

**Elevate Your Brand at Miramar
Featuring Luis Alas - The Sax of The South**

Contemporary Urban Jazz-Funk with Latin Fire



Saturday, September 11th, 2026, 7:00 PM

**Venue: Miramar Center for The Performing Arts - 2400 Civic Center Place
Miramar, FL 33025**

**Bringing soulful sax vibes and high-energy grooves to 500–700
local smooth jazz lovers – Partner with us for prime community
exposure!**

1. About the Event

This special evening brings contemporary smooth jazz to South Florida audiences in the intimate and acoustically exceptional main auditorium of the Miramar Cultural Center, seating **738 guests**.

Luis Alas – The Sax of The South delivers a high-energy yet sophisticated performance blending melodic urban jazz-funk, Latin rhythms, and heartfelt Southern soul. The set will feature favorites from his recently released album *High Life* (February 2026), including the streaming hit “Sax You Up” (over 12,850 streams and 336 saves on Spotify) and the uplifting “Sunny Side,” alongside crowd-pleasing smooth jazz standards.

Projected Attendance: 200–500+ (seated theater configuration)

Audience Profile: Affluent professionals, music enthusiasts, couples, and families from Broward County and greater South Florida — a demographic that values cultural experiences and community engagement.

Event Vibe: Conversation-friendly ambiance with premium sound and lighting, creating an elegant, welcoming night of live music.

Charitable Partnership

The concert partners with **City of Hope** to raise awareness and support for cancer research and patient care, coordinated through their In Concert for Cancer series (featuring Dave Koz & Mindi Abair). Promotional materials, a short awareness video, stage mentions, and donation opportunities will be included to amplify their mission.

Artist Momentum

- Confirmed cover feature + two interior pages in **Smooth Jazz Magazine** (July/August 2026 issue)
- Recent playlist placements reaching up to 966.6K audience
- Strong early album traction and growing national/regional fanbase

This is a rare opportunity to align your brand with a rising smooth jazz artist, a prestigious South Florida venue, and a meaningful health-focused cause — delivering high-visibility, community goodwill, and lasting impact.

Presented in partnership with Alas Entertainment, Inc.

For sponsorship inquiries: Lauren Alas | (404) 405-1343 | Info@LuisAlas.com | luisalas.com

2. Why Sponsor This Event?

- Partnering with Luis Alas – The Sax of The South at the Miramar Cultural Center on September 11, 2026, offers your brand a unique opportunity to connect with an engaged, upscale South Florida audience in a meaningful, high-visibility setting.

Key Benefits for Sponsors

- **Targeted, Affluent Reach** Projected **400–600+ attendees** in the Miramar Cultural Center’s main auditorium (738-seat capacity, theater-style seating). Audience includes professionals, music enthusiasts, couples, and families from Broward County and greater South Florida — a demographic that values cultural experiences, quality entertainment, and community involvement.
- **Premium, Sophisticated Exposure** Your brand will be prominently featured as a sponsor of a polished, conversation-friendly smooth jazz concert in one of Broward County’s premier performing arts venues. This association elevates your image alongside a rising artist with national momentum.
- **Strong Artist Credibility** Luis is fresh off a confirmed cover feature + two interior pages in **Smooth Jazz Magazine** (July/August 2026 issue), with recent playlist placements reaching up to 1.2 million audience and his album *High Life* already earning 3,000+ saves and 1,577 average plays daily. Sponsoring now aligns you with a proven, upward-trending talent.
- **Charitable Impact & Community Goodwill** The event partners with **City of Hope** to raise awareness and support for cancer research and patient care — coordinated through their In Concert for Cancer series. Your sponsorship ties your brand to a respected national nonprofit, creating positive, lasting community impressions.
- **Multi-Channel Visibility**
 - Logo placement on all promotional materials (flyers, posters, social media, event website, digital ads)
 - Stage shoutouts and verbal recognition during the performance
 - Social media tags and dedicated posts reaching thousands online
 - Potential mention or logo in Luis’s Smooth Jazz Magazine article (July/August 2026)
 - Opportunity for booth/table presence or branded signage at the venue
- **Low-Risk, High-Return Partnership** Smooth jazz is safe, elegant, and universally appealing — no controversial content, no lyrical risks, and a relaxed, professional atmosphere. Your brand gains sophisticated exposure with zero reputational downside.

This is more than a sponsorship — it’s a chance to stand out as a supporter of live arts, community connection, and a meaningful cause in one of South Florida’s most vibrant cultural spaces.

Let’s discuss how your brand can shine at this event. Contact Lauren Alas to explore tiers and customize a package that fits your goals.

3. Sponsorship Levels & Benefits

(Visual table)

- **Title / Presenting Sponsor** – \$5,500 (limited to 1)
 - All Stage Sponsor benefits.
 - "Presented by [Your Business]" in all marketing materials and announcements.
 - Exclusive title/naming rights (e.g., "[Sponsor] Presents: The Sax of The South Jazz Night").
 - Large logo on stage projection and primary promo imagery.
 - On-stage mention & short speaking spot.
 - Priority booth setup in lobby.
 - Post-event recap post with photos tagging your brand.
- **Stage Sponsor** – \$3,500 (3 available)
 - All Supporting benefits.
 - Prominent logo on event stage and main promo graphics.
 - Dedicated social media post/story highlighting your sponsorship (pre- and post-event).
 - Reserved table/booth space for promo materials, samples, or sign-ups.
 - 10 VIP Seat tickets to the show.
 - 10 VIP drink vouchers.
- **Supporting Sponsor** – \$2,500
 - Logo on all digital/print flyers, posters, and event social media promotions.
 - Verbal thank-you shoutout from stage during the show.
 - Logo on venue signage or digital screens.
 - 4 VIP seat tickets to the show
 - 4 complimentary drink vouchers.
 - Social media story/tag featuring your business.
- **Friend of The Band** – \$750
 - Name listed in a thank you social media post
 - Verbal thank you during show

4. Additional Value & Proof

- **Your artist edge:** As "The Sax of The South," Luis Alas delivers high-energy, feel-good sets rooted in Latin jazz-funk. With national outreach, upcoming album "High Life" (Feb 2026), radio play, and strong local ties, this show positions sponsors alongside a rising artist.
- **Venue fit:** Line Creek Brewing's community-focused taproom (indoor + covered patio space) is perfect for live music—past events draw solid crowds, and free admission amplifies that.

5. Next Steps

Let's make this event a win for everyone!

Contact: Lauren Alas

Email: Lauren@LuisAlas.com | Phone: (404) 405-1343 | Website: www.luisalas.com

Instagram: [@luisalasofficial](https://www.instagram.com/luisalasofficial) | Facebook: Luis Alas Saxophonist

"Secure your sponsorship today—spots are limited and in high demand. I'm happy to customize or hop on a quick call to discuss details."



Luis Alas – "The Sax of the South"

Contemporary smooth jazz saxophonist blending melodic warmth, Latin-infused funk, and crowd-pleasing covers into an uplifting, radio-friendly sound. Miami-raised (Hialeah native of Cuban descent) and now Atlanta-based, Luis brings emotional depth, technical precision, and soulful energy to every performance.

Career Highlights

- Multiple indie chart #1 singles on SmoothJazz.com, Radiowave, and Groovetrak
- Lead single "**Sax You Up**" (2025) with strong international streaming success — leading in Germany, #2 in Australia, recent playlist adds reaching a cumulative audience of 1.2 million **listeners**, and charting at **#48** on SmoothJazz.com Top 100 Streaming Singles (January 2026) with 1,304 weekly streams and 5,258 total tracked on Spotify
- Cover "**Lullaby For A Rainy Night**" ranked **#19 Song of the Year** on Oasis 969 (2025)
- Sax Dakota and Growling Sax endorsed artist
- Confirmed performer at the San Diego International Film Festival's 25th Anniversary Opening Night Pre-Party (October 2026)
- Airplay on **24+ stations** via Gorov Music Marketing, including Billboard/Mediabase reporters (WCLK Atlanta – Bob Baldwin's New Urban Jazz Radio Show) and Smooth Jazz Network affiliates nationwide (iHeart channels, Live365, HD2 stations across the US)
- Current Spotify monthly listeners: **4,389+** (99% under 35 – strong appeal to a younger, engaged demographic)
- Upcoming album "**High Life**" releases February 14, 2026 (Valentine's Day)
- Proud U.S. Air Force veteran (Security Forces), with specialized experience in nuclear security, counter-terrorism, and the Emergency Services Team (EST), plus a one-year special detail as a musician with the elite **Tops in Blue** performing group
- Luis Alas performs on a Sax Dakota SDA-XG-404 Alto Sax

About Luis

Luis's music is accessible yet sophisticated, appealing to both dedicated smooth jazz fans and a new generation of listeners. With strong radio support, streaming traction, and upcoming media exposure (including a scheduled cover feature in Smooth Jazz Magazine's July/August 2026 issue), 2026 is poised to be a breakout year.

For booking, interviews, licensing, or collaboration inquiries, please contact:

Lauren Alas, Manager for Luis Alas

(404) 405-1343 Info@LuisAlas.com

IG: @LuisAlasOfficial

FB: www.Facebook.com/LuisAlasSax