

ARTS AND ENTERTAINMENT

Rmy Martin sponsors Black Music Action Coalition awards gala

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Rmy Martin bottles on display at the BMAC gala. Image courtesy of Rmy Martin

By LUXURY DAILY NEWS SERVICE

French Cognac brand **Rmy Martin** is celebrating Black tastemakers.

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On Sept. 22, the luxury spirits company teamed up with the Black Music Action Coalition (BMAC) for its second annual "Music in Action" awards gala, sponsoring a night of celebration and acknowledgment for top Black talents in the music industry. In support of the event, Rmy Martin provided guests with signature cocktails like the Rmy Ginger, the Rmy Collins and the Rmy Sidecar.

"The purpose of the Music In Action Awards Gala is to honor and celebrate those who have carved a path for others, who have made a way for Black artists and executives to shine, who have given of themselves in order to make a way for somebody else, in and out of the music business," said Caron Veazey, co-founder at **BMAC**, in a statement.

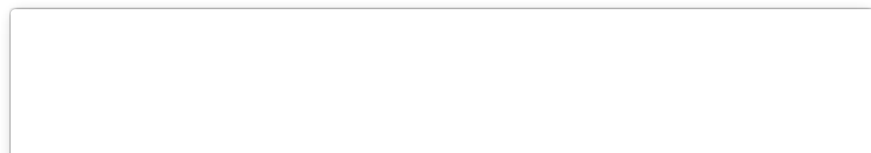
"We celebrate those Black executives who are out there continually fighting for representation because they understand that having just one of us at the table isn't nearly enough."

A glamorous night for hip hop

Grammy award-winning rapper Lil Baby was honored as this year's recipient of the Quincy Jones Humanitarian Award.

Other honorees include Congresswoman Maxine Waters, who was presented with the BMAC Icon Award, music publishing executive John "Big Jon" Platt, who received the Clarence Avant Trailblazer Award and journalist Nikole Hannah-Jones, who was a recipient of the BMAC Social Impact Award.

During the glitzy evening, guests raised a glass to celebrate all of the esteemed award winners during a special "Rmy Martin XO Gold Fashioned" toast.



[View this post on Instagram](#)

A post shared by The Black Music Coalition (@blackmusiccoalition)

Non-profit partner The Black Music Coalition promotes the BMAC's gala, sponsored by Rmy Martin

BMAC was launched in 2020, founded in solidarity with Black musicians and against acts of inequity in the music industry. Founding members include artist and producer Pharrell's manager Mr. Veazey, rapper Travis Scott's manager David Stromberg, rapper and executive Nas and rapper Future's manager Anthony Saleh and rapper Post Malone's manager, Dre London.

While Rmy Martin was the sole luxury sponsor of BMAC's Second Annual Music in Action Awards Gala, the event was also supported by Saban Music, Amazon Music, Spotify, AEG Presents, Primary Wave and Live Nation.

Collaborating with Black music artists and supporting musical excellence is not a new pursuit for Rmy Martin. The Cognac maker recently collaborated with musician Usher to create an "Usher x 1738 AI-Powered" limited-edition NFT ([see story](#)).

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