



25TH ANNUAL LATIN GRAMMY AWARDS® CELEBRATION

2024 PROGRAMS & PLATFORMS

TABLE OF CONTENTS

THE LATIN RECORDING ACADEMY®

EVENTS & PLATFORMS

AUDIENCE & ENGAGEMENT

LEVERAGING PARTNERSHIP



THE LATIN RECORDING ACADEMY®

Established as the global authority on Latin music, the most revered standard of excellence, and the world's leading member-based society of Latin music professionals, we work year-round to foster a more inspiring world for creators.

International
NON-PROFIT
organization

Reputable
VOTING
process

YEAR-ROUND
experiential & digital
programming

Members across
43 COUNTRIES
singers, producers,
engineers and more



LATIN GRAMMY SIZZLE REEL



Please click [here](#) to watch the 24th Annual Latin GRAMMY Awards® Sizzle Reel

TABLE OF CONTENTS

THE LATIN RECORDING ACADEMY®

EVENTS & PLATFORMS

AUDIENCE & ENGAGEMENT

LEVERAGING PARTNERSHIP



EVENTS & PLATFORMS

IN-MARKET

LATIN GRAMMY®
SESSIONS



DE&I INITIATIVES

LEADING LADIES
OF ENTERTAINMENT



PHILANTHROPY

LATIN GRAMMY®
CULTURAL FOUNDATION



INNOVATION

SOCIAL & DIGITAL
PLATFORMS



TENTPOLE EVENTS

LATIN GRAMMY®
WEEK



25TH ANNIVERSARY

The Latin Recording Academy is celebrating its milestone 25th Anniversary and the transformation of the Latin music landscape since its inception. The Latin GRAMMYs has become a global event and the broadcast of the awards consistently ranks among the highest-rated in the eighty countries where it is aired. As a testament to the substantial growth of Latin Music, the 25th Annual Latin GRAMMY Awards will recognize 56 categories honoring excellence, 16 categories more than its first edition.

The Road to the landmark 25th Annual Latin GRAMMY Awards

will consist of events across the globe including Acoustic Sessions, Ancillary Events and bespoke Digital Content. In addition, The Biggest Night in Latin Music will mark the culmination of a week of activities and events attended by artists, Academy members, industry VIPs and worldwide press.

In celebration of the 25th Anniversary we wanted to return to the city we call home, where The Latin Academy's journey commenced, and headquarters remain. This November the 14th, we are coming back to:

MIAMI, FL



Watch the reveal of **Miami, FL** as the 2024 Host City



LATIN GRAMMY® ACOUSTIC SESSIONS

EVENT CONCEPT

Our Latin GRAMMY® Sessions are intimate concerts showcasing Latin GRAMMY artists at distinctive locations around the world. In 2024, The Latin Recording Academy® will bring these unique music showcases back to the United States for the first time since the pandemic, as a celebration of the 25th anniversary milestone.

PAST TALENT

Juanes, Carlos Vives, Camilo, Becky G, Maluma, Alejandro Sanz, Franco de Vita, Jesse & Joy

CONFIRMED 2024 LOCATIONS

- Malaga, Spain – May 2024
- Los Angeles, CA – October 2024



Watch the **2022** Latin GRAMMY Acoustic Session in **Madrid, Spain**

LEADING LADIES OF ENTERTAINMENT

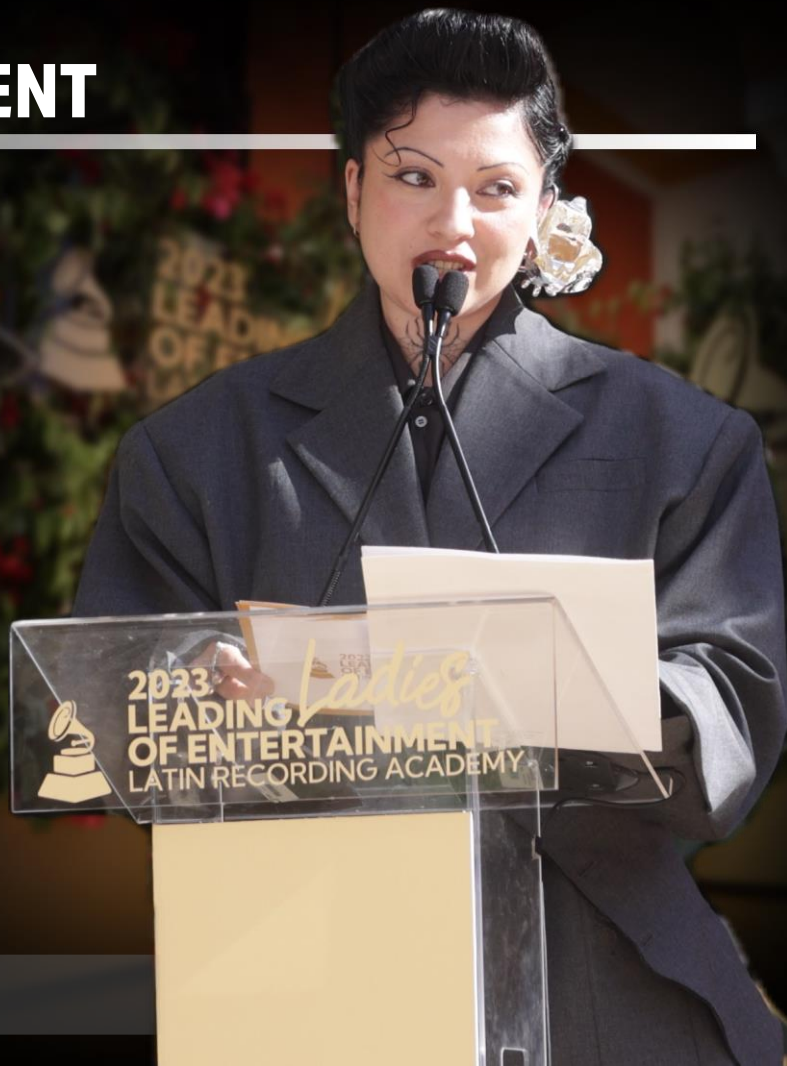
EVENT CONCEPT

Leading Ladies of Entertainment is an initiative which recognizes professional, socially conscious women within the arts and Latin entertainment fields who have made indelible contributions to their industry.

The event celebrates female leaders and creates opportunities for the next generation of women in entertainment through the creation of female-specific scholarship.

PAST HONOREE EXAMPLES

Kany Garcia, Janina Rosado, Rocio Guerrero, Rosa Lagarrigue, Selena Gomez and Becky G, Erika Ender, Leila Cobo , Rebeca Leon, to name a few.



Watch a short sizzle of the **2023 Leading Ladies** event

LATIN GRAMMY CULTURAL FOUNDATION®

The Foundation promotes and supports positive impact through music by providing educational scholarships, fellowships, grants and in-kind donations of musical instruments to schools in need

SCHOLARSHIPS & GRANTS

In 2024, the LGCF will award 44 scholarships, including the Prodigy Scholarship in partnership with Sebastian Yatra.

LATIN GRAMMY IN THE SCHOOLS™

The LGCF provides grants to support researchers, scholars, non-profit organizations and institutions and increase opportunities.

DIGITAL & SOCIAL CONTENT

The team works year-round, on a global scale to deliver creative high-quality content showcasing unique partnerships and initiatives.

\$7.6M+

Awarded in
scholarships to
date

34K+

students to date have
benefited from LGCF

\$700K+

in instruments donated
to schools in U.S. &
LatAm



LATIN GRAMMY
CULTURAL FOUNDATION
LATIN RECORDING ACADEMY



CONTENT & INNOVATION

DIGITAL CONTENT OPPORTUNITIES

BEHIND THE MUSIC



GRWM for the
Latin GRAMMYs



¿Dónde Está
Mi Latin GRAMMY?



Nominee
Diaries Series



25th Anniversary
Memorable
Moments



Category
In a Flash



Nominations
Announcement
Livestream



Best New Artist
Showcases
Livestream



Latin GRAMMY
Sessions
Livestream

DIVERSITY & INCLUSION



Leading Ladies of
Entertainment
Profiles



Leading Ladies
Mentorship Program



Al Ritmo
Afro-latino



Voces De
Orgullo



TikTok
Diversity Panel

MUSIC IN EDUCATION



Scholar Journey



Master
Series



Get to know your
Person of the Year



LATIN GRAMMY® WEEK

SIGNATURE EVENTS



GIFT LOUNGE



SPECIAL AWARDS



LEADING LADIES OF
ENTERTAINMENT



NOMINEE
RECEPTION



BEST NEW ARTIST
SHOWCASE



LATIN GRAMMY®
IN THE SCHOOLS



PERSON OF THE
YEAR GALA



PREMIERE
CEREMONY



RED CARPET



LATIN GRAMMY®
AWARDS



LATIN GRAMMY®
OFFICIAL PARTY



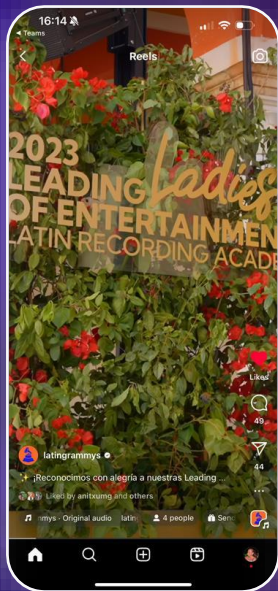
LATIN GRAMMY® WEEK

AS SEEN BY OUR AUDIENCE

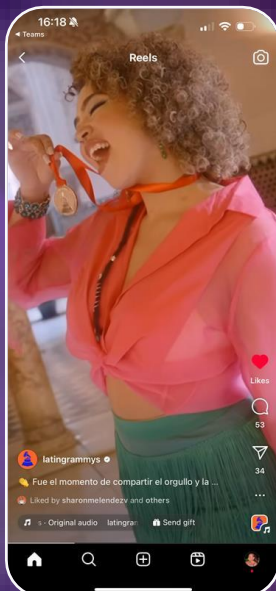
SPECIAL AWARDS



LEADING LADIES



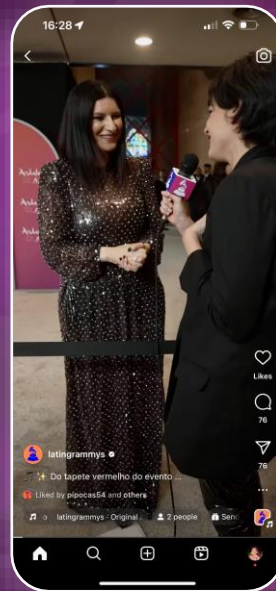
NOMINEE RECEPTION



BEST NEW ARTIST



PERSON OF THE YEAR



LATIN GRAMMY AWARDS®



TABLE OF CONTENTS

THE LATIN RECORDING ACADEMY®

EVENTS & PLATFORMS

AUDIENCE & ENGAGEMENT

LEVERAGING PARTNERSHIP



SOCIAL & DIGITAL

SOCIAL PLATFORM STATISTICS

#1 Most social Spanish-language Entertainment program in the US
year-to-date (1/1/23-11/17/23)

#LatinGRAMMY

Most mentioned worldwide by X (Twitter)
audiences during the telecast
with 66% of all conversation.

10.8M

Interactions

3.3M

Video Views

Globally during the show (3 hours prior to,
during, and 3 hours after airtime)

TOP COUNTRIES

visiting

LatinGRAMMY.com

- 1 United States
- 2 México
- 3 Spain
- 4 Colombia
- 5 Argentina
- 6 Perú
- 7 Chile
- 8 Venezuela
- 9 Brazil
- 10 Guatemala



BROADCAST PARTNERS

24TH ANNUAL LATIN GRAMMY AWARDS®

U.S. | SPAIN | MEXICO



Televisa
Univision



rtve

vix

1

rtve play

BRAZIL | LATAM CABLE



globoplay

HBOmax

INT'L LOCAL NETWORKS



la red



MEDIA HIGHLIGHTS

TELECAST ANALYSIS

[18.9 M viewers reached across
United States, Spain and Mexico, up +44% vs. 2022 edition
U.S. Hispanic Audience Share highest since 2010 and up **#1**
+2.6 percent share points vs. 2022 edition **]**

+33%

Network on All of TV in the U.S.
ahead of ABC, CBS, NBC, FOX,
The CW, Telemundo and all
cable networks

10.8 M

Million Total Interactions in U.S.
most social tv program for the
seventh straight year, +6% more vs.
2022 edition

MEDIA HIGHLIGHTS

U.S. TELECAST ANALYSIS

Reached **5.2 MILLION** Total Viewers 2+
during three-hour broadcast on Univision, UniMas and Galavision

**LATIN
GRAMMY
2023**



DELIVERED AN AVERAGE AUDIENCE OF

2.5M

Viewers 2+

834K

Adults 18-49

327K

Adults 18-34

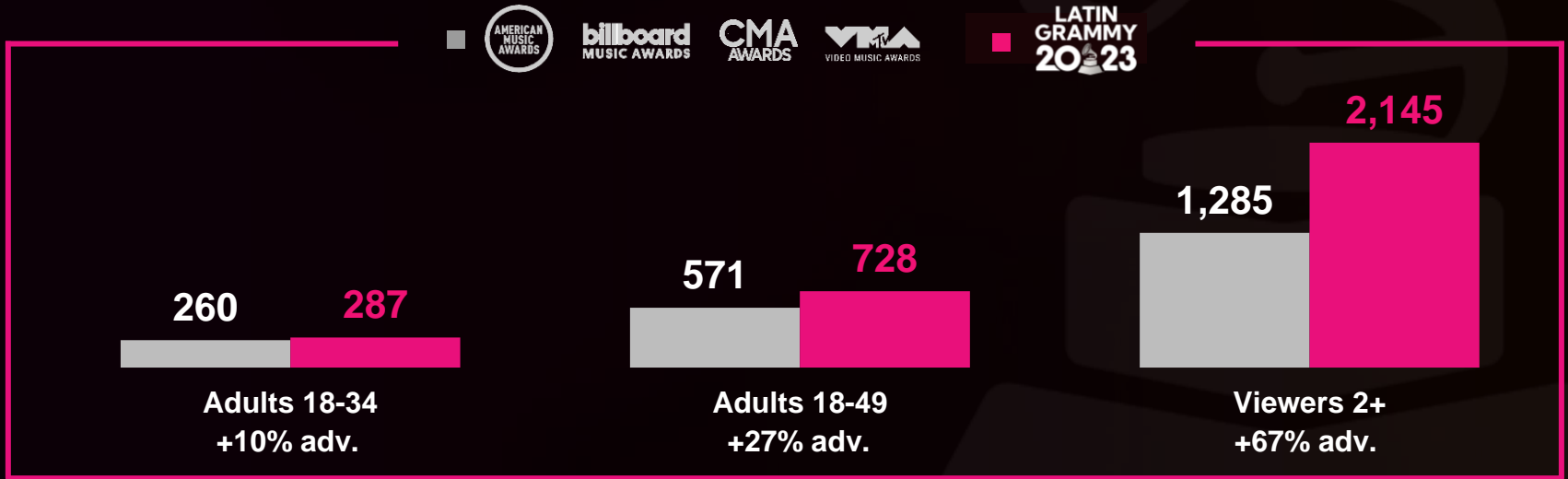
Source: Nielsen, NPM (11/16/2023) Thu 8pm-11pm, Live+SD. Based on the airing across Univision, UniMas and Galavision. Reach based on 1+ minutes qualifier.

MEDIA HIGHLIGHTS

U.S. TELECAST ANALYSIS

MORE U.S. HISPANIC VIEWERS than the combined audience of the American Music Awards, Billboard Music Awards, CMA Awards and Video Music Awards

U.S. Hispanic Average Audience (000)



Source: Nielsen, NPM-H (11/16/2023) Thu 8pm-11pm, Live+SD. Based on the airing on Univision (inclusive of the simulcast on Galavisión) and on the latest editions of the American Music Awards (11/20/2022), Billboard Music Awards (05/15/2022), Country Music Association Awards (11/08/2023) and Video Music Awards (09/12/2023).

TABLE OF **CONTENTS**

THE LATIN RECORDING ACADEMY®

EVENTS & PLATFORMS

AUDIENCE & ENGAGEMENT

LEVERAGING PARTNERSHIP



— LEVERAGING SPONSORSHIP —

CONTENT CAPTURE



PUBLIC RELATIONS



GIFTING OPPORTUNITIES



CREATIVE INTEGRATION



PRODUCT DEVELOPMENT



IN-MARKET EVENTS



HOSPITALITY PACKAGE



EVENT SIGNAGE



BRANDING & LOGO RIGHTS



BEST-IN-CLASS

PAST SPONSOR EXAMPLES

CAMPAIGNS

Global sponsors activate and promote their Latin GRAMMY partnership through contests, television spots, digital campaigns and other innovative efforts.



ACTIVATIONS

Sponsors interact with consumers via sweepstakes, artist meet & greets, PR & media outreach, on-site activations, social media initiatives and customized opportunities.



SOCIAL & DIGITAL

Sponsors interact with fans through QR codes, product integration, call-to-action, social media initiatives, video series with brand integration, artist Q&As



HISTORIC PARTNERS

PAST & PRESENT

Hennessy

Jose Cuervo

Walmart 

NISSAN

IBERIA 



L'ORÉAL

 Pixel

BULOVA

verizon 

GUCCI



Allstate 

OREO

 Heineken

 Spotify

Uber

BOSE





THANK YOU