

Billboard Latin Music Showcase Chile

Executive Production • Media Partnerships • Celebrity Lineup • Sponsorships • Legal & Rider Management • Regional Music Industry Impact

Origination / development: 2017
Public execution: Santiago, Chile, April 2018



Movistar Arena

publicly documented venue

**Latin music
showcase**

platform category

**Executive
Producer**

Nearctic role

Executive Summary & Strategic Importance

Nearctic role and platform value

Project thesis

Nearctic helped bring an international Latin music platform into Chile by coordinating talent, production, media, hospitality, sponsors, legal/rider requirements and partner ecosystems.

- **Strategic position:** international entertainment platform localized for the Chilean market.
- **Nearctic value:** executive production plus cross-border relationship architecture.
- **Brand outcome:** credibility in music, live events, media partnerships and talent promotion.
- **Market outcome:** a regional showcase that connected global artists, local talent and industry stakeholders.

What the platform represented

A new entertainment gateway linking Latin music, Chilean audiences, regional media, sponsors, production companies, record-label relationships and emerging talent.

International artists

Local production

Media awareness

Talent discovery

Sponsorship value

Regional expansion

Credibility achieved

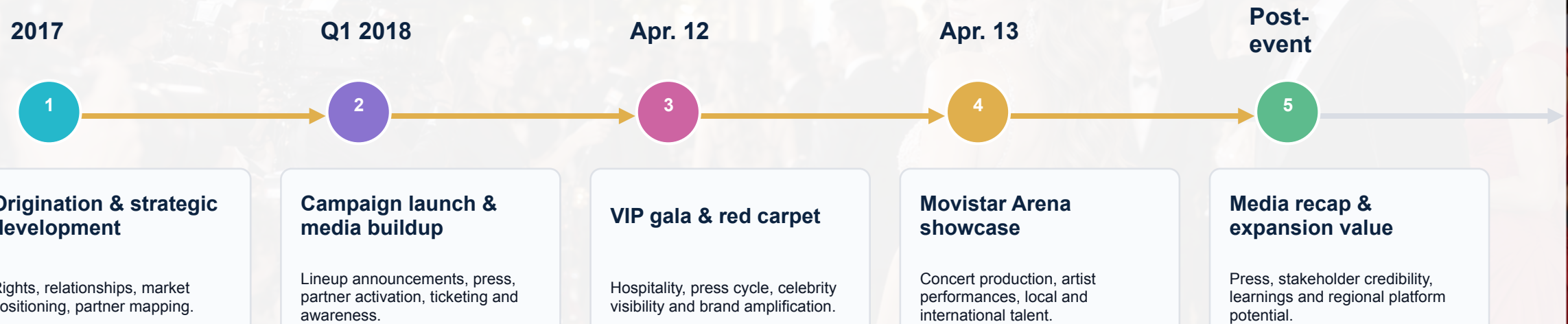
- Arena-scale production coordination with international artist riders.
- Brand association with a globally recognized Latin music property.
- Press and entertainment-media visibility before and after the event.
- Local industry activation for Chilean and emerging artists.

From Origination to Execution

2017 planning → 2018 public event cycle

Event-cycle architecture

The platform created multiple awareness windows: market announcement, artist promotion, VIP gala, red carpet, concert execution, post-event press and future expansion conversations.



Nearctic Executive Production Scope

From concept to operating execution

Nearctic responsibilities

- Executive producer oversight and market coordination.
- International platform development and local-market adaptation.
- Talent strategy, lineup curation and artist-management coordination.
- Production partner alignment and event-day execution workflow.
- Media, press, sponsorship and hospitality coordination.
- Strategic relationship development across entertainment, business and media.

Concept

Talent

Production

Media

Sponsors

Impact

Operating model

International entertainment platform + local production infrastructure + media and sponsor ecosystem.

A repeatable model for future regional showcases.

Celebrity Lineup, Local Talent & Showcase Value

Programming as market credibility

Programming strategy

The lineup combined globally recognized Latin acts, Chilean performers, emerging artists and hosted red-carpet entertainment to create mainstream visibility and discovery value.

Reported / promoted lineup

- Yandel
- Gente de Zona
- Nacho
- Juan Magán
- Noche de Brujas
- Augusto Schuster
- Lemgy & Parce
- Kubo
- Cata
- Mario Bautista and other connected talent mentions to verify internally

International stars

media draw

Chilean artists

local relevance

Emerging talent

discovery platform

Hosts & gala

lifestyle visibility

Strategic result: the showcase could be positioned as both a major concert and an international talent-development platform.

Production, Rider & Event-Day Management

Complex execution controls for international performers

Production workstreams

- Artist contracts and performance obligations.
- Technical riders, backline, stage plot and sound check requirements.
- Audio, lighting, screens, video, staging and production schedules.
- Flights, hotels, ground transport, hospitality and dressing rooms.
- Security, credentials, crew management and emergency services.
- Sponsor visibility, red-carpet logistics and VIP experience.

Rider-to-stage workflow



Why this builds Nearctic credibility

- Moved Nearctic into a higher-complexity execution environment than standard marketing or PR.
- Created internal know-how around multi-artist production, partner coordination and live-event controls.
- Established a reusable operating blueprint for future music, media and cultural platforms.

Media Report & Awareness Windows

Announcement → gala → concert → post-event conversation

Media awareness structure

- **Announcement coverage:** lineup, date, venue, first-to-market positioning.
- **Entertainment press:** celebrity, fashion, red carpet and attendee stories.
- **Concert coverage:** artists, performances, audience experience and production.
- **International amplification:** Nearctic, Prensa Mercosur, editorial and digital outlets.
- **Social media:** clips, interviews, backstage, sponsor moments and audience sharing.

Three-wave publicity created a longer campaign life than a one-night concert.



Coverage categories to archive

News articles • Entertainment press • Interviews • Red-carpet photos • Broadcast mentions • Social posts • Sponsor releases • Partner editorials • Post-event analysis

Partner, Sponsor & Stakeholder Value

What the platform meant for connected parties

Stakeholder value matrix

MADIS production company	Arena production reference, international artist-rider experience, portfolio credibility and local execution visibility.
Mega / Mega News partners	Entertainment-content association, host-talent visibility, promotional reach and brand halo.
Prensa Mercosur & Diario Santiago	Regional business/culture editorial content, event coverage and international platform awareness.
Chile Chamber of Commerce / business ecosystem	Cultural-economic activation, networking and country-branding opportunity.
Sony Music / label relationships	Artist and industry connectivity, potential talent-promotion pathway and strategic relevance.
Sponsors, vendors and allies	VIP access, hospitality association, brand placements, media exposure and relationship development.

Verification note: connected-party roles should be coded as “confirmed partner,” “media coverage,” “sponsor,” or “reported relationship pending documentation” based on contracts, logos, invoices and press records.

Financial Report & Value Reconciliation

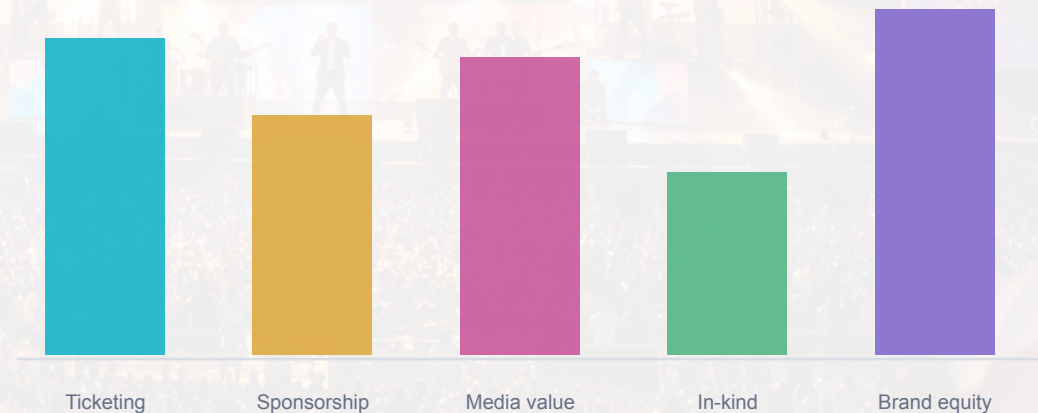
Direct revenue, contributed value and brand equity should be tracked separately

Financial categories

- **Revenue:** ticket sales, sponsorship cash, VIP hospitality and media rights where contracted.
- **Contributed value:** venue support, media space, production discounts, partner services and in-kind sponsorships.
- **Cost base:** artists, riders, travel, hotels, venue, stage, lighting, sound, security, insurance, legal and marketing.
- **Value to brand:** earned media, partner credibility, relationship capital and future expansion potential.

Recommended practice: do not mix cash profit with marketing-equivalent value. Build an audited event ledger.

Illustrative value stack to reconcile



Internal finance files needed: ticketing report, sponsorship ledger, invoices, settlement statement, artist contracts, vendor contracts, tax/legal records and media-value evidence.

Legal, Contracting & Risk Controls

A reusable governance model for future productions

Legal workstreams

- Artist agreements, talent releases and performance obligations.
- Venue agreement, ticketing terms and settlement statement.
- Music, image, media, broadcast and streaming rights.
- Sponsor contracts and deliverable proof-of-performance.
- Vendor agreements for stage, sound, lighting, security and logistics.
- Insurance, emergency services, visas/work permissions and liability controls.

Key risks to manage

- Unclosed media-rights agreements or streaming commitments.
- Ticket conversion gap between publicity and paid attendance.
- Complex artist-rider dependencies and event-day delays.
- Sponsor deliverables without sufficient documentation.

Governance improvement

For future events, Nearctic should use a single deal room with contracts, riders, sponsor obligations, media rights, financial reports, final receipts, press links and post-event KPIs.

This converts production experience into institutional knowledge and reduces risk in new countries.

Brand Credibility, Local Industry Impact & Global Expansion

What the showcase meant beyond one event

Local music industry impact

- Positioned Chile inside a larger Latin music showcase circuit.
- Created a stage where local and emerging talent could appear near recognized international acts.
- Brought production companies, media, sponsors and hospitality partners into a broader entertainment ecosystem.
- Generated conversations around Chile as a viable market for branded Latin music platforms.

Regional and global value

The showcase helped Nearctic move from local activation capability toward cross-border entertainment-platform credibility.

Production credibility

large-format event operations

Talent credibility

international and local artist alignment

Media credibility

red carpet and entertainment press cycle

Partnership credibility

sponsors, media, venue, production partners

Market-entry credibility

localized international platform in Chile

Strategic conclusion: Nearctic proved it could build, localize and execute a high-visibility Latin music platform across talent, production, media, sponsors and regional relationships.

Appendix: Source & Verification Ledger

Confirmed / public source categories

Nearctic public project page identifies the Santiago showcase and Nearctic role. Public Chilean outlets covered the announced event, lineup and gala/concert cycle.

Internal files to attach

Contracts, riders, budget, final settlement, sponsor proof-of-performance, media deck, press links, partner agreements and post-event recap.

Important reconciliation

Record 2017 as origination/pre-production when supported by internal documents; public event execution is documented in April 2018.

Publicly conflicting records

Attendance, ticketing performance and streaming execution should be reconciled before final external claims.

Sources consulted for report logic

- Nearctic LLC public Billboard Latin Showcase page.
- Chilean media and entertainment articles referencing Movistar Arena, April 2018, lineup and gala.
- Public listings / archives for Billboard Latin Music Showcase Chile 2018 event imagery and descriptions.
- Contemporary reporting on MEGA streaming announcement and later streaming-agreement uncertainty.
- Internal Nearctic stakeholder list supplied by client: MADIS, Mega News, Prensa Mercosur, Cámara de Comercio, Diario Santiago, Sony Music and connected parties.

Generated visual scenes in this PowerPoint are illustrative and should be replaced with official event photos, approved logos and licensed media before external publication.