PRESIDENTE · 2023 · PARADE FLOAT · BRAND PARTNERSHIP

Presidente

Dominican Day Parade 2023

Presidente — LMP's partner on and off since 2011 — rode LMP's float at the National Dominican Day Parade in New York in August 2023, with LMP's DJ Santana on the decks.

LMP posted the recap on Instagram, thanking the Presidente team and the parade.



DJ Santana on LMP's float for Presidente — from LMP's recap reel, August 2023.

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What we did

- Ran LMP's float for Presidente at the National Dominican Day Parade, August 2023, with LMP's DJ Santana on the decks
- Posted the recap as a reel on LMP's Instagram on 15 August 2023, thanking the Presidente team and the National Dominican Day Parade

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

  671 members today
- Part of a partnership that goes back to the Presidente Caribbean Experience in 2011

The recap reel on Instagram ↗

Presidente and LMP, from 2011

Run one with us

Talk to us