



**PARTNERSHIP DECK**

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



# 10 YEARS OF AFRIMMA!

**This year's 2023 AFRIMMA celebration marks the 10 year anniversary of Afrimma! 10 years of outstanding productions representing the African Diaspora in fashion, music, business and more!**





# ABOUT

AFRICAN MUZIK MAGAZINE AWARDS (AFRIMMA) is the sole award ceremony in the Diaspora that caters to all musical genres including Afrobeats, Assiko, Bongo, Decale, Funana, Genge, Highlife, Hiplife, Kwaito, Lingala and Soukous.

In its decade long 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 Erykah Badu, Tpain, Burna Boy, Davido, Rema, Diamond Platinumz and many more!







**Each year the celebrations consist of a weekend long of various festivities which includes a fashion show, music industry panel which leads up to the grand finale awards show and festival.**

**Afrimma Weekend Tentative Schedule of Events: Sept 15-17th, 2023**

**Welcome Celebration Party: Sept. 15th (est attendance 400)**

**Venue: KOMODO (9pm-2am)**

**Panel: Sept. 16th (est attendance 150)**

**Venue: Hilton Hotel (10 am)**

**Fashion Show: Sept 16th (est attendance 500-700)**

**Venue: FiveAM Theatre**

**Awards Show: Sept. 17th (est attendance 1500-2000)**

**Venue: Dallas Symphony Center: (6pm-11pm)**

**2301 Flora St, Dallas, TX 75201**

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# AFRIMMA FASHION SHOW

**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 and this year marks 5 years of its inception!**

**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.**

**SEPT 16TH, 2023**







# AFRIMMA AWARDS

**The Afrimma Awards Ceremony is the accumulation of Afrimma weekend. The grand event features a red carpet filled with media from all over the world leading to the Pre-Show which sets it off with an array of performances from rising African talent. The AFRIMMA Awards has been attended by thousands over the years and has been a milestone in several artists career who are dominating music today including Rema, Adekunle Gold, Burna Boy and more! The awards ceremony highlights over 20 categories focusing on regional talent across all forms of entertainment and features music and dance performances with extravagant presentations!**

**SEPT 17TH, 2023**



# MEDIA

AFRIMMA YOUTUBE CHANNEL



AFRIMMA 2022 AWARDS CEREMONY RECAP



AFRIMMA AWARDS HIGHLIGHT 2019



PHYNO AND FLAVOR  
FULL PERFORMANCE AT AFRIMMA 2022



AFRIMMA 2021 AWARDS TRAILER





# PRESS ROOM

## 2022 AFRIMMA Awards coming to Dallas



Nigerian Afrobeats superstar, [Wizkid](#) became one of the biggest winners on the AFRIMA 2021 stage with three awards going to him including the Best African Artist.

By Charles Maganga November 21, 2022

## AFRIMMA Awards 2022: See The Complete List Of Winners

## The Dallas Morning News

### Afrimma Awards

at [The Factory in Deep Ellum](#)

African music in all genres is showcased in an evening of performances, a red carpet, meet and greet opportunities. Afrimma, or African Muzik Magazine Awards, are based on more than 2 million online votes. Genres include Afrobeats, Assiko, Bongo, Decale, Funana, Genge, Highlife, Hiplife, Kwaito, Lingala, Soukous and more.

### Gen Z music stars dominate AFRIMMA 2022 nomination list

HOME NEWS 2023 ELECTIONS POLITICS ME

### Yemi Alade, Phyno, others to perform at 2023 AFRIMMA Awards

### Burna Boy, Mercy Chinwo, Asake, Rema, Ayra Star, Others Make AFRIMMA 2022 Nominee List -[See Full List]

After two years following the emergence of the COVID-19 global pandemic, African Muzik Magazine Awards (AFRIMMA) would this year return its live events. This is as the organizers released the much-anticipated names of nominees for this year's prestigious awards.

## The Return of AFRIMMA is Here with this year's theme, This is Africa

by LaToya Henry November 18, 2022



Meet the founder of AFRIMMA, Anderson Obiagwu "Big A"

### African Muzik Magazine Awards

Photo courtesy of Afrimma

The African Muzik Magazine Awards (AFRIMMA) will highlight African music excellence. The event will also feature the AFRIMMA Fashion show, with world-renowned fashion houses gracing the fashion stage. Alongside the main ceremony will be events like the highly topical

### Yemi Alade, Ruger, Phyno, Zlatan to perform at 2023 AFRIMMA awards

ADEAYO ADEBIYI | July 20, 2023 10:40 AM

The African Muzik Magazine Awards 2023 is set to celebrate African music excellence with much pump and pageantry.



# PAST HOSTS



**VINIE  
CHIPUKEEZY**

Comedian



**JULIET  
IBRAHIM**

Internationally acclaimed actress



**TASHARA  
PARKER**

News Personality



**CYNTHIA  
BAILEY**

Model, Actress, Reality TV Star



**BASKETMOUTH**

World Renowned Comedian  
(This years host)



**POIZON IVY  
THE DJ**

Dallas Maverick's DJ| K104 FM On-Air  
Personality



# CONFIRMED GUESTS AND PERFORMERS



**DIAMOND  
PLATINUM**

16.4 Million followers



**YEMI ALADE**

17.5 million followers



**ZLATAN**

7.1 million followers



**RUGER**

2.1 million followers



**PHYNO**

8.1 million followers



**GOYA MENOR**

1.6 Million Followers

**KCEE**

4.5 million followers

**FALLY IPUPA**

5 million followers

**NADIA NAKAI**

3.4 million followers

**PLUS MANY MORE TO BE ANNOUNCED!**



# AUDIENCE DEMOGRAPHICS



## OUR AUDIENCE:

3,000+ IN ATTENDANCE

MALE - 45%

FEMALE - 55%



## EVENT EDUCATION:

HIGH SCHOOL TO ADVANCED DEGREE



## COUNTRY OF ORIGIN:

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



## AGES:

ALL AGES EVENT



## MEDIAN INCOME:

\$50,000-1 MIL+



## DEMOGRAPHICS:

AFRICAN-AMERICAN, AFRICAN, CARIBBEAN, CACAUSIAN AND HISPANIC



# **AFRIMMA LIVE STREAM**

**THE AFRIMMA AWARDS PARTNERS WITH YOUTUBE EACH YEAR TO LIVE STREAM THE AWARDS GLOBALLY:**



**CLICK HERE TO WATCH 2022 LIVE STREAM**

**800K+ IN VIEWERSHIP LAST YEAR  
71.8K YOUTUBE SUBSCRIBERS**



# REASONS TO PARTNER WITH US!



- \*OPPORTUNITY TO BUILD BRAND VISIBILITY LOCALLY AND INTERNATIONALLY THROUGH OUR PLATFORM**
- \*BUILD RELATIONSHIPS WITH OUR ORGANIZATION, COMMUNITY, TALENT AND NETWORK**
- \* TARGETED REACH- OUR PROMOTIONAL EFFORTS REACH A VERY DIVERSE YET TARGETED AUDIENCE OF AFFLUENT BUSINESS AND CREATIVE PROFESSIONALS AND ENTREPRENEURS**
- \* GENERATE LEADS WITH A WELL ROUNDED DIGITAL AND IN-PERSON BRAND POSITIONING AND ENGAGEMENT STRATEGY**
- \*INCREASE IN CONSUMER PERCEPTION IN ALIGNING WITH AN AMAZING EVENT AND CAUSE**
  - \*CREATE A POSITIVE IMAGE BY SUPPORTING THE CULTURE AND MUSIC**
  - \*UTILIZE OUR CREATIVITY AND PLATFORM IN YOUR CONTENT STRATEGY**



# **SPONSORSHIP OPPORTUNITIES**

## **TITLE SPONSOR: FULL WEEKEND**

### **Main Tier 1: \$100,000 : (2 available)**

- **Listed as main title sponsor on all visual assets through entire 3 day weekend long experience**
- **On stage and digital screens signage at all events**
- **Logo inclusion on all digital and physical marketing assets**
- **Official dedicated award presentation**
- **Listed on website during voting ( millions of votes per year)**
- **Programming Press Release mention**
- **Social media mentions of inclusion (10 posts)**
- **Logo Inclusion in video recap**
- **Dedicated Image Package - minimum 20 custom photos**
- **Dedicated promo teaser**
- **Custom Feature on website w/amplification & brand**
- **Inclusion in pre and post-event Newsletters (email database of 100k subscribers)**
- **Product/Marketing materials placement in VIP gift bags**
- **Dedicated Balcony Suite with weekend long access passes (20 passes)**
- **Red Carpet and Step and Repeat inclusion**

### **Tier 2 \$25,000 : (4 available)**

- **Listed as second level title sponsor on all visual assets through entire 3 day weekend long experience**
- **Logo inclusion on all digital and physical marketing assets**
- **Official dedicated award presentation**
- **Programming Press Release mention**
- **Social media mentions of inclusion (5 posts)**
- **Logo Inclusion in video recap**
- **Dedicated Image Package - minimum 20 custom photos**
- **Custom Feature on website w/amplification & brand**
- **Inclusion in pre and post-event Newsletters (email database of 100k subscribers)**
- **Product/Marketing materials placement in VIP gift bags**
- **Balcony Suite with weekend long access passes (10 passes)**
- **Red Carpet and Step and Repeat inclusion**



# SPONSORSHIP OPPORTUNITIES

## FASHION SHOW TITLE SPONSOR

**Fashion Show Sponsor - \$ 20,000- (4 available)**

- **Listed as main title sponsor on all visual assets for Fashion show experience**
- **On stage and digital screens signage at Fashion Show**
- **Logo inclusion on all digital and physical marketing assets**
- **Host mentions throughout night**
- **Programming Press Release mention**
- **Social media mentions of inclusion (5 posts)**
- **Logo Inclusion in fashion show video recap**
- **Dedicated Image Package - minimum 10 custom photos**
- **Inclusion in Fashion Show promo video circulated 4 months leading up to event**
- **Mention on website w/amplification & brand**
- **Inclusion in pre and post-event Newsletters (email database of 100k subscribers)**
- **Product/Marketing materials placement in VIP gift bags**
- **6 VIP and 10 (GA) admission Tickets**
- **Red Carpet and Step and Repeat inclusion**





# SPONSORSHIP OPPORTUNITIES

## AWARDS CEREMONY TITLE SPONSOR

### Awards Ceremony Sponsor- \$50,000

- Listed as main title sponsor on all visual assets for Awards show experience
- On stage and digital screens signage at Awards Show
- Logo inclusion on all digital and physical marketing assets
- Host mentions throughout night
- Official dedicated award presentation
- Listed on website during voting ( millions of votes per year)
- Programming Press Release mention
- Social media mentions of inclusion (5 posts)
- Logo Inclusion in fashion show video recap
- Dedicated Image Package - minimum 10 custom photos
- Inclusion in Awards Show promo video circulated 4 months leading up to event
- Mention on website w/amplification & brand
- Inclusion in pre and post-event Newsletters (email database of 100k subscribers)
- Product/Marketing materials placement in VIP gift bags
- 10 VIP and 20 (GA) admission Tickets
- Red Carpet and Step and Repeat inclusion





# **SPONSORSHIP OPPORTUNITIES**

## **OFFICIAL CAR SPONSOR**

**Official Car Sponsor (1 avail)- (Pricing listed after consultation)**

- **Includes everything listed in Tier 1 title sponsorship**
- **Branded Car placement outside of every event**
- **Promoted as official car partner of AFRIMMA**
- **Custom Car wrap promotion week of event**
- **Personalized promo commercial shot and promoted months leading up to event**
- **Official host of the opening day mixer event**



# SPONSORSHIP OPPORTUNITIES

## OFFICIAL DRINK SPONSOR

**Official Beverage Sponsor: 10k per event or 30k for full weekend of events (2 avail) (exclusive rights to category)**

- **Everything included in tier 2 title sponsorship**
- **Branded Bar at each event**
- **Swag/Promotional Item Inclusion in Vendor/Sponsor Welcome Bags**
- **Integration into all Bars onsite**
- **Bar staff provided**
- **Brand logo on key event signage & bar menus**
- **Examples of brand presence onsite:**
- **Custom menu**
- **Custom cocktails**
- **Branded Bar utensils ie cups, bar mats etc**
- **Base Media/Social/Talent Amplification**





# SPONSORSHIP OPPORTUNITIES

## VENDORS + VIP GIFT BAGS

**Vendor: \$250 (One event) \$500- entire weekend**

**\*Booth at event**

- **Dedicated Image Package - minimum 5 custom photos**
- **Mention on website w/amplification & brand**
- **Product/Marketing materials placement in VIP gift bags**
- **2 (GA) admission Tickets**

**VIP Gift Bag- \$200 + product for bags**

- **Dedicated Image Package - minimum 5 custom photos**
- **Mention on website w/amplification & brand**
- **Product/Marketing materials placement in VIP gift bags**
- **2 (GA) admission Tickets**





# SOCIALS



@AFRIMMA &  
@AFRIMMAFASHIONSHOW

250K+ FOLLOWERS



FACEBOOK.COM/AFRIMMAOFFICIAL

7K+ FOLLOWERS



TWITTER.COM/AFRIMMA

18K+ FOLLOWERS

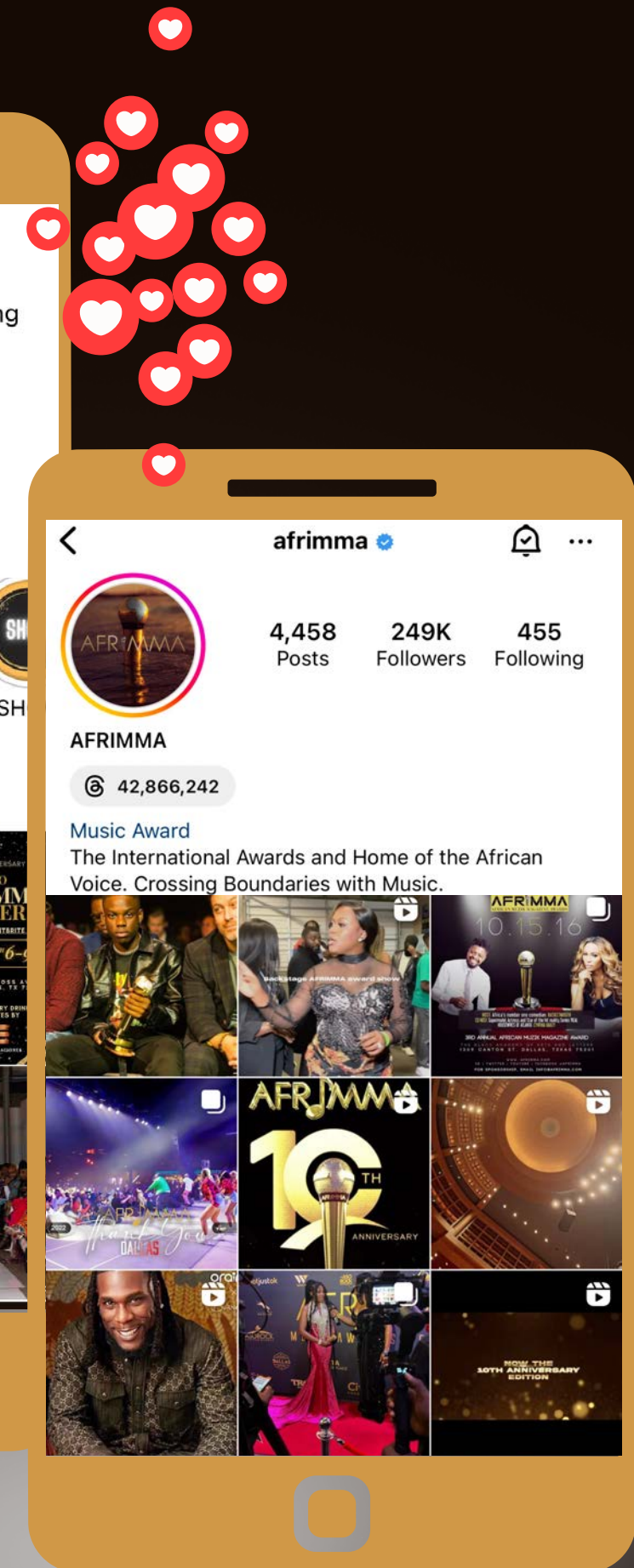
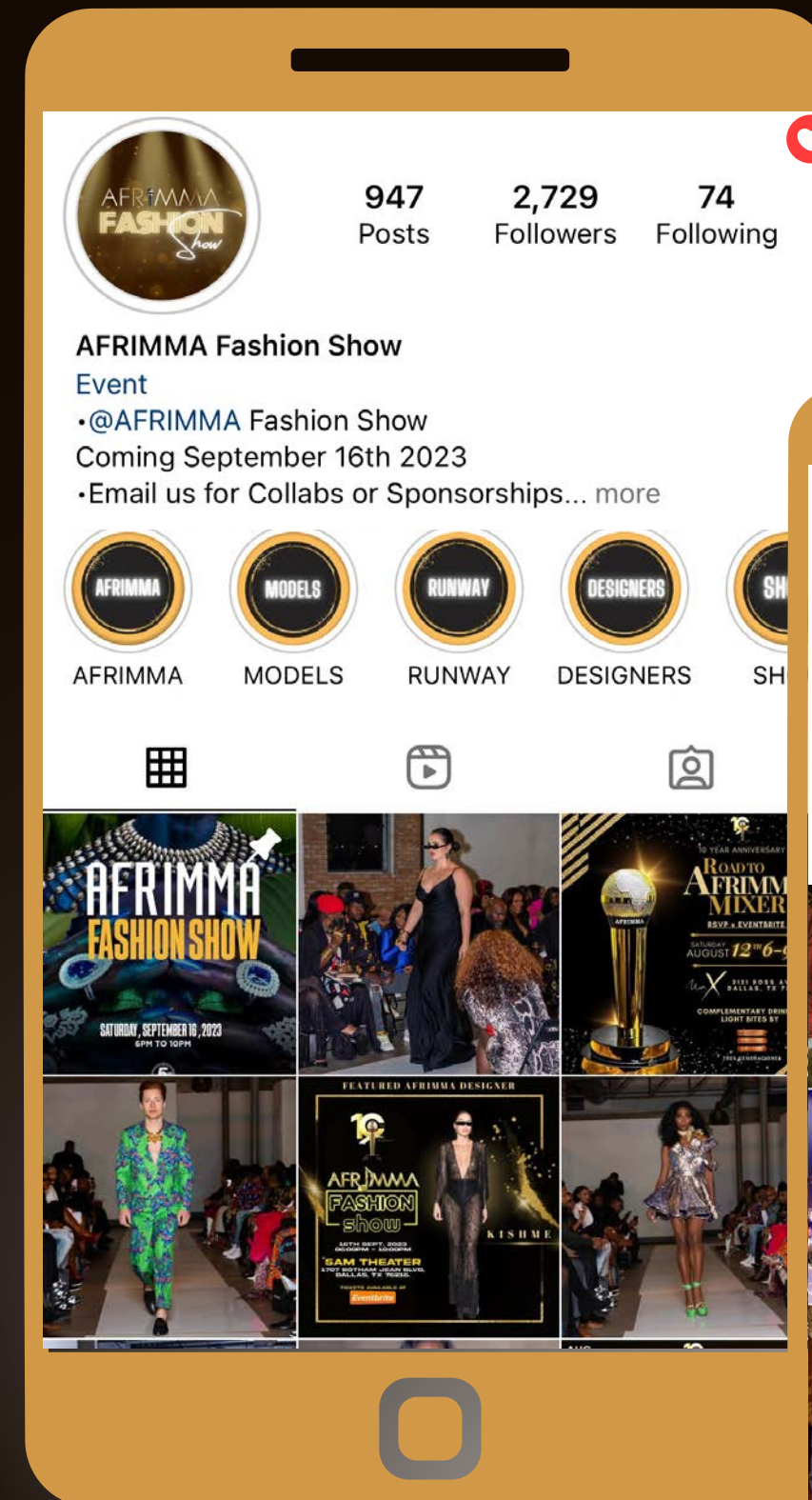


YOUTUBE.COM/AFRICANMUZIKMAG

78K SUBSCRIBERS



WWW.AFRIMMA.COM







# CONTACT

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