



# 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

# Recap 2023 - 5th Edition

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

## **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**

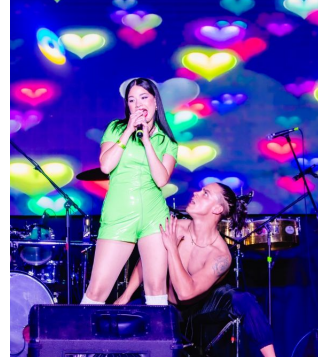
14 - Best Latin Album  
**LOTUS by Yariel**

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, Ohio, and Indiana

**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](http://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/>



**Platinum Sponsorship Package**  
**\$3,000 dollars**

**Includes the following:**

# 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 platinum 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 a music scholarship to one 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 platinum 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 can 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](mailto:president@latinmusicawardsky.com)

or call us at 502-507-2210

[www.latinmusicawardsky.com](http://www.latinmusicawardsky.com)