



DJ's & music endorsement



2 PAC

Alizé has pioneered music endorsement at the end of the 90' in the US

Thug Passion - 2Pac

"Hip-hop's role in the beverage industry is taken for granted now, but back in the 90s it was Pac who set that precedent"

Read more on our German partner website

<http://www.urban-drinks.co.uk>

And on [Wikipedia](#)





Nino Brown

(Australia)

DJ Nino Brown from Australia has been supporting Alizé for many years

<http://www.djninobrown.com/>

<https://www.facebook.com/djninobrown>

He's been voted as the best DJ at the 2006 and 2007 Urban Music Awards
He's also known for his *Blazin'* series, a urban DJ compilation





Your Shot DJ Competition

(Australia)

- **Concept:**

- Alizé has been a supporting sponsor of **Your Shot DJ Comp** since 2010 for non-experienced wannabe DJ's
- 2010 = Sydney. 2011 = Sydney, Melbourne, Brisbane with over 3,600 registering to be part of the top 216 contestants. In 2013, the event will run through the same cities + Perth + Adelaide + Auckland (NZ)
- Prizes: International DJ sets, Australian festival set, celebrity DJ mentoring, club residencies

[All Your Shot videos](#)

[More videos on brand activities in Australia](#)





Savage

(New Zealand)

DJ Savage has been supporting Alizé for a couple of years in New Zealand

<https://www.facebook.com/SavageDkonz>

DJ Savage became famous in the US thanks to the hit comedy « Knocked up ». He's a founding member of New Zealand most prolific Hip Hop group the Deceptikonz

More on :

<http://www.youtube.com/DawnRaidMusic>





Alizé Mix Squad

(USA)

- **Concept:**

- National DJ program created by US distributor: connect consumers to the freshest club DJs while offering fans the opportunity to sample Alizé specialty cocktails during Mix Squad sets (NYC, LA, Miami, Chicago...)
- In 2011 the **Alizé Mix Squad** was the first of its kind all-female DJ program
- **DJ's were:** DJ Kiss & Nina Sky (NYC) – DJ Rashida (LA) – DJ Nina Drake & DJ DimePiece (Chicago) – DJ Eque (Houston) – Jessica Who? (Miami)

Alizé Mix Squad Video





For more information, do not hesitate to contact us:

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