

FOR IMMEDIATE RELEASE

Supremo Launches for Connecting Sports and Entertainment Industries with Latino Fandoms

MIAMI -- July 9, 2024-- Supremo, a Latino-owned creative sports and entertainment agency, has launched to build meaningful connections between brands, talent, and communities worldwide through fan-centric campaign creation and curated storytelling. The agency is based in Miami, with offices in Los Angeles and New York. Phil Colón, CEO of Supremo, made the announcement. To learn more, visit wearesupremo.com

"Supremo stands as a beacon for communicating to Latino fan bases both domestically and across Latin America, Mexico, and the Caribbean. Our commitment to authentic cultural representation bridges the gap between brands and fans by harnessing the power of Latino culture and influence in both English and Spanish," said Colón.

The agency's diverse team of industry veterans and rising stars include award-winning filmmaker and producer Jessy Terrero ([Cinema Giants](#)) as creative director; artists JC Rivera ([Bear Champ](#)) and M. Tony Peralta ([The Peralta Project](#)); strategy and events executives Sabrina Castillo (DreamLab) and Alex More and Mandy Diaz (AFR Events); Rafael Jimenez ([EL SHOW](#)) will head branded content and social impact measurement lead by Jodie Blum and Miss Sara Mora.

Their collective expertise and experience in civic engagement, media, entertainment, and events offer a deep understanding of the influence of sports culture and fandoms. They've generated billions of consumer impressions from successful collaborations with top brands, international talent, and athletes.

"I have been helping some of the world's leading Latino talent, from JLO to David Ortiz to Maluma, to tell their stories through the lens of music and film. Supremo allows us the opportunity to extend this cultural bridge to brands, leagues, players, and organizations who want to build a stronger relationship with the Latino consumer," said Terrero.

Supremo leverages data that reveals significant opportunities to connect with Latino fan bases. (based on 2023 LDC/Nielsen Study) research shows that 75% of Latinos have bought sports-related merchandise in the last year, highlighting a deep loyalty that extends to brands sponsoring sports. The U.S. Latino economy, with a GDP of \$2.8 trillion, presents vast potential for brands to engage with this market.

Chief among the agency's goals is developing consumer-led campaigns that increase brand value and significantly boost commercial impact. By immersing brands in the heart of fan culture, Supremo fosters an environment where brands play a crucial role in shaping and enhancing fan experiences.

Colón emphasized Supremo's focus is on culturally relevant and impact-driven initiatives, viewing fans not only as consumers but as family. The agency is committed to community-first-led initiatives as a testament to its ethos of responsible and socially conscious business practices.

In addition to connecting brands with fans, Supremo is dedicated to helping sports industry players tell their stories. The agency recognizes the importance of tailored content that resonates with specific communities and breaks down language barriers that may hinder certain players' abilities to connect with fans effectively.

“As a certified team of movement makers, Supremo is proud to champion our culture within the sports and entertainment industry. The team is committed to pushing boundaries, creating immersive fan experiences, and delivering culturally relevant and high-quality content that resonates with Latino fan bases. We invite brands to “huddle up” and join in the movement toward authentic, culturally relevant engagement,” said Diaz.

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CONTACT:

Jennifer A. Maguire

Maguire Public Relations, Inc.

917-596-5136

jen@maguirepr.com