



# The Latin Recording Academy®

Latin Academy of Recording Arts & Sciences, Inc.

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## NEWS RELEASE

### THE LATIN RECORDING ACADEMY® ANNOUNCES OFFICIAL SPONSORS FOR THE 16TH ANNUAL LATIN GRAMMY AWARDS™

*Leading International Brands Team Up For the Biggest Night in Latin Music® to Deliver Unique Consumer Experiences*

MIAMI (Nov. 16, 2015) — The [Latin Recording Academy](#)® proudly announces the official sponsors of the [16th Annual Latin GRAMMY Awards](#)™. North American sponsors include **7UP** (Non-Alcoholic Beverage), **Buchanan's Blended Scotch Whisky** (Spirits), **Las Vegas** (Host Destination), **L'Oréal Paris** (Cosmetics), **McDonald's** (Quick Service Restaurant), **Nissan** (Automobile), **Verizon** (Telecommunications), and **Walmart** (Retailer). In Latin America, **Bose** (Wireless Speakers & Headphones) serves as the official sponsor in Mexico and **Claro música** (Telecommunications) is a regional sponsor. The **16th Annual Latin GRAMMY Awards** will broadcast live from the **MGM Grand Garden Arena** in Las Vegas on **Thursday, Nov. 19, from 8 – 11 p.m. ET/PT (7 p.m. Central)** on **Univision**.

"The Latin GRAMMY Awards are a celebration that binds our Latin culture's passion for music," said Gabriel Abaroa Jr., President/CEO of The Latin Recording Academy. "We are incredibly fortunate to work with so many passionate, category-leading brands that recognize the importance of supporting the Latino community."

Longtime partner [7UP](#) returns as the official beverage sponsor of the 16th Annual Latin GRAMMY Awards and its ancillary events. 7UP will encourage fans to "Live it Up" during the Person of the Year tribute and the Latin GRAMMY Awards with a bar and photo booth at the respective events. Additionally, prior to the Latin GRAMMYs, 7UP's "Mix it Up" sweepstakes offered consumers the opportunity to experience The Biggest Night In Latin Music up-close and personal with a trip to Las Vegas that includes a VIP experience. With a DJ activation, 7UP also sponsored this year's Latin GRAMMY Acoustic Sessions, which brought the latest in Latin music to Dallas and Miami.

[Buchanan's Whisky](#) returns for the second year as the official spirits sponsor of the 16th Annual Latin GRAMMY Awards and surrounding events. Buchanan's will help attendees celebrate "A Lo Grande" with several activations throughout Latin GRAMMY week including the 2015 Latin Recording Academy Person of the Year tribute gala, En La Mezcla! a P&E Wing Latin GRAMMY celebration, the 16th Annual Latin GRAMMY Awards, and finally the Official Latin GRAMMY After-Party where adult guests will be able to responsibly enjoy cocktails featuring their premium and smooth Blended Scotch Whisky.

A premier cosmetics brand dedicated to empowering women by offering the most luxurious and innovative products and inspiring "red-carpet" moments, [L'Oréal Paris](#) returns for the fourth year as the official cosmetics sponsor of the 16th Annual Latin GRAMMY Awards. During the week's celebration, L'Oréal Paris will host make-up lounges backstage at the Person of the Year Gala and the Latin GRAMMY Awards. Guests at the Official Latin GRAMMY After-Party will have the opportunity to participate in the star-studded affair at the L'Oréal Paris photo booth to take a #BeASuperstar photo. Person of the Year and After Party attendees will receive the latest L'Oréal Paris products.

For the eighth year, [Las Vegas](#) continues as the Official Host Destination sponsoring start-studded events including the Person of the Year tribute gala, the 16th Annual Latin GRAMMY Awards and the Official Latin GRAMMY After-Party.

[McDonald's](#), continues the Road To The Latin GRAMMYs momentum as sponsor of this year's four-city Latin GRAMMY Acoustic Sessions tour (Los Angeles, Dallas, Miami, and New York), the Person of the Year tribute gala, the Latin GRAMMY Awards, and the Official Latin GRAMMY After-Party. This year,

McDonald's will afford guests an opportunity to enjoy All Day Breakfast activations with a McCafé coffee stations at the After Party and Person of the Year.

As a first-time sponsor [Nissan](#), the official automotive sponsor, is giving fans the opportunity to win a trip to the 16th Annual Latin GRAMMY Awards. Consumers will experience, first-hand, The Biggest Night in Latin Music as a VIP guest. Nissan is also teaming up with another Latin GRAMMY sponsor, Mitú, to offer unique content that will keep audiences engaged across various social media platforms.

Technology company, [Verizon](#) returns once again as presenter of the Person of the Year tribute gala, Latin GRAMMY Awards and the Official Latin GRAMMY After-Party. As part of its #EntreLaMusica campaign, Verizon will keep fans engaged with its Selfie Station near the red carpet arrivals, where celebrities will snap a memorable picture and interact with fans that will be waiting to greet them!

[Walmart](#) once again returns to the Latin GRAMMY sponsor roster as the official retailer of the 16th Annual Latin GRAMMY Awards. Walmart is also a proud sponsor of the celebrated Latin GRAMMY Street Parties series that took place in key U.S. Hispanic cities and featured established and emerging artists.

In Latin America, [Bose](#) joins the esteemed line-up of sponsors as the Official Wireless Speaker and Headphones sponsor of the Latin GRAMMY Awards in Mexico. As part of their sponsorship Bose recently teamed up with The Latin Recording Academy to present a special Latin GRAMMY Acoustic Session in Mexico.

For the second-year [Claro música \(part of Claro Telecommunications\)](#), returns as the official Telecommunications sponsor (Regional Sponsorship in Latin America). Claro will help fans throughout Latin America prepare for The Biggest Night in Latin Music by hosting several playlists that will include past Latin GRAMMY winners, current nominees, and a 16th Annual Latin GRAMMY winners playlist to help fight the post-Latin GRAMMY blues.

**The Latin Recording Academy** is an international, membership-based organization comprised of Spanish- and Portuguese-speaking recording artists, musicians, songwriters, producers and other creative and technical recording professionals. The organization is dedicated to improving the quality of life and cultural condition for Latin music and its makers. In addition to producing the Latin GRAMMY Awards to honor excellence in the recorded arts and sciences, The Latin Recording Academy provides educational and outreach programs for the Latin music community. For more information about The Latin Recording Academy, please visit [LatinGRAMMY.com](#). For breaking news and exclusive content, follow @LatinGRAMMYs on [Twitter](#), like "Latin GRAMMYs" on [Facebook](#), and join the Latin GRAMMYs' social communities on [Foursquare](#), [Google+](#), [Instagram](#), [Pinterest](#), [Tumblr](#), and [YouTube](#).

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