GASOLINA · 2014–2016 · BRAND PARTNERSHIP · RADIO & EVENTS

Gasolina

Gasolina on LMP Radio and at LMP's events

LMP promoted Gasolina, the “Party in a Pouch” drinks, as a sponsor of its radio shows and its events from September 2014 to January 2016.

It started on LMP Radio, LMP's online station: from 29 September 2014 its live shows — The DJ Flavormix Show, the Unplugged Sessions and, from March 2015, La Presión Radio Show — carried Gasolina as a sponsor, its logo on the flyers that ran on LMP's homepage and social channels. Gasolina was also among the official sponsors of the LMP Annual Getaway in Puerto Plata in January 2015, sponsored LMP's two floats at New York's Dominican Day Parade that August, and was named among the sponsors of the LMP DJ media tour in Medellín in January 2016.



LMP's parade flyer, sponsored by Gasolina — posted 3 August 2015.

Printed from iamlmp.com/advertise/campaigns/gasolina-lmp-partnership/ on November 14, 2026 at 6:52 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Carried Gasolina as a sponsor of LMP Radio's live shows from 29 September 2014 — that night's broadcast with Kinito Méndez was, in LMP's words, “un patrocinio de @GasolinaDrink”
- Ran The DJ Flavormix Show, LMP Radio's Monday-evening show, with Gasolina as a sponsor and its “Party in a Pouch” logo on the flyers — La Nueva Escuela and Lito y Polaco (3 November 2014), Melimel (10 November), Toño Rosario and Sexappeal (17 November),

Pakole and Andy Andy (1 December), Ala Jaza (8 December) and Alex Bueno with Alex Matos (22 December) among its guests

- Did the same for LMP Radio's Unplugged Sessions — Relambio (12 November 2014), La Gran Manzana with Victor Roque and Henry Hierro (11 December) and Típico Urbano, the year's last session (29 December)
- Kept Gasolina among the sponsors of LMP Radio's live sessions in 2015 — Toby Love's Valentine's special (9 February), Tego Calderón live (12 February), Renova (4 March), Mozart La Para (31 March) and Liza & Willie (4 May)
- Brought it to La Presión Radio Show, LMP Radio's Monday show from March 2015 — El Mayor Clásico (16 March), Zion & Lennox (13 April), Don Miguelo (4 May) and Shelow Shaq (1 June) among its guests, until early June 2015
- Ran the Gasolina-branded flyers on LMP's homepage — under "Upcoming LMP Radio Shows / Interviews" (live on 11 and 18 November 2014) and "Upcoming events on LMPRadio.com" (live on 9 December)
- Added Gasolina's logo to the row of partner logos on LMP's homepage, beside Monster, Ticketro, 2Strong Music and Peligro Sports — live by 23 December 2014 and still there on 7 February 2015
- Listed Gasolina among the official sponsors of the LMP Annual Getaway in Puerto Plata, Dominican Republic, 18–21 January 2015 — billed as "over 65 deejays from 16 different countries", by LMP's own count — on the poster from 18 December 2014, and thanked it in LMP's posts from the trip
- Took two LMP floats to New York City's Dominican Day Parade on Sunday 9 August 2015, sponsored by Gasolina — hosted by DJ El Niño, with DJ Anthony and DJ Effect billed in the mix and Mark B and Típico Urbano riding with LMP
- Named it among the sponsors of the LMP DJ Annual Media Tour in Medellín, Colombia, 16–20 January 2016, beside Presidente — on the poster from 9 November 2015
- Posted it across LMP's Instagram and Facebook — 80 Instagram posts and 23 Facebook posts from September 2014 to December 2015 name Gasolina, 33 of the Instagram posts tagged #PreGamewithGasolina

  32,000+ Instagram followers today **90,000+ Facebook followers today**
- Promoted Corona de Oro Fest at the Orlando Amphitheater on 15 September 2018 on LMP's Facebook and Instagram — Luminous Entertainment's festival, sponsored by Gasolina, with LMP's logo on its flyer beside Gasolina's and LMP DJ Arsonist among its DJs
- Shared it with the LMP DJ network — on Basecamp, then on the Discord from 2017

668 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.

80

posts on LMP's Instagram naming Gasolina, September 2014 – December 2015

Flyers for the radio shows and sessions, the 2015 getaway, the parade and the 2016 media tour — still on LMP's Instagram, with 9,626 likes between them (the counts shown on the posts).

SEPT 2026

See the first one ↗

23

posts on LMP's Facebook Page naming Gasolina over the same months

Counted on LMP's own Page — the show flyers, the getaway, parade and media-tour posters, and videos from the Puerto Plata trip.

SEPT 2026

See the parade flyer ↗

The Kinito Méndez show, sponsored by Gasolina · Sep 2014 ↗

↗ LMP's homepage with the radio flyers, 11 Nov 2014 (archived) ↗

↗ LMP's homepage, 9 Dec 2014 (archived) ↗

↗ Gasolina among the partner logos on LMP's homepage, 23 Dec 2014 (archived) ↗

The LMP Annual Getaway poster · Dec 2014 ↗

The parade flyer · Aug 2015 ↗

LMP's floats at the parade · 9 Aug 2015 ↗

The Medellín media tour poster · Nov 2015 ↗

Corona de Oro Fest · Sep 2018 ↗

From the campaign



Ala Jaza and MC Fama billed for The DJ Flavormix Show, sponsored by Gasolina — on LMP's homepage, December 2014.



La Gran Manzana's LMP Unplugged Session, 11 December 2014 — on LMP's homepage that week.



The LMP Annual Getaway poster, Gasolina among its official sponsors — posted 18 December 2014.



LMP's floats and jeeps on the parade route — 9 August 2015.



The Medellín media tour poster, Gasolina beside Presidente — posted 9 November 2015.

Run one with us

Talk to us