



# LA MUSA AWARDS

**2015**  
**LSHOF**  
**SPONSORSHIPS**

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# LA MUSA AWARDS

LATIN SONGWRITERS HALL OF FAME  
3RD ANNUAL INDUCTION GALA

*Thursday, October 15th, 2015*

*Honoring the world's greatest Latin music creators, their  
unforgettable songs and helping to develop future generations of songwriters  
through our workshops, showcases and scholarships.*

**S P O N S O R S   P A C K A G E**



*1700 Washington Ave, Miami Beach, FL 33139*

DESTON ENTERTAINMENT & BULLSEYE PRODUCTIONS

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## DESMOND CHILD & RUDY PÉREZ

Latin Songwriters Hall Of Fame mission is to educate, preserve, honor and celebrate the legacy of the greatest Latin songwriters from all over the world and their music in every genre while developing and inspiring new songwriters through workshops, showcases, scholarships and digital initiatives.

Latin Songwriters Hall Of Fame was founded by Desmond Child & Rudy Perez under the auspices of the Songwriters Hall Of Fame in New York. Desmond and Rudy were inspired to create the LSHOF for the same reasons the Recording Academy created LARAS: to create an organization exclusively devoted to recognizing and spotlighting the artistic achievements of Latin music makers.

# FOUNDERS



Leaders in the Latin Music Industry joined together on October 18th, 2012 at the Marlin Hotel in Miami Beach to establish the Latin Songwriters Hall of Fame which is dedicated to educating, honoring and celebrating the lives and music of the world's greatest Latin songwriters and composers. Along with the Masterclass In The Round series, workshops and scholarships one of the many functions of the Latin Songwriters Hall Of Fame is to recognize those whose work represents a spectrum of the most beloved songs in Spanish and Portuguese.

Each year the Latin Songwriters Hall of Fame inducts a slate of songwriters (voted on by the membership) at the LA MUSA AWARDS Induction Gala that have been recognized throughout the world. These Inductees are selected from the pantheon of living and posthumous Latin Music greats and also honors those who have had a significant impact on the evolution, development and perpetuation of Latin music, language and culture.

To be eligible for induction into the Latin Songwriters Hall of Fame, the songwriter, composer or lyricist must have had their first significant world renowned song or composition released commercially, in the generally accepted sense of that phrase, at least 20 years prior to the year of induction; and have demonstrated unquestionable musical excellence. We also consider factors such as an artist's musical influence on other artists, length and depth of career and the body of work, innovation and superiority in style and technique, but musical excellence shall be the essential qualification of induction.



# BEGINNING

# 2014 INDUCTEES



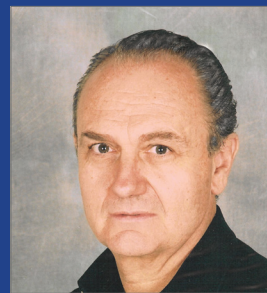
Gloria Estefan



Omar Alfanno



Lolita De La Colina



Rafael Pérez Botija

## 2014 POSTUMUS INDUCTEES



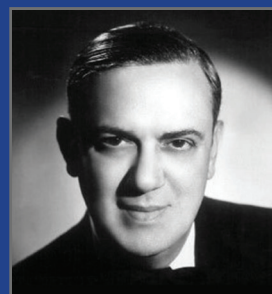
Carlos Gardel



Antônio Carlos  
Jobim



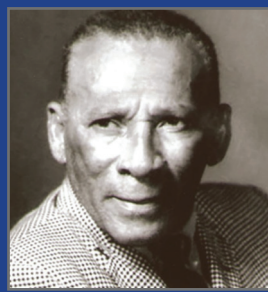
Violeta Parra



Ernesto Lecuona



Agustín Lara



Rafael Hernández  
Marín

# INDUCTEES

# 2013 INDUCTEES



Manuel Alejandro



Julio Iglesias



Jose Feliciano



Armando Manzanero



Jose Angel Espinoza  
"Ferrusquilla"



Concha Valdes  
Miranda

## 2013 POSTUMUS INDUCTEE



Roberto Cantoral

# INDUCTEES

# ABOUT THE LA MUSA AWARD



*Latin Songwriters Hall Of Fame's La Musa Award is given to each year's inductees and other special award recipients.*

*La Musa (The Muse) was originally sculpted by Florida artist Lee Burnham in 1954 of the late Cuban songwriter and poet, Elena Casals.*

*It has been re-sculpted as the official Latin Songwriters Hall of Fame award trophy by renowned Nashville artist Alan LeQuire.*



# LA MUSA



# LA HISTORIA DE 'LA MUSA' ELENA CASALS

*Mi madre, la compositora y poetisa cubana Elena Casals, fue una rubia maravillosa... alta y flaca, con unos labios y ojosos de estrella de cine que derretían a los hombres. Linda, graciosa y cariñosa, mi mamá fue siempre una artista primero, y nunca le importo el dinero. Lo único que quería en su vida... hasta su último momento... era escuchar sus boleros grabados por grandes artistas, Roberto Ledesma, Lucho Gatica y La Reina Del Bolero, Olga Guillot, quien le canto su canción "Doña Tristeza", la cual quedo grabada en su último disco. Esa canción también fue grabada recientemente por Concha Buika. Cuando mi madre entraba a cualquier cabaret en Miami, pianista y orquesta comenzaban a tocarle sus canciones. Cuando falleció en el año 2012, creció dentro de mí, el impulso de hacer algo para celebrar la vida y la música de todos los compositores Latinos como ella, y de ese modo, honrar su memoria.*

*Elena Casals fue una de las fundadoras de la Sociedad De Los Compositores y Autores Cubanos en el Exilio, junto al genio y gran personaje José Carbó Menéndez, y a una gran amiga de su juventud, de allá en La Habana... la compositora cubana Concha Valdes Miranda. Yo era el niño sentado en el borde de las escaleras, que no se quería ir a dormir cuando todos ellos se reunían en nuestra humilde casita, dada por el gobierno, para los pobres y los refugiados.*

*Cuando llegaban a visitarnos de Mexico, mi tía Olga, Olga Guillot la Reina del Bolero, con su entonces esposo, mi Tío Bebo Rodriguez, hermano de mi mamá, que cantaba en el famoso grupo vocal cubano Los Bucaneros, recuerdo que siempre se formaba tremenda descarga. Yo recuerdo los chistes, las risas entre tragos y cigarillos (cuando todavía era saludable fumar). Y también, cuando ellos estrenaban, ahí reunidos en casa, sus canciones por entonces nuevas, las mismas que hoy, son las clásicas... Nunca he olvidado como recitaban, lloraban, gritaban sus poesías patrióticas dedicadas a su isla añorada, Cuba... ese paraíso mitológico que perdieron. Todo esto fue sin duda, lo que inspiró al compositor en mí.*

*En el año 1954, la escultora Americana Lee Burnham.... esculpio La Musa , tomando como modelo a mi bella y bohemia mamá, quien en esos tiempos fue su Musa. LA MUSA, ha sido reesculpida, por el renombrado escultor originario de Nashville, Alan LeQuire, para ser el premio oficial de "El Pabellón de la Fama de los Compositores Latinos". El Premio "LA MUSA", se entregara cada año a los compositores hispanos, honrados y elegidos para ingresar a "El Pabellón de la Fama de los Compositores Latinos" en la ceremonia llamada: "LA MUSA AWARDS".*

*Así es que mi querida mamá Elena Casals... siempre fue y siempre será... "LA MUSA".*

*Desmond Child*



# PRESENTERS AND PERFORMERS



*Milton Rubén Laufer at the 2013 La Musa Awards above and 2014 artists below.*

Raúl Alarcón, Jr.  
Omar Alfano  
David Bisbal  
Claudia Brant  
Rafael Perez Botija  
Ismael Cala  
Jencarlos Canela  
Desmond Child  
Lolita De La Colina  
Erika Ender  
Luis Enrique

Emilio Estefan  
Gloria Estefan  
Everglades Legacy Choir  
Fernando Hernandez  
Zach Horowitz  
Natalia Jiménez  
Angel Lopez  
Beatriz Luengo  
Lucia Mendez  
Miguel  
Gabriel Mores

Ednita Nazario  
Rafael Negrete  
Ralph Peer II  
Rudy Pérez  
Marlow Rosado  
Gustavo Santaolalla  
Alejandro Sanz  
Jon Secada  
De La Torre  
Diego Torres  
Mauricio Zeilic

# ARTISTS



# TITLE SPONSOR

<b>Title Sponsor</b>	\$100,000.00
<b>“Presented By” Status</b>	Company name built into event title
<b>Category Exclusivity</b>	Yes
<b>Brand Integrated Into Gala</b>	Yes (i.e. sponsored award, etc.)
<b>Brand Signage at Gala Venue</b>	Yes
<b>30-second Video Spot Placement</b>	Runs during the Gala
<b>Two Gala Tables</b>	20 seats with VIP priority seating
<b>Full Page Ad Commemorative Program Book</b>	Back cover or inside cover
<b>Official LA MUSA Logo License</b>	For corporate marketing purposes
<b>LA MUSA and LSHOF Additional Activities</b>	First right of refusal on all
<b>Logo on Step &amp; Repeat Wall</b>	Prominent display over all sponsors
<b>Logo on Official Website - latinsonghall.org</b>	Yes
<b>Logo on Event Video Screens</b>	Yes
<b>Logo on Program Book Sponsor Listings</b>	Yes
<b>Logo on LatinSongHall.org eNewsletters</b>	Yes
<b>Listing as Title Sponsor Media Releases</b>	Yes
<b>Listing as Title Sponsor Social Networks</b>	Yes
<b>LSHOF Gift Bag Inclusion</b>	Yes

Latin Songwriters Hall of Fame mission is to educate, preserve, honor and celebrate the legacy of the greatest Latin songwriters from all over the world and their music in every genre while developing and inspiring new songwriters through workshops, showcases, scholarships and digital initiatives. Latin Songwriters Hall of Fame is a 501(c)3.

# SPONSORSHIPS

# DIAMOND SPONSOR

<b>Diamond Sponsor</b>	\$50,000.00
<b>Category Exclusivity</b>	Yes
<b>Brand Integrated Into Gala</b>	Yes (i.e. sponsored award, etc.)
<b>Brand Signage at Gala Venue</b>	Yes
<b>One Gala Table</b>	10 seats with VIP priority seating
<b>FULL Page Ad Commemorative Program</b>	Inside cover
<b>Official LA MUSA Logo License</b>	For corporate marketing purposes
<b>LA MUSA and LSHOF Additional Activities</b>	First right of refusal on all
<b>Logo on Step &amp; Repeat Wall</b>	Prominent placement
<b>Logo on Official Website - latinsonghall.org</b>	Yes
<b>Logo on Event Video Screens</b>	Yes
<b>Logo on Program Book Sponsor Listings</b>	Yes
<b>Logo on LatinSongHall.org eNewsletters</b>	Yes
<b>Listing as Diamond Sponsor Media Releases</b>	Yes
<b>Listing as Diamond Sponsor Social Networks</b>	Yes
<b>LSHOF Gift Bag Inclusion</b>	Yes

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# SPONSORSHIPS

# PLATINUM SPONSOR

<b>Platinum Sponsor</b>	\$25,000.00
<b>One Gala Table</b>	10 seats with VIP priority seating
<b>FULL Page Ad Commemorative Program</b>	Priority placement
<b>Official LA MUSA Logo License</b>	For corporate marketing purposes
<b>LA MUSA and LSHOF Additional Activities</b>	First right of refusal on all
<b>Logo on Step &amp; Repeat Wall</b>	Prominent display
<b>Logo on Official Website - latinsonghall.org</b>	Yes
<b>Logo on Event Video Screens</b>	Yes
<b>Logo on Program Book Sponsor Listings</b>	Yes
<b>Logo on LatinSongHall.org eNewsletters</b>	Yes
<b>Listing as Platinum Sponsor Media Releases</b>	Yes
<b>Listing as Platinum Sponsor Social Networks</b>	Yes
<b>LSHOF Gift Bag Inclusion</b>	Yes

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# SPONSORSHIPS

# GOLD SPONSOR

<b>Gold Sponsor</b>	\$10,000.00
<b>One Gala Table</b>	10 seats
<b>HALF Page Ad Commemorative Program</b>	Yes
<b>Official LA MUSA Logo License</b>	For corporate marketing purposes
<b>LA MUSA and LSHOF Additional Activities</b>	First right of refusal on all
<b>Logo on Step &amp; Repeat Wall</b>	Yes
<b>Logo on Official Website - latinsonghall.org</b>	Yes
<b>Logo on Event Video Screens</b>	Yes
<b>Logo on Program Book Sponsor Listings</b>	Yes
<b>Logo on LatinSongHall.org eNewsletters</b>	Yes
<b>Listing as Gold Sponsor in Media Releases</b>	Yes
<b>Listing as Gold Sponsor Social Networks</b>	Yes
<b>LSHOF Gift Bag Inclusion</b>	Yes

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# SPONSORSHIPS

# SILVER SPONSOR

<b>Silver Sponsor</b>	\$7,500.00
<b>One Gala Table</b>	10 seats
<b>Quarter Page Ad Commemorative Program</b>	Yes
<b>Official LA MUSA Logo License</b>	For corporate marketing purposes

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# SPONSORSHIPS



## EVENT & BRAND SPONSORSHIP OPPORTUNITIES



### **Sponsorship Opportunities:**

Betsy Perez, Executive Director  
Email: [betsy@latinsonghall.com](mailto:betsy@latinsonghall.com)  
Telephone: 305-794-4020

### **LSHOF Commemorative Program Book Ads & Specs:**

Chick Ciccarelli, Senior Art Director  
Email: [cc@latinsonghall.com](mailto:cc@latinsonghall.com)  
Toll Free: 844-509-1200

# SPONSORSHIPS