MIX MASTERS INC. | DJ BOOGIEMAN

OFFICIAL CHICAGO ELECTRONIC PRESS KIT & CORPORATE BOOKING SHEET

Chicago, IL, USA • Global Bookings, Residencies & Sync Licensing

THE ARTIST: MARTIN "BOOGIEMAN" LUNA

Founder of Chicago's legendary **Mix Masters**, **Martin "Boogieman" Luna** is an accredited Gold and Platinum-certified house music pioneer, ASCAP-registered producer, and premier open-format DJ. Since 1982, he has set the industry standard in Chicago and worldwide with dynamic, multi-format sets blending 12" vinyl records, CDJs, and modern live video-mixing technology. From his iconic 1990 Chicago house anthem **"In The Mix"**—featured in Madonna's *Truth or Dare* and forming the unmistakable musical DNA behind the multi-platinum global dance phenomenon **"Pump It Up"**—to generating **over 2.2 million monthly streams on Spotify worldwide** (including **over 14,000 monthly listeners in Chicago alone**), DJ Boogieman delivers an elite, high-energy atmosphere tailored to high-profile corporate galas, luxury retail activations, and major international stages.

GLOBAL SYNC & COMMERCIAL CAMPAIGN HIGHLIGHTS

- **Gucci — Upcoming Global Social Media Campaign (2026)** *(Embargoed / Pre-Launch)*: Selected by the iconic Italian luxury fashion house for an upcoming digital and social media rollout.
- **O Boticário — "Cuide-se Bem Acerola & Vai" Campaign (October 2026)**: Featured **"Pump It Up"** as the hero soundtrack for the world's largest beauty specialist retailer (created by AlmapBBDO).
- **Pringles Brasil — "POP It Up!" Campaign (February 2026)**: Custom adaptation of **"Pump It Up"** for Pringles' 1980s arcade-inspired digital and social campaign.
- **Calvin Klein x Dazed Studio — Denim Social Campaign (2023)**: Featured Mix Masters' original **"In The Mix"** recording for Calvin Klein's native TikTok denim campaign.
- ***The Substance* (2024–2025 Feature Film & Awards Season Run)**: Endor's rework of **"Pump It Up"** (sampling **"In The Mix"**) served as the signature musical motif for the Academy Award-winning film starring Demi Moore.
- ***Madonna: Truth or Dare* (1991 Documentary)**: Featured Mix Masters' **"In The Mix"** in the landmark concert documentary.

CORPORATE & LUXURY BRAND PORTFOLIO

- **Luxury & High Fashion:** Gucci, Giorgio Armani, Calvin Klein, Ralph Lauren, Bloomingdale's, Nordstrom, Macy's, Estée Lauder, MAC Cosmetics, and Kenneth Cole.
- **Major Events & Media:** Chicago/Midwest Emmys, Vogue Magazine Fashion Shows, Playboy XL Super Bowl Party, Chicago All-Star MLB Party, WGN Channel 9, and the Jerry Springer Show.
- **Corporate Sponsors & Venues:** White Claw, Mike's Hard, Cuervo Tequila, Budweiser, Miller Brewing Company, Hard Rock & Palms Casinos, and Horseshoe Casino.

PERFORMANCE SERVICES & CREDENTIALS

- **Services:** Open-Format DJ, Live Video Jockey (VJ) Mixing, Custom Music Production & Remixing, Brand Activation Soundscapes.
- **Notable Collaborations:** Madonna, Steve Aoki, ALOK, Fast Eddie, Housequake, and Mellizos.
- **Industry Credentials:** Billboard Dance DJ Reporter, IMDB Accredited, and ASCAP Music Publisher (Mixmania).
- **Spotify Reach:** Over 2.2M Monthly Streams Worldwide • Over 14,000 Monthly Listeners in Chicago Alone.

CLIENT ENDORSEMENTS

> **Chicago/Midwest Emmys** *(Corporate Events Coordinator)*: Praised his elite energy and red-carpet professionalism.
>
> **Gucci & Giorgio Armani** *(Event Director)*: Noted his deep musical knowledge and seamless brand alignment.

CORPORATE VENDOR & BOOKING COMPLIANCE

- **Entity & Compliance:** Mix Masters Inc. (dba DJ Boogieman) • **D-U-N-S Number:** 14-785-1575
- **Documentation & Banking:** IRS Form W-9, Certificate of Insurance (COI), and ACH/Wire Banking details (Chase Business Banking) available instantly upon request for streamlined onboarding.
- **Official Websites:** www.mixmastersinc.com • www.djboogieman.com

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