it uplifted my spirit and they said powerful words ." "I feel like each song they played had a meaning behind it , most people didn't really understand what they were trying to say through the songs but I believe it touched a lot of people because after the band was done performing most people's demeanors changed." "It was a very entertaining performance."

Keyirah Lewis
Jeanerette Senior High School
March 17, 2023



**THERE ARE MANY WAYS
TO GET INVOLVED!**

Sponsorship Proposal

There are many ways YOU can partner with ADOSOUL to take a stand, and spread positivity! :

- FUND THE CREATION OF INSPIRATIONAL CONTENT, providing jobs in your area for creators and positive influences for the youth in our community
- DONATE TO COMMUNITY GIVEAWAYS, providing essential services and supplies to underserved communities
- CONTRIBUTE TO THE “VIBE WITH THE TRIBE - LIVE EDUTAINMENT PROGRAM.”, directly influencing the youth with proven results of better behavior improvement of a willingness to learn atmosphere in our schools.

DONATIONS ARE TAX DEDUCTIBLE!

**BE A SUPPORTER.
BECOME A SPONSOR!**



**Check Out Some
of Our Work!**



01

Education Impacts Generations

These clips are taken from "Rain Down" that was placed in Southern Louisiana's antebellum period. Filmed in the historic village, Vermillionville, it was very important to ADO increase appreciation for the history and culture that shaped Louisiana today.

02

Make Learning Cool Again!

A study released by Forbes revealed, "Only 15% of 8th-graders scored proficient or above in U.S. history along with about a quarter in civics and geography." This is an issue that can be remedied by creating content that regenerates interest in education to the youth on platforms they regularly access.



03

Healing Relations In Our Communities

A study by the Pew Research Center revealed that, "About a quarter of police officers (26%) said relations between police and black people in their community were "only fair," while nearly one-in-five (18%) said they were "poor" – with black officers far more likely than others to say so. "Glory" is a project that focuses on the humanity of both sides and encourages both sides to do the same.

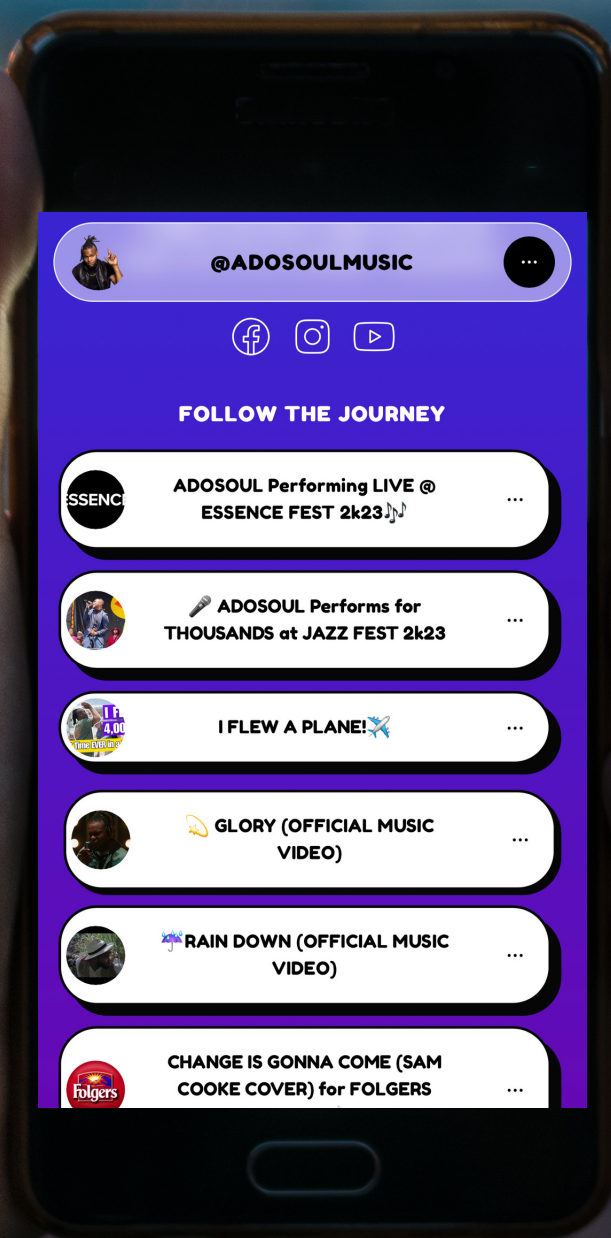


04

Storytelling is a Powerful Tool for Communication

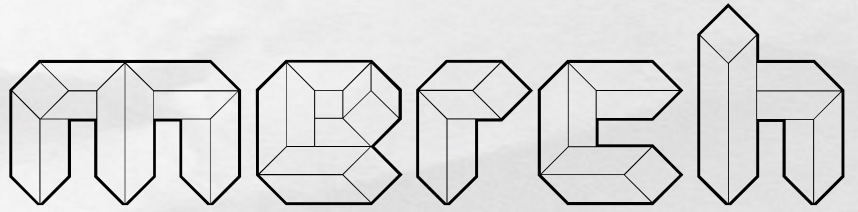
"Glory" also spotlighted the story of another upcoming artist, TREKS, who at a young age, lost his mother to a battle with cervical cancer. Quiet struggles like these within our youth are what drives our push to raise awareness. YouthDoIt.com agrees, stating, "Awareness raising is very powerful, because it educates people about topics which are new to them and encourages them to participate in bringing change."





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