

DESTON ENTERTAINMENT & BULLSEYE PRODUCTIONS



LA MUSA AWARDS®

LATIN SONGWRITERS HALL OF FAME
10TH ANNIVERSARY SPECIAL

Thursday, October 13, 2022
Hard Rock Hotel, Hollywood, Florida



2022 LA MUSA AWARDS® LATIN SONGWRITERS HALL OF FAME SETS GLOBAL PARTNERSHIP WITH HARD ROCK INTERNATIONAL

BILLBOARD MAGAZINE

In celebration of their alliance, the Board of Directors has revealed the 10th ANNIVERSARY LA MUSA AWARDS, which honors the world's greatest Latin music creators and their memorable songs, will take place on October 13, 2022, at the Hard Rock Live Theater at the Seminole Hard Rock Hotel & Casino in Hollywood, Fla.

"This is a thrilling development, we are so proud to share with our community," said LSHOF chairman and co-founder, Rudy Pérez in a statement. "We look forward to a successful and rewarding partnership with the Hard Rock family for many years to come."

Desmond Child, chairman emeritus and co-founder, added: "In a fast-moving world of colleagues and competitors, LA MUSA AWARDS is a unifying force where we can all acknowledge, pay tribute to and inspire one another."

The world's first-ever guitar-shaped hotel is the new home to the reputable ceremony that has recognized the greatest composers, lyricists, musicians, and artists in the history of Latin music over the years, honoring artists such as Gloria Trevi, Chucho Valdés, Ivy Queen and Willie Colón, to name a few.

"This new chapter in the history of our organization invigorates us with hope and strength to continue celebrating the greatness of Latin music," LSHOF president, Delia Orjuela stated. "Together with Hard Rock International, a company that resonates powerfully within the entertainment industry, we will be able to make LA MUSA AWARDS an even more extraordinary event worthy of the great artists who year after a year graces the Latin Songwriters Hall of Fame."





OUR MISSION

The 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



LA MUSA 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

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 - VIP seating (20)
- 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 (10)
- 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 (10)
- 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 (10)
- 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 | \$1,000

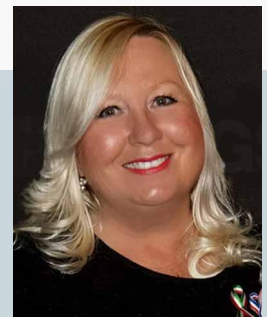
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Betsy Pérez
Executive Director

PARTICIPATE

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[BECOME A SPONSOR](#)

2022 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 9th, 2022
Artwork deadline is Friday, Sept 16th, 2022

[RESERVE AD SPACE](#)

LA MUSA AWARDS®

LATIN SONGWRITERS HALL OF FAME
10TH ANNIVERSARY SPECIAL

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 13, 2022
Hard Rock Hotel, Hollywood, Florida



www.latinsonghall.org

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.

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