



AFRIMMA

AFRICAN MUZIK MAGAZINE AWARDS & MUSIC FESTIVAL

2022 AWARDS & FASHION SHOW

PARTNERSHIP MEDIA KIT

## **AFRICAN MUZIK MAGAZINE AWARDS**

**(AFRIMMA)** is the sole award ceremony in the Diaspora that caters to all musical genres including but not limited to: Afrobeats, Assiko, Bongo, Decale, Funana, Genge, Highlife, Hiplife, Kwaito, Lingala and Soukous. In its 7 years of existence, AFRIMMA has been an instrumental force that has aided in the crossover and commercial recognition that African music, specifically afrobeats, receives today.

AFRIMMA's vision is endorsed by some of the biggest African artists such as Eryka Badu-America, Tpain- America, Burnaboy- Nigeria, Davido- Nigeria, Diamond Platinumz- Tanzania, Mr Eazi- London, Fally Ipupa- Ivory Coast, Tiwa Savage- Nigeria, Yvonne Chaka Chaka-South Africa and many more.

# WHAT IS AFRIMMA?

[WWW.AFRIMMA.COM](http://WWW.AFRIMMA.COM)

**OUR 2022 THEME**

**THIS IS AFRICA**

THIS YEAR, WE ARE INTRODUCING OUR AUDIENCE TO **BEAUTY OF AFRICA**. THE AUTHENTICITY, THE CULTURE, THE SLANG, THE VIBE, THE COMMUNITY, THE SOUND, THE FASHION & THE OVERALL HEARTBEAT OF THE CONTINENT THAT MAKES IT **ONE OF THE MOST BEAUTIFUL AND MYSTERIOUS** PLACES IN THE WORLD.



# PAST HOSTS



**VINIE CHIPUKEEZY**  
Comedian



**JULIET IBRAHIM**  
Internationally  
acclaimed actress



**TASHARA PARKER**  
News Personality



**ANNE KANSIIME**  
Africa's Queen of Comedy



**CYNTHIA BAILEY**  
Model, Actress,  
Reality TV Star



**POIZON IVY THE DJ**  
Dallas Maverick's DJ|  
K104 FM On-Air Personality



**BASKETMOUTH**  
World Renowned Comedian



- 
- **1.6 MILLION+ AUDIENCE REACH** ACROSS SOCIAL PLATFORMS & MAILING LISTS
  - **1,500 + AWARD LIVE SHOW** ATTENDEES
  - **OVER 50 OF THE BIGGEST ARTISTS FROM EVERY REGION OF AFRICA,**
  - **THE CARIBBEAN, USA & MORE**

[WWW.AFRIMMA.COM](http://WWW.AFRIMMA.COM)

**AFRIMMA AWARDS**  
**QUICK STATS**

**The AFRIMMA Fashion Show ( AFS)** has become a staple in the City of Dallas, making it home to unique designers who infuse fashion and culture. The event features some of the world's greatest and most sought after designers such as South African designer, George Malelu, who made Beyoncé's outfit for the Global Citizen Festival: Mandela 100 concert. AFRIMMA Fashion show has also partnered with South African fashion designer, David Tlale, whose work has been featured at the Cape Town Fashion Week, New York Fashion Week, and Paris Fashion Week.

This event has become the biggest fashion show in the Diaspora that celebrates Africa, artists, and fashion. The AFRIMMA Fashion Show exists to give designers a platform to exhibit their designs to a diverse audience and to celebrate the beauty and culture of Africa.

# WHAT IS AFRIMMA FASHION SHOW?







Fashion + Culture Infused =

# AFRIMMA FASHION SHOW

[WWW.AFRIMMA.COM](http://WWW.AFRIMMA.COM)





**OUR 2022 FASHION SHOW  
WILL BE A LIVE EVENT**

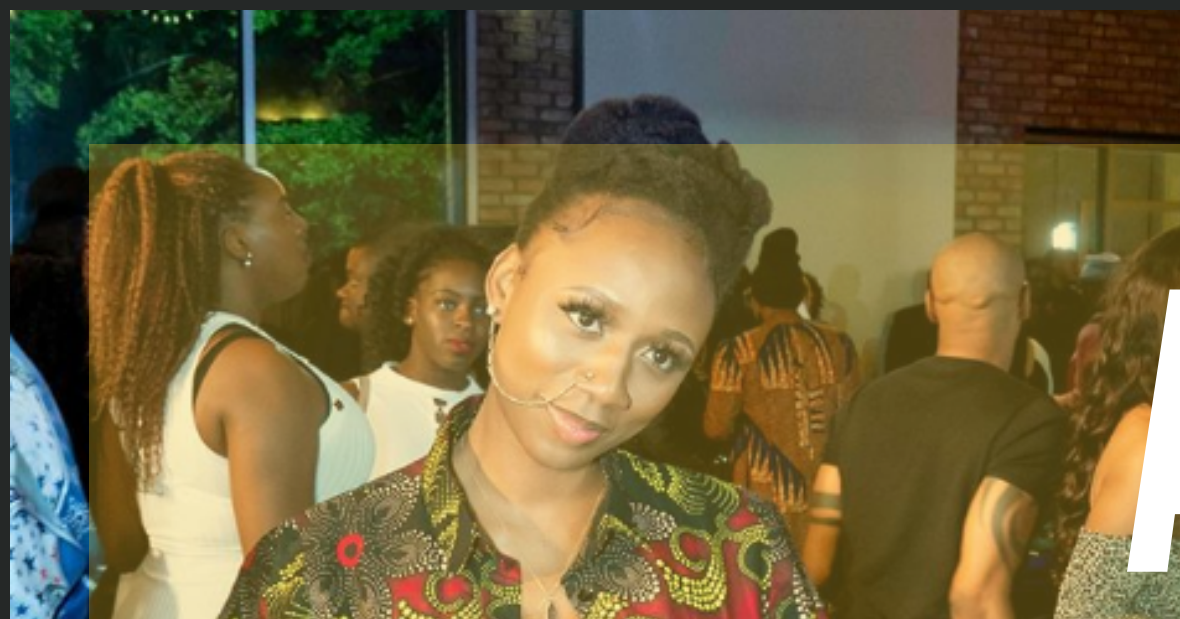
**THIS YEAR'S FASHION SHOW** WILL BE A LIVE IN-PERSON EVENT

**AFRIMMA FASHION SHOW**



# AFRIMMA FASHION SHOW





# AFRIMMA FASHION SHOW



# DEMOGRAPHICS OF OUR EVENT ATTENDEES

## OUR AUDIENCE

Male - 45%

Female- 55%

Ages: All Ages Event

Education: High school  
to Advanced Degree

Median Income:

\$50,000 - \$70,000

ATTENDEES COUNTRY OF ORIGIN: UNITED STATES, JAMAICA, NIGERIA, KENYA, SOUTH AFRICA, GHANA, LIBERIA, ETHIOPIA, CONGO CAMEROON, SENEGAL, SOMALIA, TANZANIA AND MANY MORE.

## Demographics:

Caucasian, Hispanic & African-American, African, Carribean.

**20%**  
GENERATION Z

**25%**  
GENERATION X

**35%**  
MILLENIALS

**20%**  
BABY  
BOOMERS

# 5000% INCREASE

-During the week that the nominees were announced in 2020, AFRIMMA had a **5000%** increase in account reach and **1,000,000%** increase in content interactions on Instagram.



# STATS

# 2.1 MILLION HITS TO THE WEBSITE 8 MILLION FACEBOOK PAGE REACH

The month that the nominees were announced, the website hit 1.4 million site visitors in 2020

Our Facebook page reach hit 10 million between September 2020-December 2021.



# WEBSITE TRAFFIC



# PSYCHOGRAPHIC STATISTICS ON OUR EVENT ATTENDEES

## OUR AUDIENCE



- A highly educated consumer segment, media savvy, family oriented and more affluent than just about any other immigrant group
- Entertainment , Food, Music, and Sports are cultural aspects that brings the community together
- Africans strive to maintain connections with their friends and families in their native countries, as well as ties to native traditions.





# WE'RE BRINGING BACK THE VIRTUAL AWARDS SHOW AGAIN FOR 2022!

## THE BENEFITS:

-International audience reach ( Great visibility for partner brands throughout the US, Europe, and Africa).

-Post Event Value: The event will be published online and will be available for replay (increased brand impressions and visibility).







# PREVIOUS VIRTUAL EVENTS

CLICK THE IMAGE BELOW TO VIEW  
OUR 2021 VIRTUAL AWARD SHOW

ONLY CLICKABLE IN .PDF VIEW

YouTube

Search

AFRIMMA 2021

FLAVOURS OF AFRICA  
CROSSING BOUNDARIES WITH MUSIC

YouTube

0:40 / 1:03:04

#afrimma #africanmusic #musicawards

AFRIMMA Awards 2021 | Watch LIVE on Sunday, December 12 | Flavors of Africa Edition

783,134 views • Streamed live on Dec 12, 2021

786 DISLIKE SHARE DOWNLOAD SAVE ...



# OUR VIRTUAL FASHION SHOW

ONLY CLICKABLE IN .PDF VIEW

CLICK THE IMAGE BELOW TO VIEW OUR  
2020 VIRTUAL FASHION SHOW



AFRIMMA Virtual Fashion Show



# WHY SHOULD YOU PARTNER WITH AFRIMMA?

53% OF AFRICANS IN THE USA ARE IN THE AGE GROUP OF 24 – 44 AND ARE AVID FOLLOWERS OF MODERN TRENDS WITH THE MOST POPULAR ONE BEING MUSIC. THIS YOUNG AND DYNAMIC GROUP KEEPS UP WITH TRENDS BOTH IN THE CONTINENT AND OUT OF THE CONTINENT.

- ASSOCIATE YOUR BRAND WITH THE GROWING AFRICAN ENTERTAINMENT INDUSTRY WHICH WILL ENABLE YOU TO REACH OUT TO THE MOST YOUTHFUL MARKET IN THE WORLD.

- POSITION YOUR BRAND AS FRESH , CURRENT AND “IN” RIGHT NOW WITHIN THE AFRICAN MARKET.

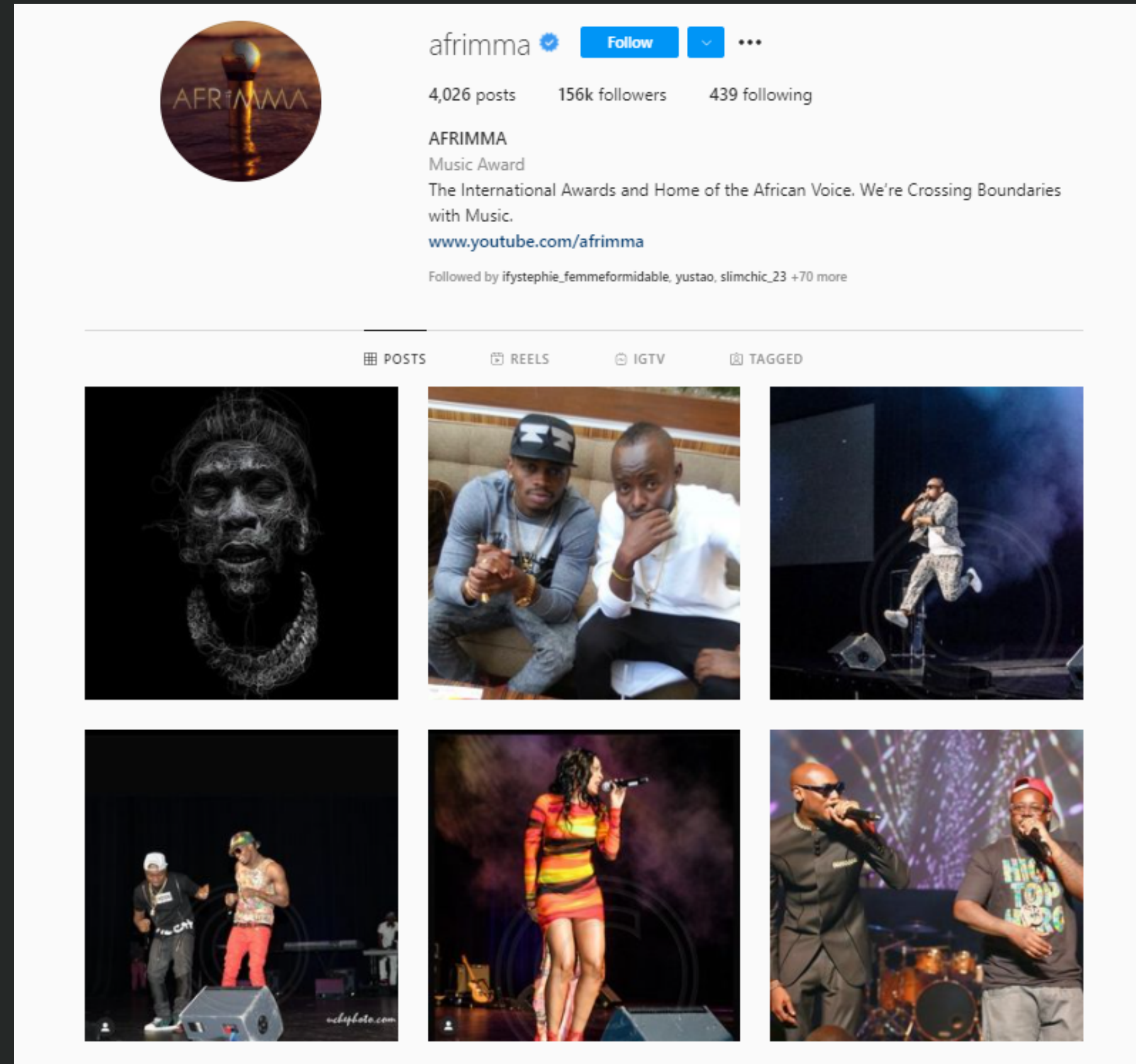
BUILD A STRONG RELATIONSHIP WITH CONSUMERS BOTH IN THE USA AND THE CONTINENT IN THE ORDER TO ACHIEVE BRAND LOYALTY.



# ENDLESS OPPORTUNITIES

## SOCIAL MEDIA REACH

- Partnership with AFRIMMA provides the opportunity for your brand to connect directly with an expansive regional, national & international audience via our social network reach and personalized asset opportunities to sync with the various objectives and needs of sponsors.







A multi-faceted marketing strategy and promotion campaign will be designed by AFRIMMA to widespread attention for your brand within the USA and the continent and focus on generating new business services to targeted Immigrants, businesses and entities locally, nationally and beyond.

### Press Releases

Your company's logo will be included on all press release disseminations before and after the Award ceremony ( minimum of 2 press releases)

# SPONSORSHIP BENEFITS

### Online Media

Your company's logo will be included on various influential African social media outlets such as : Africa Muzik Magazine and Big A Entertainment's Facebook and Twitter pages.  
(#AFRIMMA)

### Radio Spots

Your company will be acknowledged in a 15 seconds radio spot that will be broadcasted to our audience.



# SPONSORSHIP BENEFITS

## TV

Your company's logo appear on the AFRIMMA award show broadcast.

## Print AD

Your company's logo will be included on all advertisement and promotional materials: flyers and poster distributed in high traffic African locations such as: grocery stores, restaurants, beauty stores, barbershops etc...

## Email Blast

Your company's logo will be included in all Africa Muzik Magazine's email blast which includes over 10,000+ email contacts.

## PACKAGE A

- Sponsor recognition by AFRIMMA's hosts
- Branded performance by 3 major artists presented by your company
- Opportunity for sponsor to present an award
- Sponsor banner at main entrance hall and on main stage at the fashion show
- Sponsors logo on backdrop/step and repeat at the fashion show
- Sponsor recognition on all press releases
- Sponsor mentions or logo inclusion in all advertising, including TV, Radio and Print in and outside of the US
- Sponsor's logo on online media: email blasts, blogs and social media outlets
- Sponsor pre-roll video included in each online video session (over 1 million impressions)
- Sponsor's logo on all AFRIMMA ad material: Flyers, Posters and Banners
- VIP Access to AFRIMMA AWARD FASHION SHOW (10 TICKETS)
- Additional general tickets (8)

**TITLE**  
**SPONSOR**  
**\$250,000**



## PACKAGE B

- Sponsor recognition by AFRIMMA's hosts
- Opportunity for sponsor to present an award
- Sponsor banner at main entrance hall and on main stage at the fashion show
- Sponsors logo on backdrop/step and repeat at the fashion show
- Sponsor recognition on all press releases
- Sponsor mentions or logo inclusion in all advertising, including TV, Radio and Print in and outside of the US
- Sponsor's logo on online media: email blasts, blogs and social media outlets
- Sponsor pre-roll video included in each online video session (over 1 million impressions)
- Sponsor's logo on all AFRIMMA ad material: Flyers, Posters and Banners
- VIP Access to AFRIMMA AWARD FASHION SHOW (5 TICKETS)

**GOLD  
SPONSOR  
\$100,000**

## PACKAGE C

- Sponsor recognition by AFRIMMA's hosts
- Opportunity for sponsor to present an award
- Sponsors logo on backdrop/step and repeat at the fashion show
- Sponsor recognition on all press releases
- Sponsor mentions or logo inclusion in all advertising, including TV, Radio and Print in and outside of the US
- Sponsor pre-roll video included in each online video session (over 1 million impressions)
- Sponsor's logo on all AFRIMMA ad material: Flyers, Posters and Banners
- VIP Access to AFRIMMA AWARD FASHION SHOW (2 TICKETS)

**SILVER  
SPONSOR  
\$50,000**





# CONTACT US



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youtube.com/  
africanmuzikmag

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PARTNERSHIP, CONTACT:

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