

DESTON ENTERTAINMENT & BULLSEYE PRODUCTIONS



# LA MUSA AWARDS

LATIN SONGWRITERS HALL OF FAME  
7TH ANNUAL INDUCTION GALA

**Thursday, October 24th, 2019**

HONORS • SPECIAL PERFORMANCES • GALA EVENING CELEBRATION





## OUR MISSION

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.

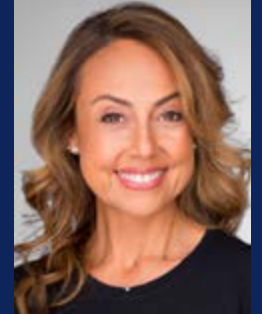
Latin Songwriters Hall Of Fame was founded by Desmond Child & Rudy Pérez under the auspices of the Songwriters Hall Of Fame in New York. Desmond and Rudy were inspired to create the LSHOF for the same reasons the Recording Academy created LARAS: to create an organization exclusively devoted to recognizing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



**Desmond Child**  
Chairman Emeritus



**Rudy Pérez**  
Chairman/CEO



**Delia Orjuela**  
President



## AWARDS GALA

Each year the Latin Songwriters Hall of Fame inducts a slate of songwriters (voted on by the membership) at the annual LA MUSA AWARDS Induction Gala.

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.



**LATIN  
MUSIC'S  
BIGGEST  
STARS**





# 2019 INDUCTEES



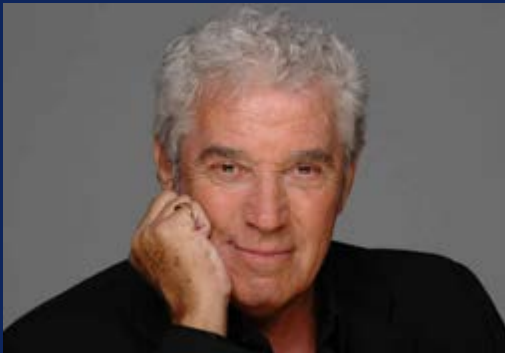
Willie Colón (Puerto Rico)



Armando Larrinaga (Cuba)



Ivy Queen (Puerto Rico)



Chico Novarro (Argentina)



Michael Sullivan (Brazil)

***...and many Honoree Award recipients, celebrity presenters,  
incredible performers and special guests.***

(To be announced)

# PARTICIPATE

## 2019 LA MUSA AWARDS® TICKETS



[BUY TICKETS](#)

## 2019 LA MUSA AWARDS® SPONSORSHIPS



[BECOME A SPONSOR](#)

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## 2019 LA MUSA AWARDS® PROGRAM ADVERTISING



### CONGRATULATE YOUR FAVORITE HONOREE!

Back Cover: (8.5" x 11") \$5,000  
Inside Front Cover: (7.5" x 10") \$3,750  
Inside Back Cover: (7.5" x 10") \$3,750  
Double-Page: (16" x 10") \$3,750  
Full-Page: (7.5" x 10") \$2,500  
Half-Page: (7.5" x 4.875") \$1,250  
Quarter-Page: (7.5" x 2.375") \$750

**Ad space sales close Friday, Sept 14th, 2019**  
**Artwork deadline is Friday, Sept 14th, 2019**

[RESERVE AD SPACE](#)

# COVERAGE

**ANNUAL MEDIA IMPRESSIONS 95,239,051**

**ADDITIONAL MEDIA IMPRESSIONS ANTICIPATED 10,000,000**

## MEDIA OUTLETS

### Television: (National and Local)

Univision  
Azteca America  
Telemundo  
Uni Más  
America TV  
Mega TV  
CNN Latino  
CNN En Español  
MTV Tr3s  
LATV  
Mundo Fox  
NTN24  
American Latino TV  
Mun2

### Print/Wires:

Billboard  
El Diario NY  
La Raza  
La Opinión  
Hoy  
EFE  
AP  
Notimex  
Reuters  
People En Español  
Latina  
Miami Herald  
El Nuevo Herald  
La Voz  
El Tiempo Libre

### Online:

Univision.com  
Terra.com  
Telemundo.com  
VarietyLatino.com  
Latina.com  
Billboard.biz  
MonitorLatino.com  
Billboardenespanol.com  
Impre.com (National)  
ViveloHoy.com  
MSNLatino.com  
HuffingtonPost.com (Voces)



# SPONSORS





# SPONSORSHIPS/TICKETS

## PLATINUM SPONSOR | \$100,000

- Title Sponsor Status
- Category Exclusivity
- Brand Integrated Into Gala
- Brand Signage at Gala Venue
- 30-second Video Spot Placement
- Two Gala Tables - 20 seats with VIP seating
- Full Page Ad Commemorative Program Book (Back cover or inside cover)
- LSHOF Gift Bag Inclusion
- Logo on Step & Repeat Wall
- Logo on Official Website
- Logo on Event Video Screens
- Logo on Program Book Sponsor Listings
- Listing as Title Sponsor in Media Releases
- Social Media Mentions

## GOLD SPONSOR | \$50,000

- Brand Integrated Into Gala
- Brand Signage at Gala Venue
- One Gala Table- VIP seating
- Full Page Ad Commemorative Program Book
- LSHOF Gift Bag Inclusion
- Logo on Step & Repeat Wall
- Logo on Official Website
- Logo on Event Video Screens
- Logo on Program Book Sponsor Listings
- Listing as Sponsor Media Releases
- Social Media Mentions

## SILVER SPONSOR | \$25,000

- One Gala Table - VIP seating
- Full Page Ad Commemorative Program Book
- LSHOF Gift Bag Inclusion
- Logo on Step & Repeat Wall
- Logo on Official Website
- Logo on Event Video Screens
- Logo on Program Book Sponsor Listings
- Social Media Mentions

## BRONZE SPONSOR | \$15,000

- One Gala Table
- Half Page Ad Commemorative Program Book
- LSHOF Gift Bag Inclusion
- Logo on Official Website
- Logo on Event Video Screens
- Logo on Program Book Sponsor Listings
- Social Media Mentions

## VIP GALA DINNER TABLE SEATS | \$750 - \$1,000

## GENERAL ADMISSION TICKETS | \$38 - \$125

## CONTACT

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**Betsy Pérez**  
Executive Director

# LA MUSA AWARDS

LATIN SONGWRITERS HALL OF FAME  
7TH ANNUAL INDUCTION GALA

HONORS • SPECIAL PERFORMANCES • GALA EVENING CELEBRATION

*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.*

**Thursday, October 24th, 2019**

James L. Knight Center  
Miami, Florida



[www.latinsonghall.org](http://www.latinsonghall.org)

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*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.*