

**1500 or Nothin’ to Serve as Premier Sponsor for Fourth Annual Pensado Awards**

Awards show, set to take place Sunday, December 3, 2017, at L.A.’s legendary Fonda Theatre, will once again “recognize the faces behind the sound” and feature returning co-hosts Samantha Maloney and Chris Lord-Alge and new co-host Kosine from Da Internz

Other main sponsors include The Blackbird Academy, NAMM, Avid, Westlake Pro, LANDR and Heavyocity Media. The awards will feature a who’s-who of the recording community.

*LOS ANGELES, CA, October 11, 2017* — The [Pensado Awards](http://pensadoawards.com/) announces that hip-hop production collective **1500 or Nothin'** will serve as the Premier Sponsor for the fourth annual Pensado Awards, set to take place on Sunday, December 3, 2017, at Los Angeles’ historic Fonda Theatre, 6126 Hollywood Boulevard, Los Angeles, California 90028. 1500 or Nothin’ is an American musical ensemble composed of record producers, songwriters, musicians and music videographers, based in Inglewood, California. Other main sponsors include The Blackbird Academy, NAMM, Avid, Westlake Pro, LANDR and Heavyocity Media.

"1500 or Nothin's commitment to innovation and education is the same as that of *Pensado’s Place*. And the Pensado Awards honors exactly the talent that make up our own creative collective," stated Rance Dopson, CEO of 1500 or Nothin’. "Dave and Herb are our dudes, and it’s an honor to partner with them in paying tribute to such deserving individuals, and to join forces to educate the next generation of audio talent.”

Created by **Herb Trawick** and **Dave Pensado** of Penwick Media (the producers of *Pensado's Place* and other industry-leading audio-related media), the Pensado Awards, dubbed by insiders as the must-attend audio event of the year, were founded as a means of acknowledging talented music producers, engineers, mixers, songwriters and their work, serving as a grand opportunity for the best pros, amateurs, brands and press to come together as one community to celebrate the uncelebrated. Since its inception, the show has continued to gain momentum and garner attention throughout the industry and beyond.

The Fonda Theatre will provide an intimate backdrop for Pensado Awards 4, which will feature an entirely new vibe and new show format using cutting-edge technology, plus additional surprises throughout the night. This year’s co-hosts are drummer **Samantha Maloney** (Hole, Mötley Crüe, Peaches), legendary producer, engineer and mixer **Chris Lord-Alge** (Pink, Foo Fighters, Avril Lavigne, Green Day) and **Kosine** of acclaimed production duo Da Internz (Ludacris, Nicki Minaj, John Legend).

Herb Trawick, the Co-host/Executive Producer and Creator of *Pensado’s Place*, as well as Manager to Co-host Dave Pensado, stated, “We are very proud to be receiving support from our friends at 1500 or Nothin’ for Pensado Awards 4. We are trying some new things with this year’s ceremony, and we couldn’t do it without our Premier and Title Sponsors. We look forward to continuing our preparations for this monumental event with our sponsor partners by our side.”

The Pensado Awards are a natural outgrowth of the ethos behind *Pensado’s Place*. In recent years, developments in music and technology have changed the landscape for producers, songwriters, engineers and musicians, encouraging artists and composers of all types to hone their craft. From the self-taught basement enthusiast to the seasoned industry producer, all manner of music professionals are discovering new methods of working and novel ways to reach fans. The science and art of music-making are in a rapid state of flux, with exciting opportunities awaiting among the talented figures in and out of the spotlight – the people who are currently engineering the next sound that will move the world in the music, film, television and digital realms. Over 100,000 albums and millions of songs are released every year, not to mention the hundreds of thousands of concerts put on worldwide, but the awards often end up in the hands of a lucky select group. So the brilliance and hard work of all those producers, songwriters, DJ’s, engineers, mixers, live wizards and behind-the-scenes technicians in audio often go unnoticed. The Pensado Awards, founded as a means of acknowledging these talented individuals and their work, are a grand opportunity for the best pros, amateurs, brands and press to come together as one community to celebrate the uncelebrated.

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Photo file: 1500Logo.JPG

Photo caption: Logo for 1500 or Nothin’, Premier Sponsor for Pensado Awards 4.

**About *Pensado’s Place***

The hour-long weekly web series *Pensado’s Place* was created over five years ago. Co-hosted by legendary mix engineer Dave Pensado (Black Eyed Peas, Beyoncé, Christina Aguilera, Kelly Clarkson, Michael Jackson and more) and show creator Herb Trawick, *Pensado’s Place* includes interviews with top music industry artists, engineers, producers, mixers, and record executives, as well as in-depth tutorials in production, engineering and mixing. *Pensado’s Place* has positioned itself as “the most influential show for audio engineers,” mixers and producers (Forbes Magazine). *Pensado’s Place* is more than just a show, as it highlights the very best in the audio industry from music, film, TV, gaming, live, hardware and software with a presence in live events. As a leading educational resource, *Pensado’s Place* is helping build the next generation of audio greats. <http://www.pensadosplace.tv/>.

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