



Latin Music Awards KY

Celebrating & Awarding the best Latin music artists in Kentucky

Sixth Edition - 2024

Purpose

- This unique event & program in Kentucky aims to celebrate Hispanic music, Hispanic culture, diversity, and inclusion.
- Connect and expand with a multicultural and diverse audience
- Connect with new and upcoming Hispanic artists and business professionals in Kentucky
- Continue promoting and supporting Latin artists & culture in Kentucky

- For the Sixth year in a row, we will be recognizing the best Latin music artists in the state of Kentucky.
- In this Sixth edition, we will continue providing an inclusive, fun, and multicultural environment that will bring together diverse people of all ages, cultures, and backgrounds to celebrate, support and recognize the best Latin artists in Kentucky.
- We want to showcase our state as a multicultural destination and exciting place to live, work and celebrate diversity and inclusion

5th Edition - Recap 2023

Venue	Bourbon Hall
Date	Saturday, Sept 16th, 2023
Categories	16 Music Categories
Artists	60+ Artists nominated
Media	8 media partners
Attendees	900+ people
Live Performances	12 Artists

Provided:

12 Partial Scholarships for students at University of Louisville, Bellarmine University and Jefferson Community College

Donations to:

- La Casita Center (NonProfit)
- Adelante (Non-Profit)

Partners:

27 Companies

Digital /Media:

3 million + reached

Winners 2023

1 - Best Latin Artist
YAPA

2 - Best New Latin Artist
Marco FV

3 - Best Female Latin Artist
Magda Sanchez

4 - Best Salsa Band
Mash flow

5 - Best Latin Song
Sin Preguntar by Precious Perez

6 - Best Latin Christian Artist
Giovani

7 - Best Mariachi Band
Mariachi Sensacion

8 - Best Latin Jazz Artist
Kiko Sebrian

9 - Best Latin Music Video
Cansado de Vagar by Luis Guarini

10 - Best Tropical Artist
La Onda

11 - Best Latin Urban Artist
El Dominante

12 - Best Norteño/Regional
Mayito Palma

13 - Best Latin Music Producer
Emir Rojas

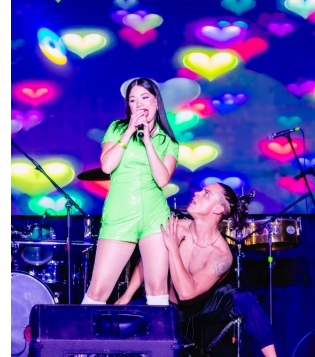
14 - Best Latin Album
LOTUS by Yariel

15 - Best Latin DJ
DJ all sensation, DJ seizure and DJ Kriss

16 - Best Latin Classical Music Artist
D'sisters

Some pictures from 2023





Some pictures from Red Carpet 2023



Sixth Edition
Latin Music Awards KY
2024



Audience: People who live in the state of Kentucky, Indiana, And Ohio

Date: Saturday, Sept 21 2024 - during Hispanic Heritage Month

Time: 8pm

Venue: Fourth Street Live - 411 S 4th St, Louisville, KY 40202

Official Website: www.latinmusicawardsky.com

PROGRAM 2024

- **7PM to 8PM - Red Carpet** (at 4th street live)
- **8PM to 10PM - Awards Ceremony** (at 4th street live), more than 60 Latin Artists nominated, live performances, awards, recognitions, scholarships
- **10PM to 11PM - Frankie Ruiz Jr. Concert** (at 4th street live)
- **11PM to 3AM - Official After Party** (Second Floor of 4th street live -The tavern)
Dance with International DJs, live Salsa Band and special performances.

Frankie Ruiz Jr. Concert

- Frankie Ruiz, Jr. will be performing a full concert with his live salsa band at the Latin Music Award KY - 6th edition
- Frankie Ruiz, Jr. is a star in the world of salsa music, following in the footsteps of his legendary father, Frankie Ruiz. With a voice that echoes the passion and energy of the classic salsa era, Frankie Jr. has captivated audiences around the world with his electrifying performances and soulful interpretations of world salsa classic hits such as [TU CON EL, DESNUDATE MUJER, DESEANDOTE, LA RUEDA](#) and many more. All original songs of Frankie Ruiz.



Awards, Red Carpet & Live Performances

Fourth Street Live - 411 S 4th St, Louisville, KY 40202



Official After Party

The sport and social club (2 floor TAVERN - *Indoor venue - Fourth Street Live*)



CONFIRMED CATEGORIES TO AWARD in the third edition
16 CATEGORIES, several nominees for each category

- Best Salsa Band
- Best Latin Urban Artist
- Best Female Latin Artist
- Best Latin Jazz Artist
- Best Latin Producer/Composer
- Best Latin Christian Artist
- Best Norteno/Regional Artist
- Best Tropical Band
- Best Latin Music Video
- Best Latin Song
- Best Latin DJ
- Best Latin Artist
- Best New Latin Artist
- Best Mariachi Band
- Best Album



The Latin Music Awards Kentucky will award 12 scholarships

12 Latino students will receive partial scholarships at the University of Louisville, Bellarmine University, and Jefferson Community College.



The Latin Music Awards Kentucky will continue to support:

Two local Hispanic nonprofit organizations in
Kentucky

LA CASITA CENTER <http://www.lacasitacenter.org/>
ADELANTE Hispanic Achievers <https://adelanteky.org/>



Exclusive Diamond Sponsorship Package
\$5,000 dollars

Includes the following:

Exclusivity

- Exclusive sponsorship means that no other company offering similar products or services in your area will sponsor the LMAKY.

Exclusive Complimentary tickets

- 1 VIP table for 10 people for the awards ceremony & concert.
 - 1 VIP table for 10 people for the after party.

(This does not include any beverages or food which it can be purchased separately at the venue)

It also includes the following:

The day of the event

- As the official exclusive diamond sponsor of the Latin Music Awards KY 2024, your company will be mentioned several times on the stage during the event.
- Moreover, your company will have the opportunity for company representatives to **make remarks on stage and present one award that evening.**
- Your company logo will also be displayed on a large screen at the venue
- This will give your company excellent visibility and exposure to the audience.



Music Scholarship

- Additionally, your company will have the opportunity to **award two music scholarship to two of our recipients**. We can name the scholarship 'Company Name - Scholarship' or choose a name that you think works best. This comes at no extra cost to you!

Red Carpet

- Your company's logo will be featured on the step and repeat backdrop of the red carpet and on the official stage awards pictures. These will be displayed on all of our media outlets



Exclusive Brand Customization

- We can incorporate any digital media strategy that your company would like to implement, both our digital channels, on site and beyond. This includes exclusive social media posts and other marketing materials.
- Your company can also provide merchandise for our volunteers, artists, VIP tables, etc., which can be utilized as official marketing materials. This will create an authentic brand connection and enhance the overall attendee experience.
- Furthermore, we can collaborate to customize any other on site brand activation before or on the day of the event.

Digital Marketing

- Your company logo will also be displayed as the **official exclusive diamond sponsor** on the event's website.
- **We will create exclusive digital post (flyers, videos, etc.,)** to promote your brand in all our digital media outlets
- Furthermore, your logo will feature in all marketing materials, such as flyers, posters, and social media channels (Facebook, Instagram, Twitter & Youtube) leading up to and on the day of the event.
- In addition, your company will receive media mentions across all of our digital media channels, media partners further enhancing your brand's visibility and reputation.

- Company logo will be on awards official pictures, they will be displayed on all our social media platforms and media partners.
- In addition, they will be shared on multiple digital media sites after the event.
- Your company logo will be showed/mentioned in our media outlets, media outlets and other partners for the entire media and marketing campaign until the day of the event, during press releases, interviews, and more

Press conference

- The press conference will be held a week before the awards ceremony.
- Your company name and logo will be displayed there
- Company representatives can talk on stage for media interviews.
- Additionally, your company can offer any merchandise for the media conference

With this package, we are committed to working together to ensure the best possible brand positioning and engagement with our audience before, during, and after the event!



For more information

Send us an email at

president@latinmusicawardsky.com

or call us at 502-507-2210

www.latinmusicawardsky.com