



RECORDING ACADEMY® PARTNERS WITH TOP BRANDS FOR THE 66TH ANNUAL GRAMMY AWARDS®

SANTA MONICA, CALIF. (JAN. 30, 2024) — The Recording Academy® proudly names Mastercard, IBM, City National Bank, Dyson, United Airlines, Hilton, SMIRNOFF, PEOPLE, Frontera Wines, FIJI Water, and SiriusXM as the official partners for the 66th Annual GRAMMY Awards®.

"We are thrilled to bring back and introduce new partners for this year's GRAMMY Awards®," said Adam Roth, Senior Vice President of Partnerships & Business Development at the Recording Academy. "These brands represent what the Academy is all about – mission-driven and serving their communities, especially recognizing music excellence. We can't wait to celebrate Music's Biggest Night®!"

Mastercard, the Official Payments Partner of the GRAMMY Awards, has been the Recording Academy's preferred payments partner of the GRAMMY Awards for over a decade. Ahead of Music's Biggest Night, Mastercard is hosting the GRAMMY U® Masterclass on Friday, Feb. 2, at the GRAMMY House Presented by Mastercard featuring GRAMMY-nominated artist Halle Bailey.

IBM, the Official Artificial Intelligence (AI) & Cloud Partner of the GRAMMY Awards for over seven consecutive years, returns to the GRAMMY Awards this year with "AI Stories." Powered by IBM's AI platform, watsonx, AI Stories is a generative AI solution co-created alongside the Recording Academy's Editorial and Social teams to generate and scale customized content ranging from social copy to livestream coverage around GRAMMY nominees before and during the 66th Annual GRAMMY Awards. The AI-generated content will appear across live.GRAMMY.com and GRAMMY social channels, enabling them to further connect millions of music fans with artists they love while also introducing them to new ones. In addition to AI Stories, the Recording Academy continues to partner with IBM Consulting on new solutions that will enhance business operations and optimize digital experiences for each of its 23,000 members.

City National Bank, the Official Bank Partner of the GRAMMY Awards, joins again as the presenting sponsor of the GRAMMY Awards Premiere Ceremony®. During the event, GRAMMY winners will step off the stage and share their exhilaration with the City National First Look Video Camera. City National Bank will also provide attendees of the Premiere Ceremony with a limited-edition GRAMMY Kit featuring a phone charger and other essentials as well as nourishing concessions on site.

Dyson joins the Recording Academy for its first year as the Official Consumer Headphones Partner of the GRAMMY Awards. The brand's first foray into the world of audio, the Dyson Zone™ noise-canceling headphones will be a component of GRAMMY® weekend, both at the "A Celebration of Women In The Mix" event and #GRAMMYSNextGen Party. The Dyson Zone™ will provide event attendees with a pure, immersive listening experience throughout the weekend. Dyson Beauty will activate with styling stations at the A Celebration of Women In The Mix event and Dyson Home will preview new technology at the GRAMMY Red Carpet.

United Airlines, the Official Airline Partner of the GRAMMY Awards, will be providing travel for the 66th Annual GRAMMY Awards, including flying GRAMMY U Student Representatives to Los Angeles to experience the excitement of GRAMMY Week leading up to Music's Biggest Night. The airline has redefined the travel



experience for music and production studios, offering perks like reduced airfare, special discounts on equipment, VIP airport services, and a dedicated 24/7 entertainment support desk. Learn more at united.business/entertainment. After the show, follow @united to learn more about the GRAMMY U students' trip of a lifetime and how United helps champion Recording Academy initiatives that are positively changing the music industry.

Hilton is continuing a partnership that spans over 30 years. Hilton is returning as the Official Hotel Partner of the GRAMMY Awards, inviting fans and guests alike to stay in the music. The Beverly Hilton, an iconic Hilton property and celebrated venue of the first-ever GRAMMY ceremony in 1959, will return as the host venue for the exclusive Pre-GRAMMY® Gala, produced by Clive Davis and the Recording Academy. With a longstanding connection to the music community, Hilton upholds the tradition of championing past, present and future generations of trailblazing musicians and artists as they get ready to take center stage for Music's Biggest Night. Through [Hilton Honors Experiences](#), fans had the opportunity to gain exclusive access to GRAMMY weekend events, including the 66th GRAMMY Awards, the Official GRAMMY Celebration® After-Party and the MusiCares® Person of the Year Tribute concert honoring Jon Bon Jovi.

SMIRNOFF, the Official Spirits Partner of the GRAMMY Awards, will offer premium cocktail serves and samples of its new Smirnoff SMASH vodka soda flavors to guests attending some of the hottest events during GRAMMY Week including: the GRAMMYs After-Party and GRAMMY House – offering guests new and unique ways to get in on the fun and raise a glass in cheers to the season. Follow @smirnoff to stay tuned for more news on how the World's No. 1 vodka brand will show up at this year's GRAMMY Awards.

PEOPLE and the Recording Academy have partnered successfully for many years in support of the GRAMMY Awards as the Official Magazine Partner. Now it's time to expand that partnership for a greater purpose – the creation of opportunity for women in music and the expansion of Women In The Mix. Together we join forces, leveraging our resources, united in power and purpose. "A Celebration of Women In The Mix" will be the kickoff event for this year's GRAMMY House programming. Additionally, PEOPLE will be back on the GRAMMY red carpet interviewing the nominees with host Janine Rubenstein.

Frontera Wines proudly returns as the Official Wine Partner of the GRAMMY Awards this year. Recognized as the top Chilean wine brand in the U.S. and one of the world's most powerful brands according to Wine Intelligence, Frontera is eager to enhance the GRAMMY Awards experience. They will showcase their selection at various GRAMMY Week events. Additionally, Frontera is excited to host an exclusive experience for lucky winners worldwide, who will embark on a three-day Frontera Wines Experience in Los Angeles, culminating in attendance at the GRAMMYs main events. Join us in celebrating the perfect pairing of remarkable wines and unforgettable music.

FIJI Water, the Official Water Partner of the GRAMMY Awards, will be on hand to hydrate music's biggest talent and executives on the red carpet 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® in their 500mL and 330mL bottles, made from 100% recycled plastic (rPET).
^Bottle Only.

SiriusXM, the Official Radio Platform of the GRAMMY Awards, is bringing The GRAMMY Channel back for its fourth year. The pop-up channel will feature a variety of music from the artists, albums and songs nominated across the GRAMMY Awards Fields, all leading up to a live broadcast from the red carpet of Music's Biggest



Night. The GRAMMY Channel will run for a limited time only from Jan. 24 through Feb. 7 on SiriusXM channel 107.

Live from Crypto.com Arena in Los Angeles and hosted by **Trevor Noah**, the [66th Annual GRAMMY Awards](#) will be broadcast live on **Sun, Feb. 4, at 8 p.m. ET/5 p.m. PT** on the [CBS Television Network](#) 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 Peacock Theater at 3:30 p.m. ET/12:30 p.m. PT and will be streamed live on [live.GRAMMY.com](#) and on the [Recording Academy's YouTube channel](#).

See [here](#) for the full list of nominees at the 66th Annual GRAMMY Awards. Learn more about [how to watch the 66th Annual GRAMMY Awards](#).

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 GRAMMY Awards and the Recording Academy, please visit [GRAMMY.com](#) and [RecordingAcademy.com](#). For breaking news and exclusive content, [follow @RecordingAcad on X](#), ["like" Recording Academy on Facebook](#), and join the Recording Academy's social communities on [Instagram](#), [YouTube](#), [TikTok](#), and [LinkedIn](#). For media assets, please visit the [Recording Academy's Press Room](#).

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