



SPONSORSHIP PROPOSAL

www.amanawards.com



Content

Introducing AMAN Awards 04

When 05

Context & Background Information 06

AMAN Operational Scope 07

Target Demographic 08

**Criteria for Selecting
Nominees and Awardees 09**

Sponsorship 10 - 16

Felicitations & Adverts 17



Introducing AMAN Awards

The 1st award show of its kind, held by the premier body Artiste Managers Association in Nigeria for the broad spectrum of the creative industries.

A night where the creative industries honors its “best in class” players and outstanding performers.

A celebration of a wonderful year in the Nigerian creative industries - a retrospective of all the great achievements and iconic moments.

THE AMAN AWARDS ARE COMING! Taking Lagos by Storm with a starry night of never before seen collaborations and electrifying performances. A juxtaposition of the most exciting and intriguing personalities in African entertainment all in one place, bringing everyone together in celebration of Nigerian artistic excellence.



WHEN - Sun Nov 26th 2023

WHERE - Eko Hotel & Suites, Victoria Island, Lagos, Nigeria.

WHAT TO EXPECT - Changing the face of entertainment in Nigeria, finally a befitting award show to reflect the heights that our industry has achieved worldwide.

The Greatest show in Nigeria. The AMAN Awards brings all the stars out.

ECONOMIC CONTEXT

The Nigerian entertainment and creative industries have proven themselves as one of our biggest exports outside of oil with net receipts of \$2 billion dollars in the last year alone. It's about time this is reflected in a first of its kind award ceremony. The AMAN Awards will be ushering in a new dawn of higher standards of artistic deliverables, national pride and consolidation of efforts to support upcoming future talents. It will ensure the sustainability of the gains made so far.

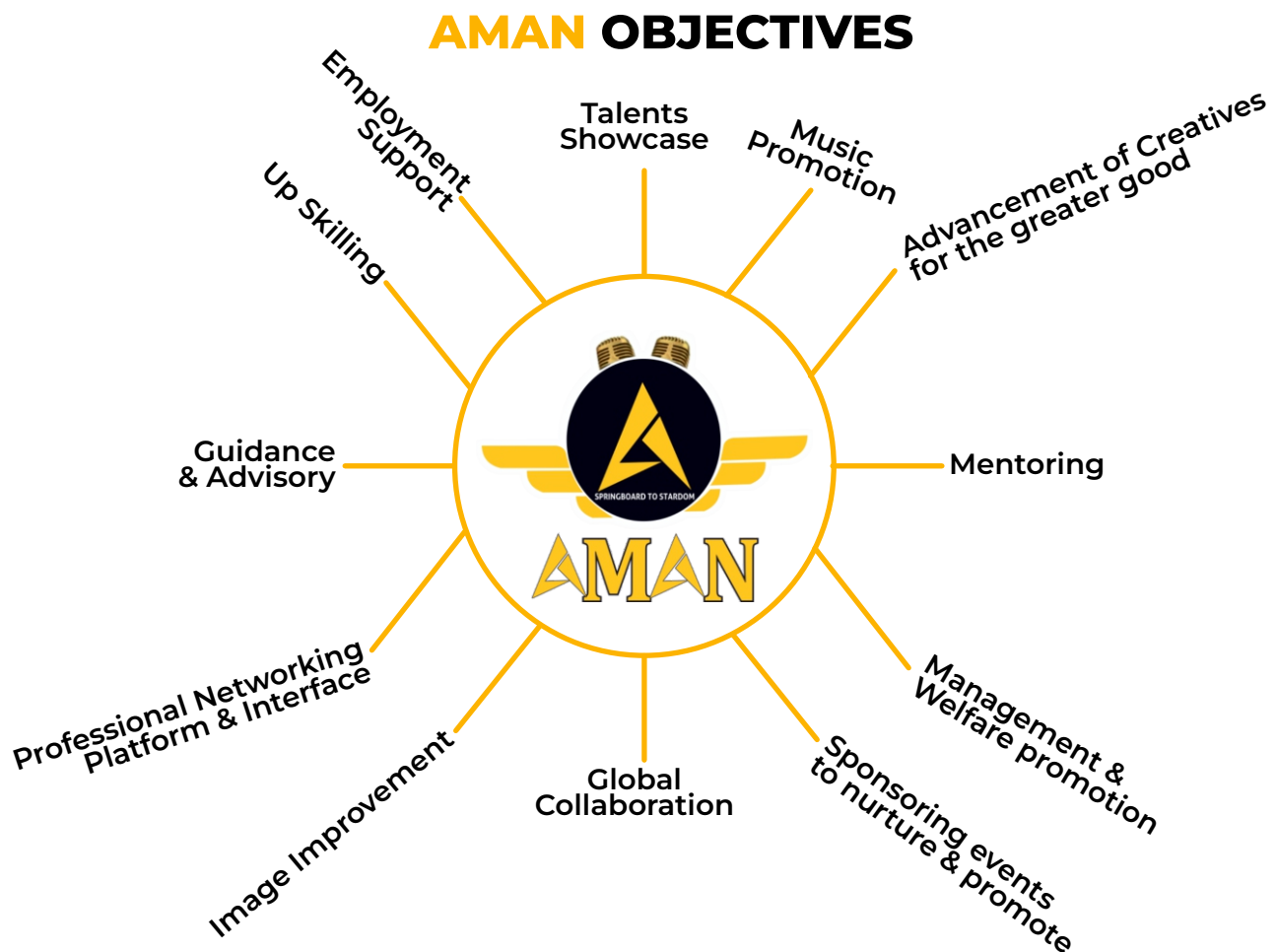


Background Information

Artiste Managers Association In Nigeria (AMAN) is a non-governmental, non profit organisation, set up amongst other objectives, to Manage, Improve and Promote the welfare of Artistes and Creatives in the creative industries in Nigeria.

AMAN was registered in Nigeria with the corporate Affairs Commission in 1995 with the sole aim of furthering the interests of creatives within the creative industries in Nigeria.

AMAN - "springboard to stardom."



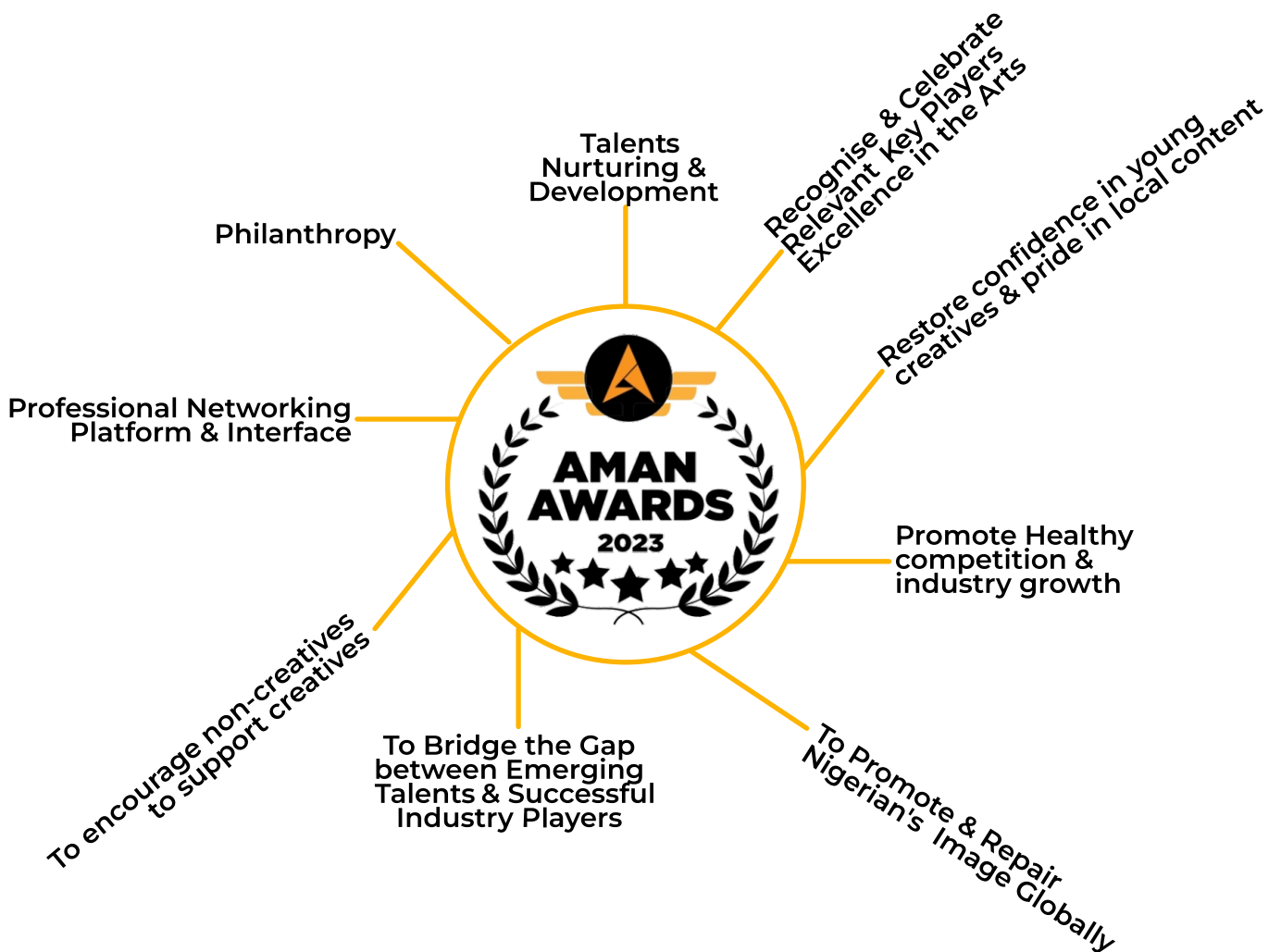
AMAN Operational Scope

AMAN Awards

AMAN Annual Music Festival

AMAN Artiste Talents
Development

AMAN Awards Objective



Target Demography

The target demographic for the event and viewers (online streaming, following updates on social media and watching live) will be:

1. Ages

- Gen Alpha (ages 7 - 14)
- Gen Z (ages 14-24)
- Gen Y/ millennials (ages 25 - 40)
- Gen X (ages 41 - 56)
- Baby boomers (ages 57 - 75)

2. Status

- All students
- Young and upwardly mobile
- Adult men and women, career men and women.

3. Creatives in other spheres of human endeavour within the creative industry in Nigeria

- Digital music stores, Tech companies, ISPs.
- Streaming Platforms
- Celebrities, Record label executives, Entertainers & Show business veterans
- Creatives in music, movies, art and gaming industries.
- Media Houses



Criteria For Selecting Nominees And Awardees

- ▲ Impact - Local & Global
- ▲ Influence - Content Quality, Acceptance & Versatility,
- ▲ Consistency, Honesty & Uprightness,
- ▲ Credibility, Equity & Fairness,
- ▲ Achievement - Mileage/Value addition in the industry



Sponsorship

AMAN is driven by the passion to help young creatives grow their talents for success. As an organisation, AMAN is run through voluntary donations from Goodwill drawn from members and non members who believe in our dream and vision of helping others succeed through the instrumentality of AMAN.

To achieve the AMAN AWARDS, we rely on support and goodwill from individuals, organisations and possibly the government.

Partner with us and invest in the future of creatives in Nigeria to create a future where talents are nurtured and developed in order to reinvest prosperity to our communities through the power of music and the creative arts.

Benefits of sponsorship

There are a vast majority of benefits in partnering with the AMAN AWARDS brand, subject to the sponsorship agreement.

- a. Governments, companies, individuals and their reps to enjoy special invites for special recognitions
- b. Exclusive branding rights to be accorded to sponsor(s) to enjoy venue branding rights and benefits as a government, company or individual.
- c. Targeted brand exposure to niche potential clientele, by including company merchandise in swag bags for attendees
- d. Expanding customer base through digital marketing /data collection at the event with mailing lists
- e. Improved traffic drive to sponsor's website via links and Ads on AMAN'S website
- f. Governments, companies and individuals to be scored high on perceived increased social responsibility engagements
- g. Interviews and media releases with premium advertising and brand mentions in all social media promotion

Corporate Sponsorship

BENEFITS OF SPONSORSHIP

1) **PLATINUM - 50,000,000 (Fifty Million Naira)**

The platinum sponsorship category, also known as Headline or Title sponsorship is the highest sponsorship category for the AMAN AWARDS and offers exclusive rights of benefits to the sponsors. This category will be discussed and terms agreed on by the organisers of AMAN AWARDS and the sponsor for a mutually rewarding partnership that works.

Sponsorship offerings

- Sector exclusivity
- Logo/ mention in/on all publicity and PR materials (print and electronic) ie print media. Online media, blog posts, interviews.
- Brand visibility on social media campaigns
- Full access to guest database
- Post Event ROI via Event Reportage/ Broadcast, such as TV news highlights mentions, influencer mentions, post event reportage Entertainment news mentions)
- Stand out company logo on red carpet backdrop
- Link to sponsor site on website for one year
- Ads on website for one year
- Commercials shown on LED screen before, during and after the event
- Customised booth sales rep at the venue
- A fully catered meal with Complimentary bottles of premium liquor
- Premium seating
- Venue branding opportunities

Corporate Sponsorship Cont'd

2) Corporate - 40,000,000 (Forty Million Naira)

The corporate sponsorship category has the following as benefits:

- a) Advert mentions in our promotional contents and materials like billboards, journals, TV and radio commercials, stickers, flyers, stationery, etc, for pre event, during the event and post event media hype and adverts.
- b) Exclusive interview feature on the individual/organisation which will be featured on 5 national dailies in Nigeria, 3 celebrity magazines, 10 high rated blogs and 2 international media platform (TV, Magazine or blog),
- c) Special recognition of your organisation during the event as our premium sponsor, providing an opportunity for a five minutes presentation by the sponsor, to speak or promote their brand, programs or projects,
- d) intermittent Brand hype and mentions during the event,
- e) 9 months mention of your brand on our platforms publicly as our partner and sponsor,
- f) Permanent residency of brand logo on our AMAN website as sponsor and partner for 9 months.
- g) Increased opportunities for future collaborations between AMAN and the sponsor for increased mutual benefits,
- h) A good opportunity for sponsor to be featured on our international platforms as partners and sponsors which will accord our sponsors global recognition as a good supporter of causes geared towards human development
- i) Sponsors will be happy being a part of a global event that promotes and celebrates excellence in the creative industries in Nigeria.
- j) Sponsors will feel proud to be associated with an organisation or event that supports the growth of young and upcoming talents and this can be of immense benefits to the sponsor in the future.

Corporate Sponsorship Cont'd

3). **GOLD - 30,000,000 (Thirty Million Naira)**

The Gold sponsorship category provides significant support to the AMAN AWARDS and offers the following benefits:

- a) Advert mentions in select promotional materials such as billboards, TV and radio commercials, flyers, and stationery before and during the event.
- b) Exclusive interview feature on the individual/organization in 3 national daily in Nigeria, 2 celebrity magazines, and 5 high-rated blogs.
- c) Special recognition of your organisation during the event as premium sponsors providing an opportunity for a three-minute presentation to speak or promote their brand, programs, or projects.
- d) Intermittent brand hype and mentions during the event.
- e) Six months mention of the brand on AMAN's platforms publicly as a partner and sponsor.
- f) Residency of brand logo on the AMAN websites as a sponsor and partner for six months.
- g) Opportunities for potential collaborations between AMAN and the sponsor for mutual benefits.
- h) Recognition as a supporter of causes geared towards human development, contributing to positive brand association.
- i) Association with an event that supports the growth of young and upcoming talents.
- j) Potential for future partnerships with AMAN and extended brand

Corporate Sponsorship Cont'd

4). SILVER - 20,000,000 (Twenty Million Naira)

The Silver sponsorship category is designed to provide essential support to the AMAN AWARDS and offers the following benefits:

- a) Advert mentions in select promotional materials such as TV and radio commercials, flyers, and stationery during the event.
- b) Exclusive interview feature on the individual/organization in one high-rated blog.
- c) Special recognition of your organisation during the event as a sponsor, providing an opportunity for a two-minute presentation to speak or promote their brand, programs, or projects.
- d) Intermittent brand mentions during the event.
- e) Three months mention of the brand on AMAN's platforms publicly as a sponsor.
- f) Residency of brand logo on the AMAN websites as a sponsor and partner for three months.
- g) Opportunities for potential collaborations between AMAN and the sponsor for mutual benefits.
- h) Recognition as a supporter of causes geared towards human development, contributing to positive brand association.
- i) Association with an event that supports the growth of young and upcoming talents.
- j) Potential for future partnerships with AMAN and extended brand exposure.

Corporate Sponsorship Cont'd

5). **Award Category Sponsorship - N10,000,000 (Ten Million Naira)**

It gives us great pleasure to invite you to become a category naming rights sponsor of the AMAN AWARDS and make a difference in the lives of the creatives nominated in that category to impact positively in the lives of the winners.

Your sponsorship contribution will go towards promoting the named category and facilitating the awards program directly targeting the creative industry stakeholders and participants.

At the conclusion of the program, you will be offered the rights to renew this sponsorship agreement for the following years, if interested.

- a) Advert mentions in select promotional materials such as TV and radio commercials, flyers, and stationery during the event.
- b) Exclusive interview feature on the individual/organization in one high-rated blog.
- c) Special recognition of your organisation during the event as a category award sponsor, providing an opportunity for a two-minute presentation to speak or promote their brand, programs, or projects.
- d) Intermittent brand mentions during the event.
- e) One year mention of the brand on AMAN's platforms publicly as a category award sponsor.
- f) A representative of your organisation to present the category award to the winner.

Corporate Sponsorship Cont'd

6). **INDIVIDUAL: Category Award Sponsorship -**

The individual sponsorship category is an open category for the sponsor(s) to support according to their strength or financial capacity, and their benefits shall be discussed, agreed upon and settled between them and the organisers of the AMAN AWARDS.

Their benefits will be hinged upon the strength of their support which will be a mutually rewarding partnership between parties.

It is hoped that through this yearly award recognition of its kind, class, value and impact, that Nigerian creatives will be spurred to more positive actions in their career and creative endeavours globally.

The specific terms and benefits for each category can be discussed and tailored to the preferences and interests of the sponsors.

Advert Placement

QUARTER PAGE:	N200,000
HALF PAGE:	N300,000
FULL PAGE:	N500,000
PAGE 3 SPECIAL PLACEMENT:	N550,000
CENTER SPREAD:	N1,000,000
BACK PAGE:	N1,000,000
INSIDE BACK PAGE:	N800,000
COVER STRIP:	N550,000
INSIDE FRONT COVER:	N800,000



All Payments should be made to:
Account Name: Artiste Managers Association in Nigeria
Account Details: 0075236811, Sterling Bank





Thank You





CONTACT US

Address:

Lagos Office:
2B Owolewa Street, Off Randle
Avenue, Surulere, Lagos.

Abuja Office:
Flat 1&2 Favour Plaza,
Opp First Bank, Kuje, Abuja.

Phone

+353 87 662 7004
+234 809 317 8359

Mail

info@amanawards.com
amanofficialng@gmail.com