



Bobby Dee Presents



Press Kit



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Press Release

Snoop Dogg partners with Bobby Dee to roll out new live entertainment company, UNCLE SNOOPS ARMY powered by BOBBY DEE PRESENTS, launching with summer 2019's top tier concerts



(June 17, 2019 – Los Angeles) - **Snoop Dogg** and **Uncle Snoops Army** partners with entrepreneur and CEO, **Bobby Dee** to rollout their new multi-million dollar music entertainment company, **Uncle Snoops Army** powered by **Bobby Dee Presents**, producing top tier live music concerts this summer. “Snoop Dogg has been coming to my concerts for years. It was the right time for us to partner and bring exciting live concerts to the world while also creating a platform for new and seasoned artists,” says Bobby Dee.

Their upcoming outdoor festival, “Once Upon a Time in the LBC,” was sold out within 20 minutes which generated a second sold out show. The 2-day festival is set for July 27 and July 28 in Long Beach at Queen Mary Park headlining multi-platinum artists such as: **Snoop Dogg, Warren G, Bone Thugs N-Harmony, YG, The Game, DMX, Too Short, Blueface**, and many more. The festival is powered by AT&T, Mikes Hard Lemonade, and Michelob Ultra. <https://onceuponatimeinthelbc.com/>

This fall, **Uncle Snoops Army** powered by **Bobby Dee Presents** brings “The King of the West,” a 3-day festival, in loving memory of **Nipsey Hussle** and #themarathoncontinues at the top-ranked SAP center arena in San Jose. Headlining acts to perform on September 14 include: **Ice Cube, E-40, Snoop Dogg, Warren G, The Game**, and **Psycho Realm**. September 13-15 marks the culmination of a year-long celebration of 25 years of Sap Center memories. The festival weekend includes three days of live music performances, featuring local artists on an outdoor stage in Arena Greed followed by headlined artists inside SAP Center.



Since 1987, Bobby Dee has been promoting and selling out night clubs with early talents such as New Kids on the Block and Eazy E. He's been the main conduit responsible to bringing some of the most influential artists into southern California for festivals and concerts. In 2006, Bobby Dee created **Bobby Dee Presents** while also entering the world of EDM and reggaeton to produce shows with local and national artists. It wasn't until recently Bobby Dee Presents partnered with Uncle Snoops Army to produce festivals in large venues nationwide.

More upcoming show dates are: “Masters Of Ceremony” (June 28 - NYC: Snoop Dogg, 50Cent, Ludacris, DMX, Fabulous, and more), Comerica Theatre concert (July 12 – Phoenix, AZ: Gerardo Dritz and Pancho Barraza), “Live in Concert with Andy Bell of Erasure” (July 27 – Los Angeles, CA), “I'll Give all my Love to You” (Aug 24, 2019 – Los Angeles, CA: Keith Sweat, Jodeci, Xscape3, SWV) and more dates to be found at www.bobbydeepresents.com

###

January 11, 2020

Trae Tha Truth on His New Album 'Exhale' and New Signing with Bobby Dee Presents and Uncle Snoops Army



Veteran Houston rapper and philanthropist, **Trae Tha Truth**, recently signed to Snoop Dogg's, new multimillion live entertainment and management company, **Bobby Dee Presents** and **Uncle Snoops Army**. He embarked on his first-ever national tour heading out with Snoop Dogg on his "I Wanna Thank Me" tour beginning this December alongside Warren G to perform music from his new album "**Exhale**" as well as some of his classics.

"I Wanna Thank Me" Tour is a congratulatory act to thank fans and to credit oneself for hard work and achievements. There is no better tour for Trae Tha Truth to be a part of than this one for his philanthropic work, his growing music career, and recently released new album. (Tickets to tour <https://www.bobbydeepresents.com/>)

On his recent signing Trae says, "Snoop, Bobby Dee and Uncle Snoops Army came on as my talent agency and booking meaning different opportunities as far as certain looks, touring and so forth. They came in to enhance what I had going on which was just me by myself anyway.

Read article [here](#)

BSM MAGAZINE

December 19, 2019

Snoop Dogg Shuts Down the House of Blues along with Trae Tha Truth and Many More



HOUSTON— S- N double O-P, D-O double G— Snoop Dogg brought the heat to the stage on Monday night for his **"I Wanna Thank Me Tour."** With a few guest appearances to open the show like RjMrLA, Warren G, and Houston's own Trae Tha Truth, they built up the energy of West Coast vibes, so by the time the rapper and entrepreneur came out, it was on ten.

Trae Tha Truth was the last opening act and killed it! His sons came on stage and performed a few songs—demonstrating their Houston pride. Trae also had a violinist playing along to his iconic songs, which provided a soothing vibe on stage.

The fans chanted for Snoop to come out.

"Hello Houston, do you know what my name is?" he said over and over at the start of the show.

The fans went crazy when he came out, as he slowly bounced on the stage. In creased khaki pants, blue Chuck Taylors, and his blinding microphone filled with diamonds, he had the crowd head-bobbing as he sang his classic hits, and taking everyone in the audience back down memory lane.

Reach article [here](#)

SPECTRUM NEWS 1

December 18, 2019



ENTERTAINMENT

Snoop Dogg Reclaims Commitment to Intercultural Collaboration

BY LOUREEN AYYOUB | LOS ANGELES

PUBLISHED 10:15 AM ET DEC. 18, 2019 | UPDATED 1:13 PM ET DEC. 18, 2019



LOS ANGELES – These days, it's not so hard being Snoop D-O- Double-G.

The iconic rapper and Long Beach native has come a long way from the days of gang rivalry and coastal competition. In fact, his goal with his new *I Wanna Thank Me Tour* and album, is to see fans and artists of all cultural backgrounds come together in the name of love, and music.

RELATED | Locatora Radio Giving Voice to Latina Millennials in LA

"We are bringing a fan base of black and brown to the same crowd, to the same show, and they having a good time, and they rocking together and they leaving together on a positive note. And we bringing artists of different backgrounds and ethnicities to the stage that love each other. And now we doing different collaborations, and now people are starting to understand that we need each other," Snoop Dogg said.

Even if some don't understand it yet, Snoop certainly does. His collaboration with Latino music entrepreneur Bobby Dee is evidence of just that. Snoop is working with Bobby Dee to execute his 25-day music tour, in addition to special events and experiences. He says working so closely with the Latino community should be an example of unity for not just Los Angeles, but the whole country.

Read article [here](#)

MUSIC CONNECTION

December 15, 2019

The man behind Snoop Dogg's army, executive Bobby Dee, has created a multi-million-dollar company creating live entertainment in the music industry.



Watch full interview [here](#)

LMN&R

LIVE MUSIC NEWS & REVIEW

December 9, 2019

Snoop Dogg Live



The Wiltern, Los Angeles, CA hosts Snoop Dogg December 5, 2019

Snoop Dogg is a force to be recognized with in the entertainment industry and is considered one of the most iconic figures to come out of the early-90s G-funk era. His music career started in 1992 when he was discovered by Dr. Dre and featured on his solo debut, "Deep Cover," and then The Chronic. Snoop's debut release in 1993 on Death Row Records has sold in excess of over seven million copies. His drawl, laconic rhyming in rap and the realistic violence portrayed in his lyrics help make him one of the famous stars and distinctive voices in the genre.

Following his time at Death Row Records, he moved on to the Geffen label where he created a more commercial, mainstream sound for himself. For a period of time, Snoop also adopted the alias of Snoop Lion and made an album, Reincarnated, and released a documentary film of the same name about his Jamaican experience. He converted to Rastafarianism after a trip to Jamaica in 2012. But, he later returned to the Snoop Dogg name, in 2015.

Snoop also released a gospel album in 2018, Bible of Love. As the gangsta rap era started to wane, and the late 90s approached, Snoop in essence started to move away from that image. This was fueled by his passion/lifestyle of pot smoking and he used that in different aspects his career to navigate new directions into the 21st century to great success. Not only a world-famous rapper, singer, songwriter and producer, Snoop has become a media personality, entrepreneur and actor. Snoop has evolved/grown way past his hardcore gangsta rap beginnings to become a beloved and well-liked pop-culture figure.

Read article [here](#)

billboard

December 8, 2019

Snoop Dogg Is Launching His Own Touring Agency: 'Boss Up or Get Up Off It'



As rap veteran Snoop Dogg looked across the sellout crowd at the Observatory in Santa Ana, California for his Wednesday (Dec. 4) concert, the title of his new album and lead single, “I Wanna Thank Myself,” needed little explanation.

With a career that includes than 20 albums (three No. 1s and 11 in the Top 10 on the Billboard 200 albums chart) and 48 singles on the Hot 100, the West Coast icon is taking his touring business into his own hands, launching agency and promotion company Uncle Snoop's Army with business partners **Bobby Dee** and Jim Filipan.

The booking agency is licensed in California and offers both exclusive and non-exclusive representation deals with a growing roster that includes Keith Sweat, Warren G, Trae THA Truth, Lisa Lisa, Bone Thugs N Harmony and Trish Toledo.

The move has support from Live Nation, who is co-promoting Snoop's 2019 I Want To Thank Myself Club Tour, as well as AEG which co-produces the Once Upon a Time in the LBC festival in Long Beach with Uncle Snoop's Army and Bobby Dee Presents.

Read full article [here](#)



December 5, 2019

Red Velvet Media® « »

Bobby Dee Presents, Uncle Snoops Army!

By Holly Stephey Red Velvet Media. Discovered by Player FM and our community – copyright is owned by the publisher, not Player FM, and audio is streamed directly from their servers. Hit the Subscribe button to track updates in Player FM, or paste the feed URL into other podcast apps.

Behind Snoop Dogg's army, executive Bobby Dee, has created a multi-million-dollar company creating live entertainment in the music industry. Uncle Snoops Army is a management company partnered with Bobby Dee Presents to power live concerts, festivals and tours for veteran and breakout artists. Their first national tour together will come this December for Snoop Dogg's "I Wanna Thank me Tour" thru Jan 2020. Joining the tour are some of Snoop Dogg's army of talent: Warren G, O.T. Genasis, Trae Tha Truth, and RJ Mr LA. "I've been in the music industry for a long time, and Snoop has seen the shows I book and create. He decided to leave WME to partner with me, and the rest was history!" Bobby Dee is also partners with Jim Filipan of FKOA Presents, another live entertainment company focused on Latin American and Spanish concert bookings. Since 1987, Bobby Dee has been promoting and selling out concerts around the country; his early credits included New Kids On The Block and Eazy-E. In 2006, Bobby Dee created his banner company Bobby Dee Presents, also entering the world of EDM and reggaeton to produce shows in large venues and on a national scale. Bobby Dee knows the ins and outs of the touring industry, and catering to A-list artists for life-long memorable consumer experiences.

Listen [here](#)



December 4, 2019

Bobby Dee Presents, Uncle Snoop's Army!WWBobby Dee Presents, Uncle Snoop's Army!
December 4, 2019 • 36 min

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BLOG TALK RADIO

December 4, 2019



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December 5, 2019

The Man Behind Snoop Dogg's Army, Executive Bobby Dee, owner of Bobby Dee Presents



Los Angeles, CA (*The Hollywood Times*) 12/05/19

Share your upbringing. How did it lead to the entertainment business?

Bobby Dee: I was raised by mom and dad in Huntington park by young parents. My father was willing to break some rules to give us a good life.

When was your first break? Who do you credit for your success?

Bobby Dee: My first break was when my father made me a partner at a sold-out show at the Hollywood Palladium and yes my father is my mentor HANDS DOWN!

Share a few experiences throughout your career that people can relate to.

Bobby Dee: I've struggled to the point that I questioned myself and my self-worth and I think most people experience that every day. It's hard to overcome doubt and fear but when you do you come out on top.

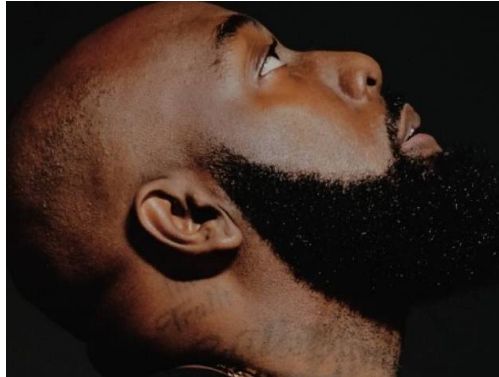
What do you enjoy most about being a promoter?

Bobby Dee: I truly enjoy seeing people of all creeds and colors unite under music.

Read full article [here](#)

November 25, 2019

Interview: Trae The Truth Reflects On His Storied Career



NEW YORK, NY – When one thinks of Frazier Othiel Thompson III, better known as Trae Tha Truth, they don't necessarily think of things like philanthropy and entrepreneurship. But the Houston native is, in fact, one of the most charitable donors in his area. His Relief Gang non-profit organization has provided more than a half-million dollars in supplies to disadvantaged communities in the Houston area, and his charitable contributions are so well noted by the community that in 2008, Houston Mayor Bill White and Councilman Peter Brown declared July 22 "Trae Day," which has become an annual celebration.

"For me, it was most important for people to see my charity work as well as my music," he told HipHopDX exclusively. "I wanted to give back to the community that's always supported me, and my career, authentically, and give an advantage to children who really need it."

Rap fans first got a glimpse of the sights and sounds of Trae Tha Truth when, in 1998, he had a guest verse on Z-Ro's album, *Look What You Did To Me*. Since then, he's gone on to have an extensive solo career with a string of EPs and mixtapes, and extensive collaborations with fellow H-Town native Chamillionaire.

But, his career is not without controversy. Throughout our conversation, he peppered in comments such as "I can't get no airplay" and "they tried to kill my career." He's referring, of course, to the controversy surrounding both his fight with fellow Houston rapper Mike Jones at the 2008 Ozone Awards (both have long squashed the beef) and to his beef with KBXX (97.9 The Box), who reportedly banned Trae tha Truth's records after the fallout from a shooting at Texas Southern University during the second annual Trae Day, which left eight people injured. (Trae subsequently filed suit against KBXX for the damages to his career.)

But rather than dwell on the past, Trae Tha Truth is looking forward to new and exciting things. It's just been announced that he's just signed to Bobby Dee Presents....

Read full article [here](#)



November 2019

INTERVIEW with Trae Tha Truth: Houston Rapper on Upcoming Tour and How He Gives Back



Listen [here](#)

On this episode, I am joined by National Recording Artist, Rapper Trae Tha Truth to share about his latest projects including his upcoming tour with Snoop Dogg, his philanthropy work that's changing lives in the city of Houston and beyond, and much more.

Apple Music: <http://ow.ly/Qtbv50xgjPa>

iHeart Radio: <http://ow.ly/lf1K50xgjSR>

Google Play: <http://ow.ly/1vDs50xgjVI>

YouTube version: <https://youtu.be/O3YHZ2ksrNY>

billboard

October 18, 2019

Snoop Dogg Announces New Dates for 'I Wanna Thank Me' Tour



Snoop Dogg performs during his "25th Anniversary of Doggystyle" tour at ORACLE Arena on April 19, 2019 in Oakland, Calif.

Rap legend Snoop Dogg has announced additional U.S. and European tour dates in support of his 17th album, *I Wanna Thank Me*, released on Aug. 16 via Doggystyle Records/Empire.

The nine new January dates extend the previously announced December tour that longtime g-funk friend Warren G for the run along with RJMRLA and Houston rapper Trae Tha Truth. The *I Wanna Thank Me* tour is powered by Snoop Dogg's newest live entertainment company, Bobby Dee Presents.

I Wanna Thank Me celebrates Snoop's nearly three decades in the game since being discovered by Dr. Dre in 1992, during which he's released 21 songs that have charted on the Billboard Hot 100 and landed three No. 1 albums on the Billboard 200. His latest album is named after his acceptance speech while receiving a star on the Hollywood Walk of Fame, during which he credited himself for his longevity and success in the music business.

"I want to thank me for believing in me," he said during the 2018 ceremony. "I want to thank me for doing all this hard work. I wanna thank me for taking no days off, I wanna thank me for never quitting."

Snoop Dogg's *I Wanna Thank Me* tour kicks off on Dec. 2 with a previously announced sold-out show at the Fillmore in San Francisco, with new dates beginning Jan. 17 at The Dome at Oakdale in Wallingford, Connecticut and plays through a Jan. 26 date at the Fillmore in Detroit. He then heads to Europe to perform at Arena Dublin on April 9 before heading to the U.K. for five more shows, including an April 15 concert at the O2 Arena.

Read full article [here](#)

October 15, 2019

Hometown hero Trae Tha Truth on his new album, Snoop Dogg tour and running for office



Trae Tha Truth has a lot going on --he recently released a new album and has a tour coming up with Snoop Dogg's entertainment company, Uncle Snoop's Army and Bobby Dee Presents. But it was clear from the moment the rapper walked through the doors at the Houston Chronicle Thursday that he was going to make it a priority to talk about his beloved hometown of Houston.

"I make it my business to make sure I'm always on the front line for this city," he said.

Trae, whose given name is Frazier Othel Thompson III, is one of those rare rappers who seems to be more interested in the greater good than self-interest. He and his cohort, Justin "DJ Mr. Rogers" Rogers, are at the helm of a volunteer group called Relief Gang, formed during Hurricane Harvey in 2017 as they helped victims of the devastating storm

Read full article [here](#)



October 9, 2019

Trae Tha Truth comes to aid of woman attacked at Houston gas station and Gearing up for Snoop Dogg Tour



Watch full interview [here](#):

billboard

June 18, 2019

Snoop Dogg Teams Up With Bobby Dee for Live Music Company Uncle Snoop's Army: Exclusive



Snoop Dogg has partnered with entrepreneur and CEO **Bobby Dee** to rollout their new multi-million-dollar music entertainment company **Uncle Snoops Army** powered by Bobby Dee Presents. Uncle Snoops Army will set out to produce top tier live music concerts this summer.

"Snoop Dogg has been coming to my concerts for years," said Dee in a release. "It was the right time for us to partner and bring exciting live concerts to the world while also creating a platform for new and seasoned artists."

Their joint festival Once Upon a Time in LBC sold out in 20 minutes and shortly added a second date that also sold out. The two-day festival is set for July 27 and July 28 in Long Beach, California at Queen Mary Park headlining multi-platinum artists such as Snoop, Warren G, Bone Thugs N-Harmony, YG, The Game, DMX, Too \$hort, Blueface and more.

This fall, Uncle Snoops Army powered by Bobby Dee Presents put together three-day festival The King of the West in loving memory of Nipsey Hussle and #themarathoncontinues at the SAP center arena in San Jose, Calif. Headlining acts to perform on Sept. 14 include Ice Cube, E-40, Snoop, Warren G, The Game and Psycho Realm. The event will be part of SAP Center's 25th anniversary celebration culminating between Sept. 13-15 with local artists on an outdoor stage in Arena Greed followed by headlined artists inside the arena. artists.

Read full article [here](#)

ENTRTNMNT

June 18, 2019

Snoop Dogg to roll out new live entertainment company, launching with summer 2019's top tier concerts



Snoop Dogg and **Uncle Snoops Army** partners with entrepreneur and CEO, **Bobby Dee** to rollout their new multi-million dollar music entertainment company, **Uncle Snoops Army** powered by **Bobby Dee Presents**, producing top tier live music concerts this summer. “Snoop Dogg has been coming to my concerts for years. It was the right time for us to partner and bring exciting live concerts to the world while also creating a platform for new and seasoned artists,” says Bobby Dee.

Their upcoming outdoor festival, “Once Upon a Time in the LBC,” was sold out within 20 minutes which generated a second sold out show. The 2-day festival is set for July 27 and July 28 in Long Beach at Queen Mary Park headlining multi-platinum artists such as: **Snoop Dogg, Warren G, Bone Thugs N-Harmony, YG, The Game, DMX, Too Short, Blueface**, and many more. The festival is powered by AT&T, Mikes Hard Lemonade, and Michelob Ultra. <https://onceuponatimeinthelbc.com/>

Read full article [here](#)

Bobby Dee On The “Once Upon a Time in the LBC” Festival, Long Beach CA, Snoop Dogg & More

July 2, 2019



Since 1987, famed concert promoter Bobby Dee has been promoting and selling out concerts around the country; his early credits included New Kids On The Block and Eazy-E. In 2006, Bobby Dee created his banner company **Bobby Dee Presents**, also entering the world of EDM and reggaeton to produce shows with local and national artists. It wasn't until recently that Bobby Dee Presents partnered with Snoop Doggs' **Uncle Snoops Army** to produce festivals in large venues all over the United States.

The upcoming outdoor festival *Once Upon A Time In The LBC* is a high-profile collaboration between Snoop Dogg, Uncle Snoops Army and Bobby Dee Presents. The event sold out within 20 minutes of going on-sale to the public, leading to a second date being announced and quickly selling out. The 2-day festival is set for July 27th and 28th in Long Beach, California at Queen Mary Park, including headliners Snoop Dogg, Warren G, Bone Thugs N-Harmony, YG, The Game, DMX, Too Short, and Blueface. The festival is powered by AT&T, Mikes Hard Lemonade, and Michelob Ultra.

Also coming up for Snoop and Bobby Dee's teams is *The King Of The West*, a 3-day festival in loving memory of Nipsey Hussle, at the top-ranked SAP center arena in San Jose. Headlining acts to perform on September 14th include Ice Cube, E-40, Snoop Dogg, Warren G, The Game, and Psycho Realm. More information on *The King Of The West* and other upcoming live concert events being produced by this forward-thinking crew can be found online at **www.bobbydeepresents.com**.

Read full Article [here](#)

July 29, 2019

ONCE UPON A TIME IN THE LBC



The Queen Mary Park was the place to be over the last weekend for another sold out festival. Once Upon a Time in the LBC, formerly known as Summertime in the LBC, hosted by Bobby Dee Presents has successfully delivered fans a epic weekend for the books. Artists like, The Game, Zapp, Snoop Dogg, Keith Sweat and YG performed fan favorites with the scorching sun out on one of the hottest days so far of this summer.

Read Article [Here](#)



August 5, 2019

PODCAST: The man behind Snoop Dogg's 'army,' and Bourbon Jones talk the other side of music



On Episode #9 of “CAN YOU HEAR ME, LONG BEACH?” **Bobby Dee** is a practical guy; he instructs the ‘80s bands he promotes to play only hits because nobody “wants to hear the new stuff” and always has a lot of TVs in his restaurants because “**most couples don’t like each other.**”

Though claiming to be painfully shy during our interview, he was a treasure trove of backstage stories—“So I said [to **Morrissey**], do you think I’m the waiter?!?”—and hard truths about the music business—“The only way you make money is touring.” Dee is one of the most successful concert promoters in the country, having partnered with **Snoop Dogg** to create Uncle Snoop’s Army. The pair created the just-completed, Once Upon A Time in the LBC festival that recently played two sold-out shows at Queen Mary Park. Bobby Dee Presents, started by his father, has and continues to promote a wide array of artists, from **New Kids on the Block** to Easy E to Morrissey to Snoop to Los Lobos and the B-52s. Shy or not, he had a lot to say about it all.

Read article [here](#)

Article Mentions

Music Mayhem Magazine –

<https://musicmayhemmagazine.com/snoop-dogg-partners-with-bobby-dee-to-roll-out-new-live-entertainment-company-uncle-snoops-army-powered-by-bobby-dee-presents-launching-with-summer-2019s-top-tier-concerts/>

The Music Universe –

<https://themusicuniverse.com/snoop-dogg-announces-uncle-snoops-army-entertainment-company/>

Hollywood –

<http://www.hollywood.com/general/snoop-dogg-launches-concert-venture-60754406/>

Baller Alert –

<http://balleralert.com/profiles/blogs/snoop-dogg-partners-with-bobby-dee-to-launch-live-music-company/>

KGMI Radio News –

<https://kgmi.com/news/030030-snoop-dogg-launches-concert-venue/>

My Mis 1079 Radio News –

<https://mymix1079.com/news/030030-snoop-dogg-launches-concert-venue/>

All Hip Hop –

<https://allhiphop.com/news/snoop-dogg-is-getting-to-the-concert-promotion-business-with-new-venture-dDRUCv1Jf0SO8VUx5afkyA/>

Energy 1069 –

<https://energy1069.com/news/030030-snoop-dogg-launches-concert-venue/>

Mix 959 Radio –

<https://mix959.com/news/030030-snoop-dogg-launches-concert-venue/>

Urban News –

<https://www.urbannews.biz/snoop-dogg-teams-up-with-bobby-dee-for-live-music-company-uncle-snoops-army-exclusive/>