



RECORDING ACADEMY® PARTNERS WITH TOP BRANDS FOR THE 65TH ANNUAL GRAMMY AWARDS®

SANTA MONICA, CALIF. (JAN. 30, 2023) — The Recording Academy® announced today that IBM, Google Pixel, Mastercard, GREY GOOSE, Amazon Music, JBL, City National Bank, United Airlines, Hilton, People, Frontera, FIJI Water, and SiriusXM will serve as the official partners for the 65th Annual GRAMMY Awards®.

"The GRAMMY® is the music industry's highest honor, so it's only fitting that we have the world's top brands partnering with us for this year's GRAMMY Awards®," said Adam Roth, Senior Vice President of Partnerships & Business Development at the Recording Academy. "These brands truly support the Academy's mission of celebrating excellence in the recording industry and protecting music's place in our culture. We can't wait to bring the show back to Los Angeles and celebrate with fans in person and at home."

IBM, the Official Cloud & Artificial Intelligence (AI) Partner of the GRAMMY Awards, returns to the GRAMMY® Live Red Carpet Pre-Show and GRAMMY.com with "GRAMMY Insights with IBM Watson." The insights are shared in real time as nominees walk the red carpet and served up to artist profile pages on GRAMMY.com, getting music fans closer to the artists they love. For the first time, the Recording Academy has also enlisted IBM Consulting practice to help drive membership engagement by enhancing and personalizing the way new GRAMMY nominees as well as existing and prospective members experience the Recording Academy.

Google Pixel, the Official Phone Partner of the GRAMMY Awards, is redefining the way we create content with Google Pixel's cutting-edge camera capabilities. On GRAMMY Sunday, photographers will be equipped with Pixel phones to capture behind-the-scenes content and talent photos in real time, creating a dynamic photo collection that portrays the true essence and energy of the ultimate celebration of music. Google Pixel will also serve as a title sponsor of the Recording Academy Honors gala, presented by the Black Music Collective.

Mastercard, the Official Financial Services Partner of the GRAMMY Awards, has been the Recording Academy's preferred payments technology partner of the GRAMMY Awards for over a decade. Ahead of Music's Biggest Night®, Mastercard is hosting the GRAMMY U® Masterclass on Thurs, Feb. 2, featuring five-time GRAMMY Award winner Jacob Collier and GRAMMY-nominated moderator Jessie Reyez.

GREY GOOSE Vodka has returned for the second year as the Official Spirits Partner of the GRAMMY Awards, bringing the GREY GOOSE Passion Drop specialty cocktail back for this year's show. The cocktail, which is a remix of the GREY GOOSE quintessential martini, will be featured at signature GRAMMY Week events. *GREY GOOSE x GRAMMYS: Sounds Sessions*, a weekly artist interview and performance series, also returns for its second year and features artists such as current GRAMMY nominee Muni Long, acclaimed singer-songwriter Pink Sweat\$, and GRAMMY winner and current nominee Ella Mai. Fans can watch the series on GREY GOOSE's [YouTube](#) now. The GREY GOOSE Essences *Sound Sessions* Brunch will also return for its second iteration, featuring a live performance from two-time GRAMMY winner Jazmine Sullivan.

Amazon Music, the Official Music Streaming Partner of the GRAMMY Awards, will capture and share exclusive content, with "RuPaul's Drag Race" competitor Mo'Nique conducting artist interviews from the GRAMMY Awards Red Carpet and award-winning entertainment journalist Gia Peppers chatting with talent on the Recording Academy Honors Black Carpet. This builds on the relationship that began with the launching of



the annual "Your Future Is Now" HBCU Scholarship Program with the Recording Academy's Black Music Collective in 2021, which gives students the opportunity to learn and explore all facets of the music industry. This year, Amazon Music will also be curating official GRAMMY Awards playlists and will be the exclusive music streaming service for hip-hop and R&B-focused GRAMMY playlists.

JBL, the Official Sound Partner of the GRAMMY Awards, joins the Recording Academy for the 11th year. The audio brand's unmatched JBL Pro Sound will power the various GRAMMY events and experiences throughout the week, creating memorable and unexpected experiences for attendees. GRAMMY performers and presenters will be gifted the brand's innovative products.

City National Bank, the Official Bank Partner of the GRAMMY Awards, joins as the first-ever presenting sponsor of the GRAMMY Awards Premiere Ceremony®, where GRAMMY winners will step off the stage and immediately share their excitement with the City National First Look Video Camera. City National Bank will also provide nominees and attendees of the Premiere Ceremony with a limited-edition portable phone charger and nourishing essentials on site.

United Airlines, the Official Airline Partner of the GRAMMY Awards, will be providing travel for the 65th Annual GRAMMY Awards, including flying HBCU students to Los Angeles for an unforgettable GRAMMY experience. After the show, follow @united to learn more about their experience and how United helps champion Recording Academy initiatives that are positively changing the music industry.

Hilton, the Official Hotel Partner of the GRAMMY Awards for more than 30 years, is returning as a longtime partner and host venue for the exclusive Pre-GRAMMY® Gala at The Beverly Hilton, produced by Clive Davis and the Recording Academy. In 1959, Hilton and the Recording Academy came together to honor the music community with the first-ever GRAMMY Awards at The Beverly Hilton, and today Hilton continues to proudly support musicians, creators and fans on Music's Biggest Night and every other night of the year. Through the Hilton Honors Experiences platform, 20 lucky fans will receive access to various GRAMMY Weekend events including the MusiCares® Persons of the Year Gala, the 65th GRAMMY Awards and the Official GRAMMY Celebration® After-Party.

PEOPLE, the Official Magazine Partner of the GRAMMY Awards, will be broadcasting from the GRAMMYs Red Carpet with a live pre-show. Hosted by Jeremy Parsons and Janine Rubenstein, Red Carpet Live: 65th Annual GRAMMY Awards will feature interviews with the world's leading performers and nominees. The PEOPLE & Entertainment Weekly Red Carpet Live will stream at 3:30 p.m. PT / 6:30 p.m. ET on Sun, Feb. 5 on people.com, ew.com and their social platforms.

FIJI Water, the Official Water Partner of the GRAMMY Awards, will be on hand at the GRAMMYs Red Carpet to hydrate attendees, executives and talent as they take photos and participate in interviews with media. FIJI Water will also be the exclusive water brand across GRAMMY Week events, ensuring everyone has the chance to enjoy Earth's Finest Water.

Frontera Wines, the Official Wine Partner of the GRAMMY Awards and the No. 1 Chilean wine brand in the U.S., will be pouring across GRAMMY Week events. The Recording Academy will exclusively work with Frontera to highlight specific Frontera varietals as well as host a sweepstakes where lucky music fans will receive tickets to attend the GRAMMYs.



SiriusXM, the Official Radio Platform of the GRAMMY Awards, is bringing The GRAMMY Channel back for its third year. The limited-run channel will feature a variety of music from this year's nominees across the GRAMMY Awards' 30 Fields, all leading up to the live broadcast of Music's Biggest Night. The GRAMMY Channel will run for a limited time only from Jan. 24 through Feb. 7 on channel 105.

For more information on our official GRAMMY Awards partners, please visit: ibm.com, pixel.google, mastercard.com, greygoose.com, music.amazon.com, jbl.com, cnb.com, united.com, hilton.com, people.com, fronterawines.com, fijiwater.com, and siriusxm.com

Live from Crypto.com Arena in Los Angeles and hosted by **Trevor Noah**, the 65th Annual GRAMMY Awards will be broadcast live on **Sun, Feb. 5, 2023, at 8 p.m. ET/5 p.m. PT** on the [CBS Television Network](https://www.cbs.com/shows/grammy-awards) and will be available to stream live and on demand on Paramount+. Prior to the Telecast, the GRAMMY Awards Premiere Ceremony® will be broadcast live from the Microsoft Theater at 12:30 p.m. PT and will be streamed live on live.GRAMMY.com.

ABOUT THE RECORDING ACADEMY

The Recording Academy represents the voices of performers, songwriters, producers, engineers, and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music's history while investing in its future through the GRAMMY Museum®, advocates on behalf of music creators, supports music people in times of need through MusiCares®, and celebrates artistic excellence through the GRAMMY Awards — music's only peer-recognized accolade and highest achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Academy, please visit www.grammy.com. For breaking news and exclusive content, follow @RecordingAcad on [Twitter](https://twitter.com/RecordingAcad), "like" Recording Academy on [Facebook](https://www.facebook.com/RecordingAcademy), and join the Recording Academy's social communities on [Instagram](https://www.instagram.com/RecordingAcademy), [YouTube](https://www.youtube.com/RecordingAcademy), [TikTok](https://www.tiktok.com/RecordingAcademy), and [LinkedIn](https://www.linkedin.com/company/recording-academy).

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