

A microphone on a wooden stand in a garden setting. The microphone is a silver, mesh-covered model on a dark wooden stand. The background is a lush garden with green leaves and brown mulch. The text 'Sponsorship Deck' is overlaid in white, bold, sans-serif font. Below it, 'OCTOBER 2019' is written in a smaller, white, sans-serif font. At the bottom, the word 'AFFIRMATION' is written in large, light-colored, outlined letters, with the 'I' being a vertical bar.

Sponsorship Deck

OCTOBER 2019

AFFIRMATION

WHAT IS AFRIMMA?

African Muzik Magazine Awards (AFRIMMA) is a 3-day festival held in Dallas, Texas. The festival includes three events: Discussion Forum/Celebrity Panel, Fashion Show and Awards show. The festival sees approximately 2,500 attendees across the events. Celebrating its 5th annual awards and festival, AFRIMMA is one of the most significant & impactful music events in the world.

Founded by Anderson Obiagwu, the global reach of this awards ceremony offers an incredibly unique opportunity for anyone interested in reaching profitable consumers who love music, the artists, & the community.



AFRIMMA 3-DAY WEEKEND

- Panel: Celebrity Panel/The Community Showcase Room
- Fashion Show: AFRIMMA 3rd Annual Fashion Show & After Party
Lofty Spaces
- Award Show: 6th Annual AFRIMMA Award Show & Music Festival
House of Blues Dallas

VALUE OF AFRIMMA

Dallas has the 3rd largest African population in the US

39% of African immigrants live in the south

53% of Africans in the US are in the age group of 18 – 44 and are avid followers of music

62% of Africans In the US are in College or Grad school

42% hold Bachelor's degrees or above

100K AFRIMMA social media fans

67% social media engagement

Avg. Household income of AFRIMAA fans: \$50-100K

3 million online voters select award winners

Event artists social reach is > 21 million



SPONSORSHIP OPPORTUNITIES

This is a unique engagement with the opportunity to reach an expansive regional, national & international audience via the social network reach that AFRIMMA and the artists represent. AFRIMMA is looking for partners to help take this successful festival to the next level. AFRIMMA can create personalized asset opportunities to align with the various objectives of your brand. Specific levels and benefits are below:

Harmonize - Tanzania

TITLE SPONSOR \$35,000

- Sponsor on stage recognition by AFRIMMA's hosts
- Opportunity for sponsor to present an award
- Sponsor banner at main entrance hall and on main stage
- Sponsors logo on backdrop/step and repeat
- Sponsor recognition at the press conference, as well as 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
- 1-year free ads on African Muzik Magazine + 2 free press releases
- VIP Access to all AFRIMMA AWARD & MUSIC FESTIVAL EVENTS (10)
- Additional general tickets (6)



AFRIMMA
AFRICAN MUZIK MAGAZINE AWARD & MUSIC FESTIVAL

Yemi Alade - Nigeria



PRESENTING SPONSOR \$20,000

Sponsor on stage recognition by AFRIMMA's hosts

Opportunity for sponsor to present an award

Sponsor banner at main entrance hall and on main stage

Sponsors logo on backdrop/step and repeat

Sponsor recognition at the press conference, as well as 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

1-year free ads on African Muzik Magazine + 2 free press releases

VIP Access to all AFRIMMA AWARD & MUSIC FESTIVAL EVENTS (10)

Additional general tickets (6)

Eddy Kenzo - Uganda



POWERED BY SPONSOR \$15,000

Sponsors logo on backdrop/step and repeat
Sponsor recognition on all US press releases
Sponsor mentions or logo inclusion in all US advertising, including TV, Radio and Print
Sponsor's logo on online media: email blasts, blogs and social media outlets
Sponsor's logo on all AFRIMMA ad material: Flyers, Posters and Banners
1 free ad on African Muzik Magazine
VIP Access to all AFRIMMA AWARD & MUSIC FESTIVAL EVENTS (2)
Additional general tickets (4)

Interested? Email info@afrimma.com