



**LA SORDERA®**  
LIVE ENTERTAINMENT



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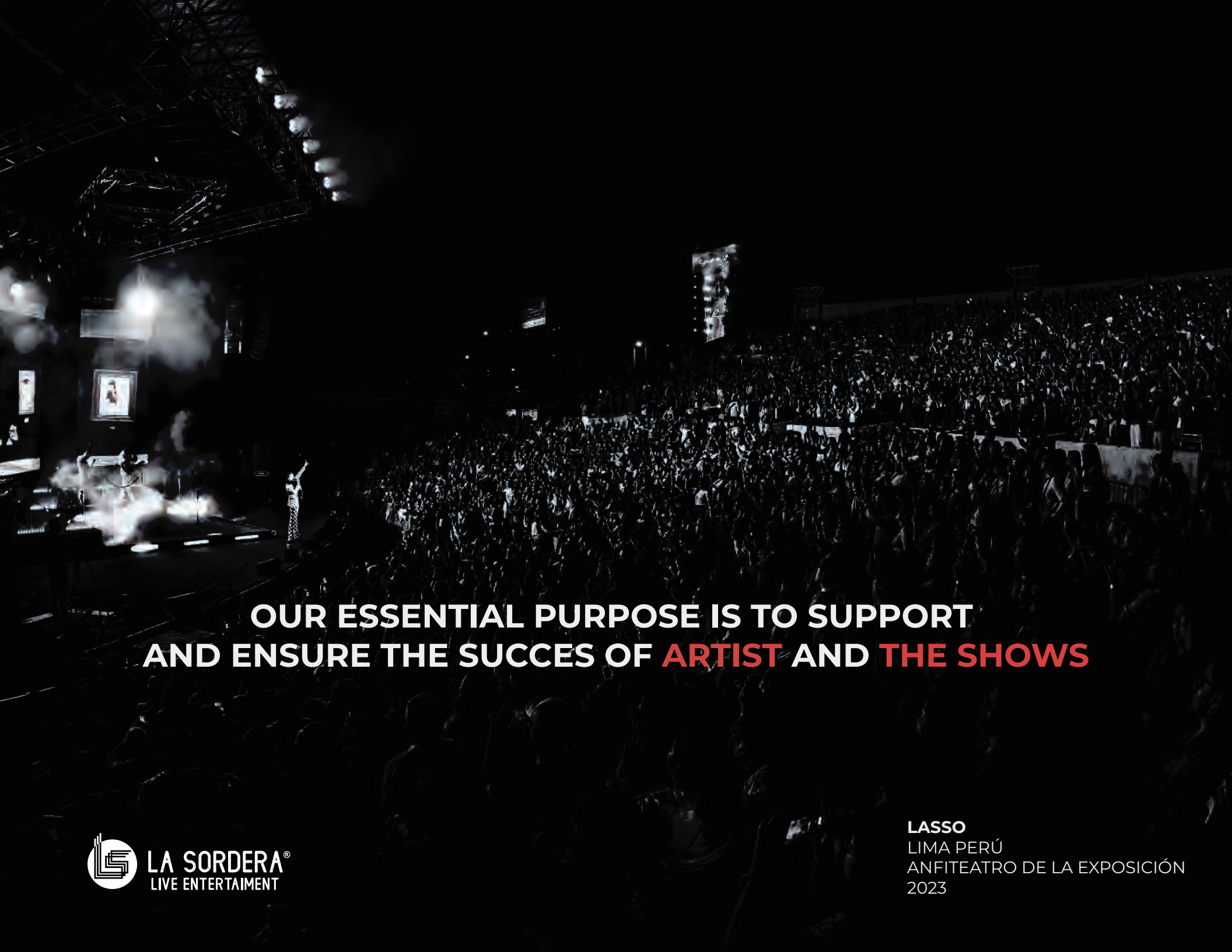


**RAWAYANA  
LOS AMIGOS INVISIBLES**

Live at Poble Espanyol

**RAWAYANA + LOS AMIGOS INVISIBLES**  
BARCELONA, ESPAÑA  
POBLE ESPANYOL  
2024





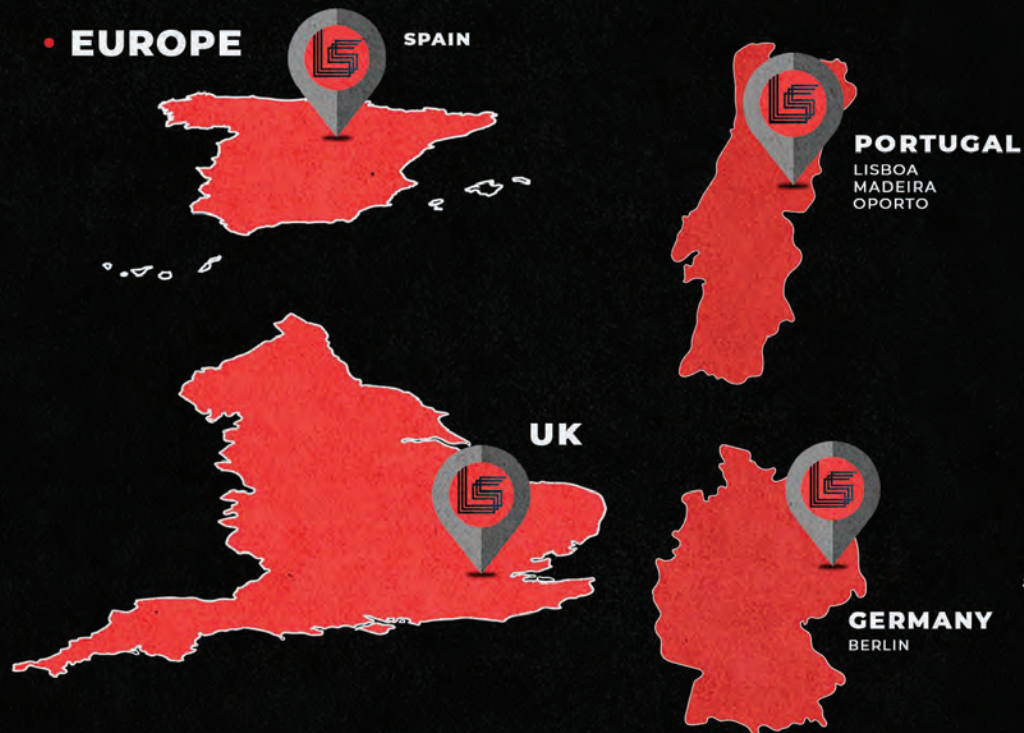
**OUR ESSENTIAL PURPOSE IS TO SUPPORT  
AND ENSURE THE SUCCES OF ARTIST AND THE SHOWS**



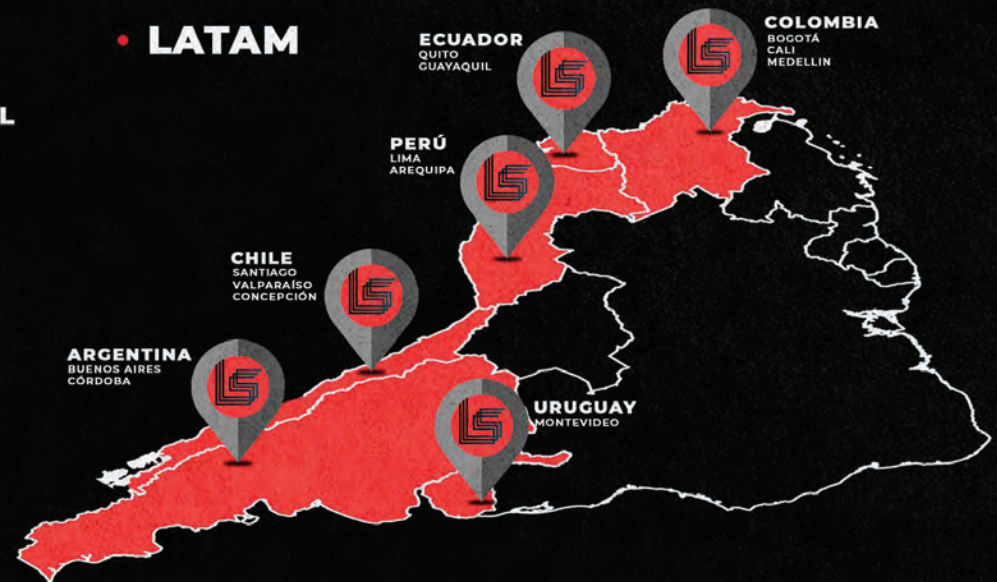
# WE PRODUCE THE IDEAL TOUR

WE WILL TRAVEL THROUGH THE COUNTRIES  
WHERE WE HAVE A **BRANCH OFFICE!**

## • EUROPE



## • LATAM







**SINCE AUGUST 2017 WE'VE ACCOMPLISHED:**

**413** SUCCESFUL  
SHOWS

**208.800** SOLD  
TICKETS

**ALLIANCES**

**+30**

**RAWAYANA**  
MADRID, ESPAÑA  
MOVISTAR ARENA  
2024





**CULTURA PROFÉTICA**  
**POR MÁS TOUR EUROPA**  
BARCELONA, ESPAÑA  
SALA RAZZMATAZZ I  
2024



# TEAM

WE ARE A **MULTIDISCIPLINARY TEAM** OF PROFESSIONALS SPECIALIZED IN THEIR FIELDS, WHOSE ESSENTIAL PURPOSE IS TO PUT OUR MAXIMUM EFFORT INTO ACHIEVING THE NECESSARY OBJECTIVES TO ENSURE THE SUCCESS OF THE SHOWS AND CONTENT WE PRODUCE.

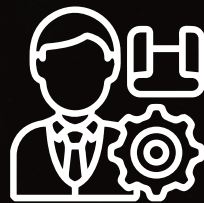
OUR TEAM IS STRUCTURED IN THE FOLLOWING DEPARTMENTS



**BOOKING**



**PRODUCTION  
MANAGEMENT  
TOURING**



**BUSINESS  
MANAGEMENT**



**MARKETING AND  
COMMUNICATIONS**



**ARTISTIC  
VISAS**



**CUSTOMER  
SERVICE**



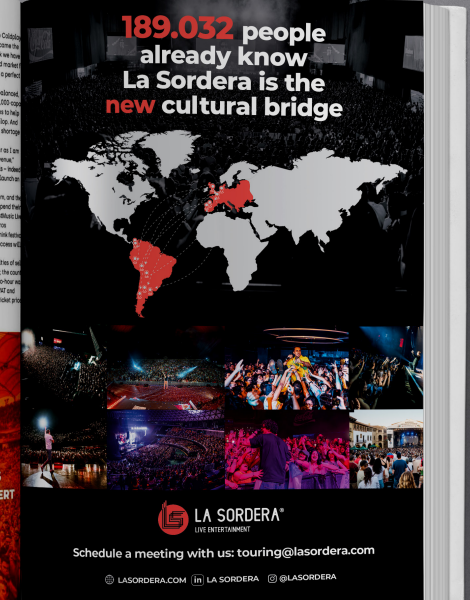


**LED VARELA**  
SANTIAGO, CHILE  
TEATRO CAUPOLICÁN  
2024



# LA SORDERA

## IT'S IN THE TOP GLOBAL PROMOTERS REPORTS



REVIEWED IN THE  
SECOND & THIRD EDITION  
OF IQ MAGAZINE IN EUROPE  
AND LATIN AMERICA





**HOW ARE  
WE GOING TO  
ACHIEVE OUR  
MAIN GOAL?**

**CARAMELOS DE CIANURO**  
BARCELONA, ESPAÑA  
SALA RAZZMATAZZ I  
2022



# 1. WE DEVELOP BRANDING STRATEGIES TO TARGET OUR **ARTISTS'** AUDIENCES.



WE CARRY OUT AWARENESS ACTIONS THROUGH OUR PLATFORMS AND THOSE OF OUR MEDIA PARTNERS TO SUPPORT THE SHOW'S PROMOTION.

WE USE STRATEGIES THAT HAVE ALREADY HAD PERFORMANCE RESULTS AND WE GENERATE THE NECESSARY ACTIONS FOR THE EFFECTIVE COMMUNICATION OF EACH ARTIST.

## • **AWARENESS CONTENT**

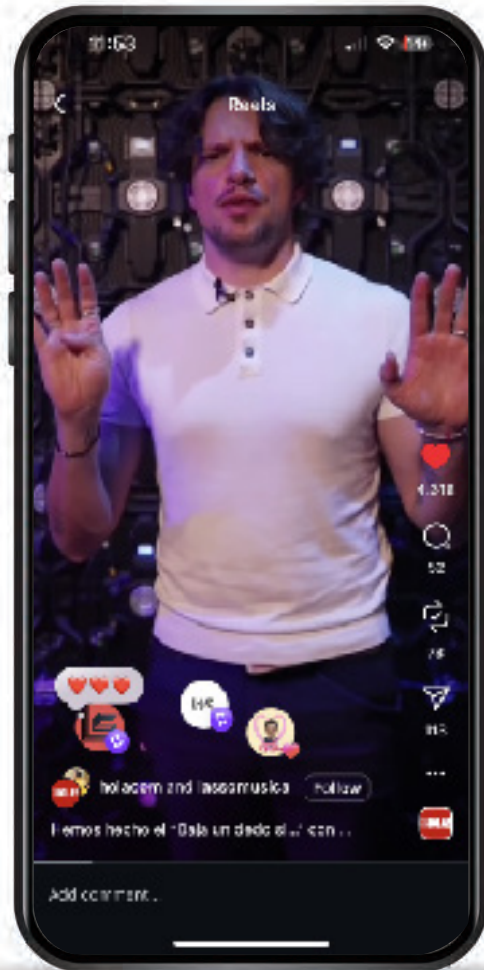


# AWARENESS CONTENT

**Lasso en  
Revista  
Hola**



*Escanea  
para verlo*



**Cuarteto de Nos  
en el podcast  
Movistar Arena  
Madrid**



*Escanea  
para verlo*



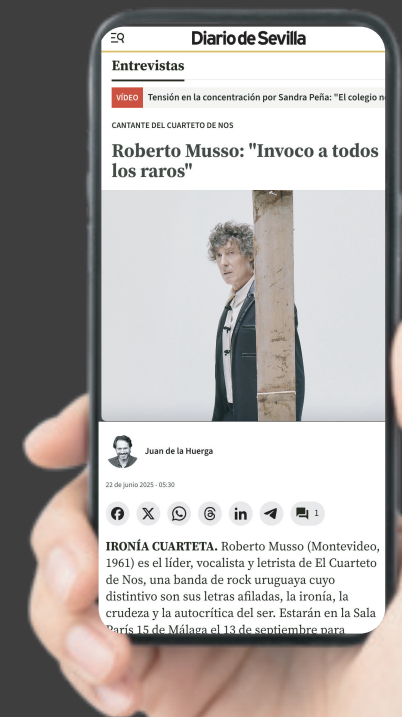


## 2. WE HELP OUR **ARTISTS** TO GROW IN DIFFERENT MARKETS

WE FOCUS OUR RESOURCES IN TO THE POSITIONING OF THE ARTIST IN THE PLACES WHERE WE ARE. ACHIEVING GREATER EXPOSURE AND NEW AUDIENCES



ON-SITE MEDIA TOUR



DIGITAL MEDIA



# SHOWCASES AND RELEASE **EVENTS**



**Lasso's launch party Malcriado album 2025**  
Madrid - Bogotá - Buenos Aires



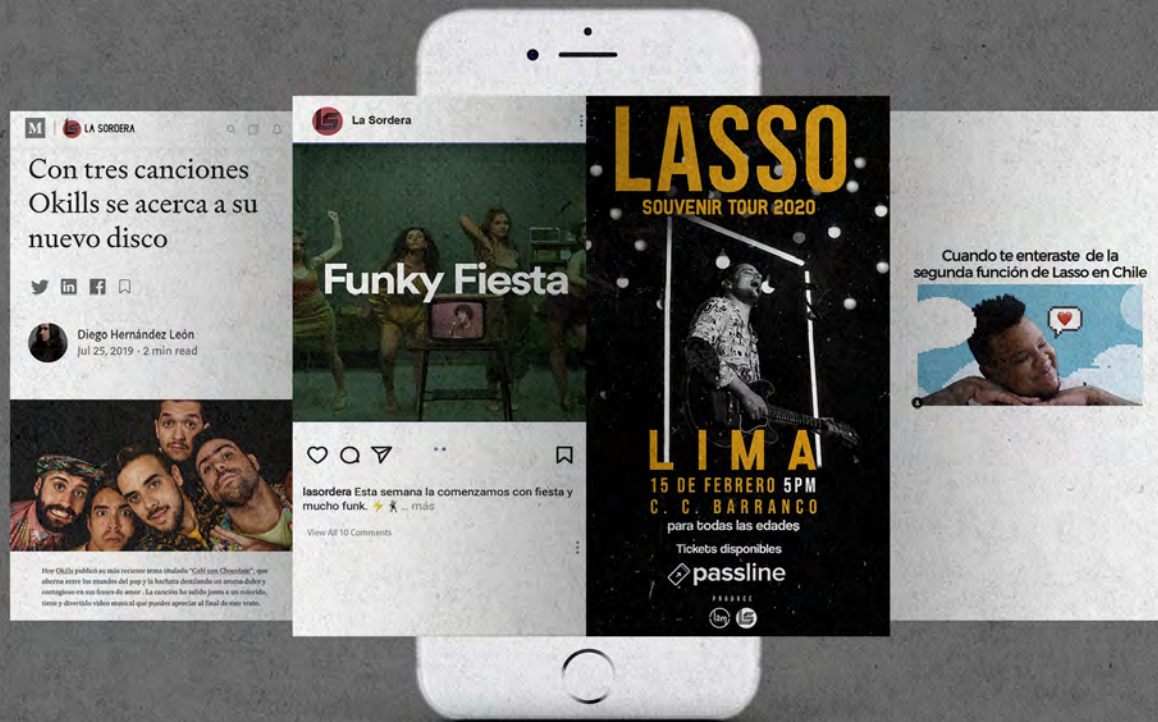
# STRATEGIC **PARTNERSHIPS** WITH MAJOR FESTIVALS AND CULTURAL EVENTS





### 3. CARRYING OUT **MARKETING & COMMUNICATION** ACTIONS.

WE HAVE DIFFERENT FORMATS TO MAINTAIN CONTINUOUS AND COHERENT COMMUNICATION FOR THE SHOWS AND ARTIST.



TO SEE MORE SCAN  
THE QR CODES



## 4. PRODUCTION OF **QUALITY SHOWS**,

WE DELIVER A 360° SERVICE WITH A SOLID STRUCTURE  
AND EFFECTIVE COMMUNICATION.







**CUARTETO DE NOS**  
**TOUR LÁMINA ONCE 2024**  
BARCELONA, ESPAÑA  
SALA RAZZMATAZZ I  
2024





**FONSECA**  
**TROPICALIA TOUR 2024**  
BUENOS AIRES, ARGENTINA  
TEATRO GRAN REX  
2024





# **WHY SHOULD YOU CHOOSE LA SORDERA?**

- 1. WE ARE PASSIONATE ABOUT THE PROFESSIONAL ENTERTAINMENT INDUSTRY.**
- 2. OUR CLIENTS VALUE THAT WE KEEP UP WITH THE ENTERTAINMENT WORLD TRENDS AND UPDATES, FOCUSED ON THE ONES THAT HAVE THE MOST POTENCIAL FOR THE TARGET AUDIENCE FOR EACH ARTIST.**
- 3. OUR CLIENTS APPRECIATE THAT WE PRODUCE SHOWS AND CONTENT THAT WE LOVE.**
- 4. WE HAVE A TEAM OF PROFESSIONALS FROM DIFFERENT AREAS COMMITTED TO HIGH QUALITY LIVE ENTERTAINMENT.**



# **WHY SHOULD YOU CHOOSE LA SORDERA?**

- 5. OUR SUPPLIERS ARE COMMITTED TO GIVE QUALITY SERVICES AND TO HAVE A LONG-TERM RELATIONSHIP WITH OUR TEAM.**
- 6. OUR CLIENTS VALUE THE RELEVANT CONTENT THAT WE DEVELOP AND OFFER THEM.**
- 7. WE PROVIDE SERVICES THAT GUARANTEE THE COMFORT AND SUCCESS OF THE ARTISTS.**
- 8. OUR CLIENTS APPRECIATE THAT WE HAVE A LONG-TIME COMMITMENT TO THE PROFESSIONAL LIVE ENTERTAINMENT INDUSTRY.**
- 9. WE STRIVE TO BUILD LONG-TERM AND MUTUAL-BENEFIT RELATIONSHIPS WITH THE CLIENTS WE WORK WITH.**





**CA7RIEL & PACO AMOROSO**  
Oporto, Portugal  
Hard Club I  
2024





**AKAPPELLAH & LOU FRESCO**  
**FUNKY FRESCO TOUR**  
MADRID, ESPAÑA  
LA RIVIERA  
2023



# **WHAT OUR CLIENTS VALUE**

- 1. WE DELIVER AND CREATE OFFER PROPOSALS WITH AN OPTIMAL SPEED OF RESPONSE.**
- 2. OUR CLIENTS VALUE THE PROVEN EXPERIENCE THAT WE´VE ACHIEVED REGARD OUR MANAGEMENT SERVICE AND PRODUCTION OF EVENTS.**
- 3. WE PROVIDE A HIGH QUALITY HOSPITALITY SERVICE AND TECHNICAL SERVICE FOR EACH SHOW.**
- 4. WE DELIVER STRATEGIES FOR THE TOP OF MIND AND DEVELOPMENT OF THE ARTIST IN THEIR TARGET MARKETS.**



# **WHAT OUR CLIENTS VALUE**

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- 5. OUR CLIENTS VALUE THE GOOD REPUTATION OF OUR EVENT MANAGEMENT AIMED FOR THE LATIN-AMERICAN COMMUNITY.**
  - 6. WE PROVIDE A TEAM STRUCTURED BY DEPARTMENTS TO COVER THE SERVICES AND NEEDS OF EACH ONE OF OUR CLIENTS.**
  - 7. OUR CLIENTS KNOW THAT WE OFFER THE IDEAL TOUR IN LATINAMERICA & SPAIN.**
  - 8. WE DELIVER A COMPLETE AND COHERENCE SERVICE WITHIN THE INDUSTRY, ALWAYS THINKING GLOBALLY AND ACTING LOCALLY.**





**CRÁNEO & LASSER**  
**DIABLOS Y BÉRMUDAS TOUR**  
CONCEPCIÓN, CHILE  
LA BODEGUITA DE NICANOR  
2024





# VISION

**OUR GOAL FOR THE NEXT YEARS** IS POSITIONING LA SORDERA AS THE PRODUCTION COMPANY THAT PRODUCES THE MOST ADMIRABLE AND RESPECT LATIN ARTISTS FOR THE HISPANIC MARKETS.





**LA SSO**  
SANTIAGO, CHILE  
MOVISTAR ARENA  
2023





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