DON BALILO PÉREZ CIGARS · 2021–2022 · BRAND SPONSORSHIP

Don Balilo Pérez Cigars

LMP's official sponsor

Don Balilo Pérez Cigars was LMP's official sponsor in 2021, putting the brand in front of LMP's team, artists and audience.

LMP hosted the brand with its team on 8 September 2021, featured artist Jay Ramírez's partnership with it, and tagged it across its content into 2022 — among it the promotion of Bachatería NYC, an emerging-artist showcase at SOB's.



The LMP team with its official sponsor, 8 September 2021.

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What we did

- Hosted Don Balilo Pérez Cigars with the LMP team for a sit-down about music on 8 September 2021 — posted on LMP's Instagram the next day with “our official sponsors”

  32,000+ Instagram followers today

- Thanked artist Jay Ramírez in a May 2021 reel for partnering with LMP's official sponsor — “Thank you @yosoyjayramirez for partnering up with our official sponsor”
- Tagged the brand in LMP's content — among it Freily's 90s merengue popurrí in December 2021
- Tagged it in LMP's promotion of Bachatería NYC, the emerging-artist showcase at SOB's on

29 July 2022 — with Karlos Rosé, Judy Santos, JFab & Paola Fabre and Valerio

- Shared it on LMP's DJ Discord, IAMLMP DJs

  671 members today

The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

228

likes on LMP's post with its official sponsor, September 2021

24 comments.

INSTAGRAM, OCT 2026

3,208

views of the Jay Ramírez partnership reel on Instagram

May 2021.

INSTAGRAM INSIGHTS, OCT 2026

The sponsor post on Instagram ↗ · The Jay Ramírez reel ↗ · Freily's merengue popurrí ↗ · Bachatería NYC · Jul 2022 ↗

From the campaign



Don Balilo Pérez cigars, September 2021.



From the Jay Ramírez partnership reel, May 2021.



From LMP's promo reel for Bachatería NYC at SOB's (29 July 2022), June 2022.

Run one with us

Talk to us