NÜTRL · 2022 · PARADE FLOAT · SPONSORSHIP

NÜTRL

Dominican Day Parade 2022

NÜTRL — vodka, seltzer and real juice — sponsored the float LMP and World Latin Star ran at the National Dominican Day Parade in New York City on Sunday 14 August 2022.

LMP announced it with a “NÜTRL presents” flyer and posted the recap reel, with special guests on the float including Brazil21 and Rosa Iris.



The flyer on LMP's Facebook, 9 August 2022.

Printed from iamlmp.com/advertise/campaigns/nutrl-dominican-day-parade-2022/ on November 18, 2026 at 11:20 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Ran a float at the National Dominican Day Parade with World Latin Star, sponsored by NÜTRL — Sunday 14 August 2022, New York City
- Announced it on LMP's Facebook on 9 August 2022 with a “NÜTRL presents” flyer, alongside car-rental partner Bluxotics

  90,000+ Facebook followers today
- Posted the recap reel on LMP's Instagram on 16 August 2022, thanking “nuestros sponsors” NÜTRL, with special guests on the float — Brazil21, Rosa Iris and more

  32,000+ Instagram followers today
- Shared it on LMP's DJ Discord, IAMLMP DJs

673 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.

14,736

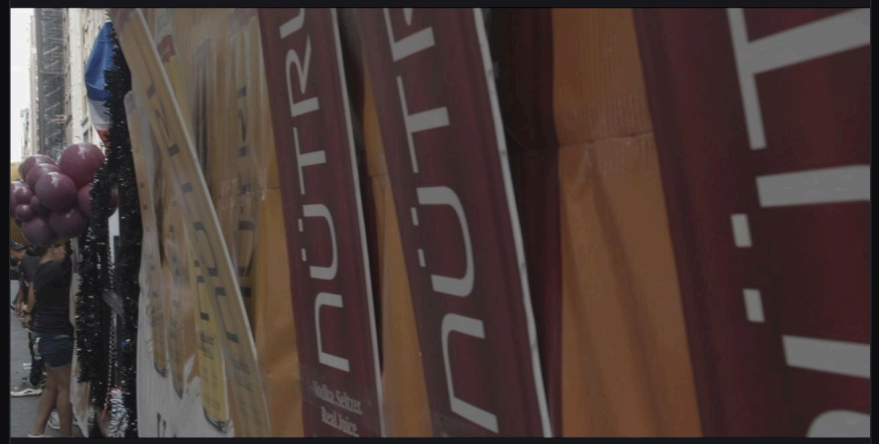
views of LMP's parade recap reel on Instagram

95 likes and 11 comments.

INSTAGRAM INSIGHTS, OCT 2026

The recap reel on Instagram ↗ | The announcement on Facebook ↗

From the campaign



NÜTRL on the float — from LMP's recap reel, August 2022.

Run one with us

Talk to us