

Sound Royalties Joins ASCAP Latin Music Awards



Sound Royalties

New York City, NY – March 6, 2018 – [Sound Royalties, LLC](#), a leading specialty finance firm for music professionals, today announced its support of the upcoming 2018 ASCAP Latin Music Awards as one of the event's newest sponsors. The event will take place today, March 6, 2018 in New York City, NY. Representatives from Sound Royalties' leadership team will be in attendance and the company will be acknowledged for its support.

This new sponsorship builds upon Sound Royalties' longstanding relationships within the Latin music industry. Sound Royalties has previously worked with various Latin artists and music professionals such as Eliel Lind, Diego Lopez and more.

"Sound Royalties is thrilled to participate in this year's ASCAP Latin Music Awards," said Sound Royalties Founder and CEO Alex Heiche, who is a leading advocate for the

rights of songwriters and other music professionals. “We deeply value the remarkable talent that the musicians and artists in this genre bring to the entire music industry and we look forward to growing our working relationships with more Latin music professionals in 2018.”

Gabriela Gonzalez, Vice President of ASCAP’s Latin Membership Department added: “We are excited to welcome Sound Royalties as one of our newest sponsors and supporters of the ASCAP Latin Music Awards. They join us in celebrating the outstanding Latin music songwriters and publishers who create the songs that we all love.”

Heading into its 26th year, the annual ASCAP Latin Music Awards show is dedicated to honoring and showcasing artists and individuals shaping the future of Latin music. The event will include the presentation of the ASCAP Golden Note Award to Gente De Zona, the ASCAP Vanguard Award to Eduardo Cabra, aka VISITANTE and member of Trending Tropics, as well as ASCAP Latin Music Songwriter of the Year, Songwriter/Artist of the Year, Publisher of the Year, Song of the Year and more. The evening will also feature performances and appearances by current popular Latin stars and musicians.