



Latin Songwriters

HALL OF FAME

LatinSongHall.org

LATIN SONGWRITERS HALL OF FAME

INAUGURAL GALA EVENT

IN ASSOCIATION WITH

billboard

AT THE NEW WORLD CENTER MIAMI BEACH

Black Carpet Gala April 23, 2013 at 6:00pm

VIP Dinner, Drinks & Descarga Immediately after the show.

For tickets visit latinsonghall.org



RUBEN BLADES
NATALIE COLE
DRACO ROSA
NATALIA JIMENEZ
RICKY MARTIN
BUIKA

& MANY MORE SURPRISES



THE AWARD

LA MUSA



Latin Songwriters
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Latin Songwriters Hall Of Fame's La Musa Award will be given to each year's 5 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.

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LATIN SONGWRITERS HALL OF FAME FOUNDERS RUDY PEREZ & DESMOND CHILD

The 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 every genre while developing and inspiring new songwriters through workshops, showcases, scholarships and digital initiatives.

The 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, Grammy Awards, created LARAS: to create an organization exclusively devoted to recognizing and spotlighting the artistic achievements of Latin music makers. We have plans to create an interactive Museum and traveling exhibits to reach communities all over the world. We will also offer showcases, workshops, master classes, virtual songwriting courses as well as an international songwriting contest.

The Founders

DESMOND CHILD, Emmy Award nominee and Grammy Award winner, is one of music's most accomplished hitmakers having written and/or produced over 70 Top 40 singles with 300 million albums sold worldwide in a career that has spanned

over 4 decades. Child's collaborations include: Bon Jovi - "Livin' On A Prayer" & "You Give Love A Bad Name", Aerosmith - "Dude Looks Like A Lady" & "Angel", Ricky Martin - "Livin' La Vida Loca" & "La Copa De La Vida", Katy Perry - "Waking Up In Vegas," KISS - "I Was Made For Lovin' You", Cher - "Just Like Jesse James", Alice Cooper - "Poison", Carrie Underwood "Inside Your Heaven," Garth Brooks & Tricia Yearwood - "Where Your Road Leads", Kelly Clarkson - "Before Your Love", and also Faith Hill's "Theme Song for NBC Sunday Night Football". In 2008, Desmond Child was inducted into the Songwriters Hall Of Fame.

RUDY PEREZ, International Song writer, Producer. During the last 30 years, he has composed over 1,000 songs with over 300 of them having been #1 or top ten hits. He has written and produced tracks for artists including Beyonce, Julio Iglesias, Christina Aguilera, IL Divo, Michael Bolton, Luis Miguel, Jose Feliciano, Marc Anthony, Jon Secada, Cyndi Lauper, Roberto Carlos, Los Temerarios, Juan Gabriel, Alejandro Fernandez, Marco Antonio Solis, Luis Fonsi and Natalie Cole among many others. He is the first Latin record producer to win the Billboard Hot Latin Tracks Producer of the Year for four consecutive years. Perez has also been awarded ASCAP's Songwriter of The Year 5 times. In 2010 Billboard Magazine named Rudy "Producer of the

Decade" for having more #1 and top Ten Hits chart from 2000 to 2010, more than any other Latin Producer in their history. Perez has received over 400 gold and platinum albums awards, and his works have been nominated for 19 Grammy Awards, with five wins.

Formation

October 18th, 2012 was an historic day... the first Nominating Committee and Board Of Directors meetings took place at The Marlin Hotel in Miami Beach and Latin Songwriters Hall Of Fame was born.

Singers, songwriters, producers, recording engineers, music publishers, performing rights organization representatives, artist managers, as well as music and television business executives all came together for this momentous occasion and volunteered for all the hard work ahead of us to create something all Latins around the world will really be proud of that will stand the test of time. This noble cause is of great importance to Latin culture and future generations because Latin Songwriting has been going on even before Christopher Columbus stepped foot on American soil. To a Latin Composer being inducted into the Hall of Fame is like winning the Nobel Prize. Their body of work and legacy will be forever immortalized.

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LSHOF OFFICERS AND EXECUTIVE COMMITTEE

Desmond Child, Chairman/CEO
Rudy Perez, President
Claudia Brant, SVP
Mauricio Abaroa, SVP
Marco Bissi, CFO
Greg McBowman, Treasurer
Betsy Perez, Secretary
Dario Carnevale, Chief Legal Officer
Olga Maria Touzet Guillot, Vice-Chair of the Nominating Committee
John LoFrumento, B.O.D. of the Songwriters Hall Of Fame
Linda Moran, B.O.D. of the Songwriters Hall Of Fame
Karen Sherry, B.O.D. of the Songwriters Hall Of Fame

BOARD OF DIRECTORS

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Vicente Betancourt
Marco Bissi
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Karen Sherry
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Michel Vega
Jeff Young
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LSHOF EXECUTIVE BOARD

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Giancarlo Guerrero
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Hartwig Masuch
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Ralph Peer II
Phil Ramone

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Seymour Stein
Billy Steinberg
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Diane Warren
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SOBODAYCOM (Bolivia)
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NICAUTOR (Nicaragua)
APDAYC (Peru) Armando Masse
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ASCAP (United States) Alexandra Lioutikoff (Co-Vice-Chairman)
BMI (United States) Delia Orjuela (Co-Vice-Chairman)
SESAC (United States) J.J. Cheng
AGADU (Uruguay) Gustavo Vignoli
SACVEN (Venezuela) Rafael Farinas / Valentin Caruci

The Latin Songwriters Hall Of Fame 2013 Inductees

Manuel Alejandro

(Spain)



Jose Angel "Ferrusquilla"

(Mexico)

Jose Feliciano

(Puerto Rico)



The Latin Songwriters Hall Of Fame 2013 Inductees



**Julio
Iglesias**

(Spain)

**Armando
Manzanero**

(Mexico)



**Concha Valdez
Miranda**

(Cuba)

Diamond Sponsor



Jeancarlos Canela



Prince Royce

100,000

- Complete brand integration.
- Featured Sponsor on all pre & post public Relations Initiatives.
- Promotional (all event related appearances, promotions, events, etc.) Advertising (outdoor media such as billboards, branded collateral distributed at all events. Inclusion on the step and repeat background.
- Radio (featured sponsor highlight in all radio spots distributed throughout all selected stations.)
- TV (highlight in selected TV Campaigns)
- Print (featured sponsor logo & URL inclusion in selected articles and ads including Inaugural Program)
- On location (marketing graphics throughout venues as allowed by management, collateral, etc. (Sponsor must provide Graphics & Materials and/or collateral.)
- Premium VIP Seating (16 VIP Tickets for award show and VIP after party)
- Meet & Greet reception Reception with Artists
- Event Tickets (10 General Admission) to use for contests, raffles, etc.
- Banner & URL Inclusion on the Latin Song Writers Hall of Fame Mobile Application
- Complimentary Valet Parking
- ** If car dealership, featured parking for display vehicles in front of box office at entrance of venue.

Platinum Sponsor



Edgar Ramirez



Jose Feliciano

65,000

- Complete brand integration.
- Featured Sponsor on all pre & post public Relations Initiatives.
- Promotional (all event related appearances, promotions, events, etc.) Advertising (outdoor media such as billboards, branded collateral distributed at all events. Inclusion on the step and repeat background.
- Radio (featured sponsor highlight in all radio spots distributed throughout all selected stations.)
- TV (highlight in selected TV Campaigns)
- Print (featured sponsor logo & URL inclusion in selected articles and ads including Inaugural Program)
- On location (marketing graphics throughout venues as allowed by management, collateral, etc. (Sponsor must provide Graphics & Materials and/or collateral.)
- Premium VIP Seating (10 VIP Tickets for award show and VIP after party)
- Meet & Greet reception Reception with Artists
- Event Tickets (8 General Admission) to use for contests, raffles, etc.
- Banner & URL Inclusion on the Latin Song Writers Hall of Fame Mobile Application
- Complimentary Valet Parking
- ** If car dealership, featured parking for display vehicles in front of box office at entrance of venue. (if available)

Gold Sponsor



Nat King Cole



Jon Secada

27,500

- Highlighted Sponsor on all pre & post Public Relations initiatives
- Featured Sponsor on all pre & post public Relations Initiatives.
- Promotional (all event related appearances, promotions, events, etc.) Advertising (outdoor media such as billboards, branded collateral distributed at all events. Inclusion on the step and repeat background.
- Radio (featured sponsor highlight in all radio spots distributed throughout all selected stations.)
- TV (highlight in selected TV Campaigns)
- Print (featured sponsor logo & URL inclusion in selected articles and ads including Inaugural Program)
- On location marketing graphics throughout venues as allowed by management, collateral, etc. (Sponsor must provide Graphics & Materials and/or collateral.)
- Premium VIP Seating (10 VIP Tickets for award show and VIP after party)
- Meet & Greet reception Reception with Artists
- Event Tickets (8 General Admission) to use for contests, raffles, etc.
- Banner & URL Inclusion on the Latin Song Writers Hall of Fame Mobile Application
- Complimentary Valet Parking
- ** If car dealership, featured parking for display vehicles in front of box office at entrance of venue. (if available)

Silver Sponsor



Lucie Arnaz



Desi Arnaz

20,000

- Highlighted Sponsor on all pre & post Public Relations initiatives
- Featured Sponsor on all pre & post public Relations Initiatives.
- Promotional (all event related appearances, promotions, events, etc.) Advertising (outdoor media such as billboards, branded collateral distributed at all events. Inclusion on the step and repeat background.
- Radio (featured sponsor highlight in all radio spots distributed throughout all selected stations.)
- TV (highlight in selected TV Campaigns)
- Print (featured sponsor logo & URL inclusion in selected articles and ads including Inaugural Program)
- On location marketing graphics throughout venues as allowed by management, collateral, etc. (Sponsor must provide Graphics & Materials and/or collateral.)
- Premium VIP Seating (10 VIP Tickets for award show and VIP after party)
- Meet & Greet reception Reception with Artists
- Event Tickets (8 General Admission) to use for contests, raffles, etc.
- Banner & URL Inclusion on the Latin Song Writers Hall of Fame Mobile Application
- Complimentary Valet Parking

Bronze Sponsor



John Stamos



Los Temerarios

15,000

- Highlighted Sponsor on all pre & post Public Relations initiatives
- Featured Sponsor on all pre & post public Relations Initiatives.
- Promotional (all event related appearances, promotions, events, etc.) Advertising (outdoor media such as billboards, branded collateral distributed at all events. Inclusion on the step and repeat background.
- Radio (featured sponsor highlight in all radio spots distributed throughout all selected stations.)
- TV (highlight in selected TV Campaigns)
- Print (featured sponsor logo & URL inclusion in selected articles and ads including Inaugural Program)
- On location marketing graphics throughout venues as allowed by management, collateral, etc. (Sponsor must provide Graphics & Materials and/or collateral.)
- Premium VIP Seating (6 VIP Tickets for award show and VIP after party)
- Meet & Greet reception Reception with Artists
- Event Tickets (4 General Admission) to use for contests, raffles, etc.
- Banner & URL Inclusion on the Latin Song Writers Hall of Fame Mobile Application
- Complimentary Valet Parking

Sponsor Package

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TUESDAY, APRIL 23, 2013

NEW WORLD CENTER MIAMI BEACH



Advertising Schedule

Advertising for the event will encompass Miami-Dade, Broward and part of Palm Beach County.

	Radio	TV	Social Media
March	<ul style="list-style-type: none"> • DJ 106.7 • El Zol 95.7 • Zeta 92 • Cima 106.3 	<ul style="list-style-type: none"> • Megatv 	<ul style="list-style-type: none"> • Facebook • Twitter • YouTube • Pinterest
April	<ul style="list-style-type: none"> • DJ 106.7 • El Zol 95.7 • Zeta 92 • Cima 106.3 	<ul style="list-style-type: none"> • Megatv 	<ul style="list-style-type: none"> • Facebook • Twitter • YouTube • Pinterest

** Advertising schedules are subjects to change without notice





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SOCIAL FINITY

standout

For Sponsorship Opportunities Contact:

William Schimensky

william@socialfinity.com

Candice Heyaime

candice@socialfinity.com

(718) 207-5433