PARTNERS DECK · 2026

ALON DE LOCO

Brand partnerships · Live · Licensing.
Reggaeton · Dancehall · Hip-Hop, with a visual world of its own: Kulture Klash.

Partner with us

www.alondelocoofficial.com





01 · POSITIONING

Not a comeback. A cultural operating system.

Roughly twenty years in Hebrew reggaeton, dancehall and hip-hop, now grown into an owned digital universe: music, family legacy, archive, live shows, rights and a fan movement.

One story with clear doors in: **press**, **promoters**, **brands** and the **music business**.

02 · THE ARTIST

Artist · Songwriter · Producer

Alon De Loco fuses reggaeton, dancehall and hip-hop, performed in Hebrew, English and Spanish. He runs I&I Records with his partner Inbar, a family-driven brand where music, visuals and real life are one story.

SOUND
Reggaeton · Dancehall · Hip-Hop

LANGUAGES
Hebrew · English · Español

LABEL
I&I Records · IANDI RECORDS LTD

BASE
Israel

Authentic · Global · Family-driven



Alon De Loco

A LOOK YOU CAN'T MISTAKE

Palette

Black and gold luxury base, with reggae colours as accents.

Language

Street culture, tropical glamour, heritage and icon energy.

System

Lion crest, legacy symbols, premium typography and storytelling driven by posters.











Alon & Inbar · recording session

04 · FAMILY LEGACY

Built by a family

Core

Alon & Inbar: a creative and personal partnership.

Story

Family, loyalty, love and real life become part of the artistic universe.

Brand-safe

Street-culture credibility, with a family legacy behind it.

05 · LIVE PRODUCT

Nostalgia to now

A live show sold as a memory machine: songs from twenty years of Kulture Klash, relit through a current visual world, a family legacy and modern dancehall and reggaeton energy.

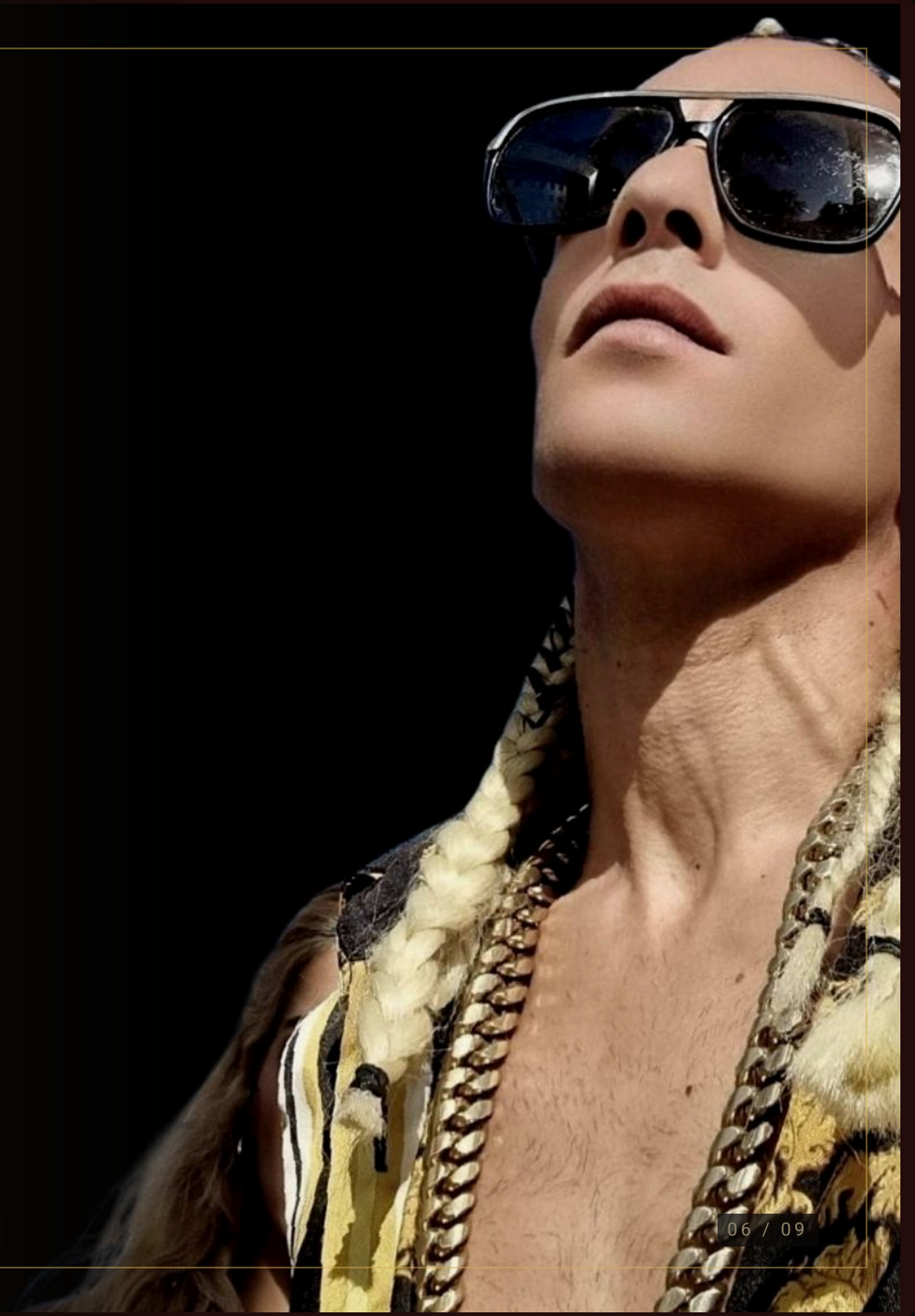
Club format | Festival add-on | Private & brand events | Launch events

SHOW FORMATS

From a compact DJ show to a full live band. Formats on request.

CREW SIZE

On request.



Brands buy cultural access.

Nightlife & festivals

Credibility with Israeli club culture.

Fashion & streetwear

Visual language and legacy iconography.

Beverage & lifestyle

Premium red and gold party energy.

Mobile & tech

Archive, streaming, fan access and QR activations.

Tourism & city culture

Storylines from Israel to Miami and Jamaica.

07 · ECOSYSTEM

What partners plug into

A connected world of content, culture and identity.

Core assets

- Music releases
- Posters & key art
- Music videos
- Live shows

Digital world

- Official artist site
- I&I Records site
- Media deck
- Visual campaigns

Creative extensions

- Family legacy
- Kulture Klash
- Creative studio
- Licensing & sync (request only)



08 · CONTACT

Bookings · Media · Partnerships

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WEBSITE www.alondelocoofficial.com

Alon De Loco × I&I Records (IANDI RECORDS LTD) · Family Legacy · Kulture Klash