



LuÃsa Sonza takes the â??Red Kingdomâ?• to Brazil with the Kansas City Chiefs

Description



When the Kansas City Chiefs faced the Los Angeles Chargers in SÃ£o Paulo, they wanted more than just a football game â?? they wanted to create a true home advantage for Chiefs Kingdom thousands of miles from Missouri. To achieve that, they turned to Tracks & Fields, the partner brands trust for music-driven collaborations and creative amplification.

Connecting the Chiefs to Brazil

The challenge was clear: how to connect one of the NFL's most iconic teams with a Brazilian audience where American football is still growing, but passion for music is boundless. Tracks & Fields was tasked to find the right artist: someone with huge cultural reach, relevance in popular music, and resonance with fans both in Brazil and globally. The perfect fit was LuÃsa Sonza. Brazil's number one popular music artist and a 2024 Billboard Women in Music â??Global Force,â?• Sonza brought undeniable star power and authentic cultural cachet to the campaign.

Reinventing the Anthem

At the heart of the activation was the Chiefs's anthem, Tech N9ne's â??Red Kingdom.â?• First released in 2019, the song fuses hip-hop with team pride and has become a game-day staple for Kansas City fans worldwide. Tracks & Fields commissioned and cleared an official reimaged version: LuÃsa Sonza's Portuguese-language rendition, powered by a Brazilian funk beat while staying true to the pride and energy of the original. This wasn't just a translation â?? it was a transformation. Sonza's voice added a new dimension, while the locally-rooted rhythm gave Brazilian fans an anthem they could claim as their own.

A World Premiere in SÃo Paulo

Tracks & Fields ensured the music wasn't just heard but felt. The campaign included:

- Creating a dedicated Chiefs music label to host the release.
- Clearing publishing rights and handling international licensing for â??Red Kingdom.â?•
- LuÃsa Sonza's live performance of the track in SÃo Paulo ahead of the matchup.
- Game-day presence, with Sonza attending the game and bridging music and sport in front of a sold-out Corinthians Arena crowd and millions watching on YouTube's first exclusive NFL live broadcast.

The result? The Chiefs's anthem evolved into a cultural moment that spoke directly to Brazilian fans while embodying the global ambition of the team.

Why Tracks & Fields?

This project demonstrates what Tracks & Fields does best: bringing brands and artists together with precision, cultural relevance, and scale. From scouting artists and negotiating rights to building campaign architecture and amplifying it across global audiences, we deliver partnerships that create impact well beyond the field.

When brands want to move hearts and minds through music â?? whether it's in sports, storytelling, or cultural moments â?? Tracks & Fields is the partner that makes it happen.

