PRESIDENTE · 2011–2016 · BRAND PARTNERSHIP · NIGHTLIFE · DJS

Presidente

From the Caribbean Experience to Medellín



In the summer of 2011, Presidente brought LMP in for the Presidente Caribbean Experience — a run of nights across lounges and nightlife venues in the Bronx, Manhattan, Westbury and Paterson, New Jersey.

The idea: turn local hotspots into branded Caribbean nights that celebrated Dominican culture and the beer, with music at the centre of it.

The partnership kept going for years: Presidente sponsored LMP through 2012 — nights across the city, giveaways on LMP Radio and a Presidente-wrapped LMP van — sponsored LMP again in the U.S. from August 2015, and backed its 2016 DJ retreat in Medellín.

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What we did

- Put LMP DJs in the booth across the lounges and venues
- Produced a custom Presidente Caribbean Experience mix CD — “Mixed by LMP DJs” — and handed it out with branded materials
- Managed event production, from logistics to on-site coordination

- Promoted the nights across LMP's social channels
- Worked with venue owners and local promoters on every night
- Hosted Presidente nights in New York lounges — among them La Gloria in Queens (December 2011) and 809 Lounge (February 2012)
- Ran Presidente giveaways on LMP Radio in 2012 — a trip to the Dominican Republic and a dominoes table
- Wrapped LMP's van in Presidente branding in July 2012 and put it on New York's streets
- Kept Presidente in the clubs and on social media with LMP's DJs
- Released "Presidente The True Taste Of The Caribbean Mixtape (2011)", mixed by seven LMP DJs — still on IAMLMP.com
- Became Presidente-sponsored again in the U.S. in August 2015 and ran the "Presidente Experience" (#PRESIDENTENYC) that autumn — 54 LMP DJ sets in bars and lounges across Manhattan, the Bronx and Queens from 25 August to 27 November 2015, among them an official Presidente event with Yovanny Polanco live, plus two recap videos on LMP's YouTube
- Had Presidente sponsor LMP's annual DJ retreat in Medellín, Colombia, in January 2016
- Shared it with the LMP DJ network on Basecamp, its home before the Discord

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The Presidente mixtape on IAMLMP.com

The 2015 "Presidente Experience" schedule

"Presidente Beer | IAMLMP.COM" on YouTube · Sep 2015 ↗

The Presidente night at 809 Lounge · 2012 ↗

The van wrap · Jul 2012 ↗

Officially sponsored · Aug 2015 ↗

Presidente at the 2023 Dominican Day Parade

LMP's #tbt post on Instagram ↗

From the campaign



The mix CD, “Mixed by LMP DJs”.





The Presidente × LMP van in New York.



The Presidente night at 809 Lounge, February 2012 — photo: MannyZoom.



“Our official sponsor Presidente Beer” giveaway — August 2012.



LMP's DJs, officially sponsored by Presidente again — August 2015.



Presidente among the sponsors of LMP's 2016 DJ retreat in Medellín.

Run one with us

Talk to us