



AFRICA UNITE

2005

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Sponsorship Package



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EXECUTIVE SUMMARY

Zons holdings are aware of the world of talent that is based in Africa and the number of successful artists that are of direct African descent who have carved successful international careers. We feel that the African entertainment industry needs a major boost into the fore front of the world stage.

This has led us to believe that it is integral for us to create a platform that show cases top home grown African R&B and Hip hop artists, thus the creation of **Africa Unite**.

Zons Touring Division has created an avenue for the most successful US acts to visit and tour the African continent and are now working closely with **Zons Events** to provide African artists with the same opportunity in the UK, as well as providing an avenue for music lovers in the UK to have a personal and first hand experience of the whorl of untapped African talent.

Africa Unite will celebrate and more importantly give major and direct media exposure of the billed artists to both die hard and potential fans based in the UK and to the key movers and shakers of the UK entertainment industry.

Our Vision is for **Africa Unite** to convey a high impact message by way of delivering an exciting and diverse concert featuring a wide spectrum of African artists with one focus in mind: high-quality performances by a group of artists who are passionate about their music and having their voices heard and marked by the rest of the world.



Sheila Okonji, Managing Director of Zons says;

“ZONS’ DREAM IS TO CREATE A PLATFORM THAT ALLOWS AFRICAN ARTISTES OF GRADE A STATUS TO PERFORM IN THE UK, ALONGSIDE ESTABLISHED UK ARTISTES, LEADING TO GLOBAL EXPOSURE AND MOST OF ALL RAISING THE PROFILE OF THE AFRICAN ENTERTAINMENT INDUSTRY”.

CONCEPT

The vision behind **Africa Unite** is multi-faceted:

- Unifying African countries who currently stereotypically perceived to have conflict and to unite the African and European communities in the UK.
- Creating a platform where A list African, UK and American artists can perform together.
- Deliver a quality event, allowing the African communities in the UK to watch their favourite artists live and introducing these acts to a mainstream audience.
- To celebrate all differences and similarities within all communities.
- The development of African music is crucial to physiological social growth which in itself is a frame work for intellectual and social development.
- Closing the musical void between Africa and the rest of the globe.
- Develop an **Africa Unite** fundraising CD.



OBJECTIVES

- To establish and develop the African Entertainment Industry by way of donating a % of the event profits in order to invest in the steady growth of the African entertainment industry.
- To secure distribution deals for billed African artists.
- To open talks with established international record labels.
- To create awareness of African musical talent.
- To establish a unique platform featuring artists from three distinct corners of the world – Africa, America and the UK – performing on the same stage to open avenues for future collaborations.
- Secure worldwide respect for an overlooked market.
- Raise funds through the **Africa Unite** CD which will be donated to an established Charity organization.

AUDIENCE PROFILE

1. The psychographic profile of the **Africa Unite** person is discerning, trend setting, opinion forming, independent thinking, international and trendy.
2. Strong ethnic heritage but non exclusive.
3. 18-35 group of independent thinkers with a diversified and innovative marketing.
4. The economically viable but underserved target audience.
5. Their participation can influence brand success or failures
6. The target audience is predominantly affluent (ABC1) and attracts a large audience range
7. University, college students, young professionals and Young adults.
8. A class with a thorough blend of traditional and new generation style of life.



ARTISTE SELECTION CRITERIA

1. Pedigree
2. Popularity
3. Continental appeal
4. The event will encourage healthy rivalry in the music scene internationally
5. Good stage performance

WILL DELIVER

1. Excitement
2. Sustainability
3. Quality Show

AFRICA UNITE MAIN ACTS

<u>Ghana</u>	<ul style="list-style-type: none">• V.I.P• Obour• Rocky Dawuni
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<u>Nigeria</u>	<ul style="list-style-type: none">• 2 Face• Styl Plus• ASA
<u>South Africa</u>	<ul style="list-style-type: none">• Mandoza• Bongani Fassie• Zamajobe
<u>Uganda</u>	<ul style="list-style-type: none">• Peter Miles• Klear Kut• Chameleone
<u>Angola</u>	<ul style="list-style-type: none">• Bruna• 02
<u>Senegal</u>	<ul style="list-style-type: none">• Daara J• Baaba Maal



<u>Congo</u>	<ul style="list-style-type: none">• Kaysha• Barbara Kanan• Awilo Longomba
<u>Cote d'Ivoire</u>	<ul style="list-style-type: none">• Meiway• Magic system
<u>Kenya / Tanzania</u>	<ul style="list-style-type: none">• Harry Kymani• Necessary Noize• Juma Nature
<u>USA</u>	<ul style="list-style-type: none">• Busta Rhymes• Angie Stone
<u>United Kingdom</u>	<ul style="list-style-type: none">• Lemar• Jamelia



LEBO



One of South Africa's hottest female singers, dancers, models and actresses, rose to fame in 1994 as lead vocalist and dancer for a top Kwaito band, Boom Shaka. Six years later, she went solo with a single album, Intro. Within four weeks after the release of Dream, her debut album, it went gold enabling Mathosa to win Best Dance Album for Dream, Best Dance Single for Intro and Best Female Vocalist at the South African Music Awards in 2001.

2 FACE



His debut album, Face 2 Face, presently enjoying heavy rotation on television and radio, is reported to have sold over 300,000 units in less than 3 months of release and the mania seems to be just getting started. Born in tin mining city of Jos. 2Face, one of the most respected vocalist/ song writers in his country today is a recipient of numerous awards such as Fame Music Awards (FMA), Award for Musical Excellence in Nigeria (AMEN), and MNET's U @ (Where You At?). 2Face is unarguably at the top of Nigerian music scene at the moment.

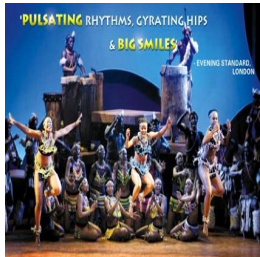


STYLE PLUS



Far from expectation, the two tracks; Olufunmi and Runaway by Styl-Plus band made the first and second positions in the MTN-sponsored musical programme; Y'hello Countdown. The two tracks (singles) instantly made the singers the toast of many FM radio stations as well as other print and electronic media across the country.

UMOJA



The Spirit of Togetherness is a pulsating musical celebration of South African song and dance. From the potent rhythms of tribal music to the intricate steps of gumboot dancing; from the foot stomping jazz of Sophia town to the inspirational full-throated joy of Gospel; and the powerful pounding energy of Kwaito and Pantsula. With a cast of 40 of South Africa's brightest and most versatile young performers, singers, dancers, drummers and marimba players, UMOJA - The Spirit of Togetherness is a joyous celebration of dynamic talent, thrilling energy, great voices and sensual dancing sweeping across the bright and vibrant South African traditional musical landscape.



REGGIE ROCKSTONE



Reggie Rockstone is the pioneer of rap music in local dialect in Ghana. His specialty is Asante Twi. He is well-versed in English. He has international acclaim and has performed in many places such as West Africa, UK, France, USA & Switzerland. His videos are aired as far as South Africa on M-Net's 24 hr music television station, Channel 'O' which has an audience of millions across a large part of Africa (44 countries!). He has his own extensive website with RealAudio and MP3 files which includes a guestbook with hits from all over the world. His new album was released in July 2000. It is called "ME KA (I will Say!). This is a 7 song EP, with a second part due at the end of January 2001. The official Rockstone site will be updated. (See bottom). The majority of his tracks were produced by veteran Hip Hop trooper; Rab 'The International' Bakari

BRUNA



Bruna Tatiana Lemmas Estevao aged 26; she was born in Lobito Angola on 1978 of Angolan and Portuguese parents. At school, she would spend a lot of time attempting to sound like Whitney Houston, Sade, Madonna and many more female divas of the 80s and early 90s until she developed her own style. During her school days, she was involved in many stage plays as an actor and a singer. In 1996, she started being a back up vocalist for her father who was a musician part-time. She later found and started a nine-piece band. In addition, 1997 she joined SSP, which was a very huge group in Angola, where she learnt and grew as an artist. In between that, she was also performing with Don Kikas from Angola, at the same time she was with a Portuguese gospel group called Shout. In 1997, she recorded her first solo album called “my zouk side” which won an award for best new female artist at the Angola awards. In 2002 she recorded her second album called “Bruna” which was received and celebrated well in most parts of Africa, 2003 December she won the channel O reel music video awards; she was awarded the best newcomer and won the best Ballard in the Angolan music award,



and also took part in the big brother Africa. In 2004, she won best female award at the Angolan music awards and has been touring around Africa promoting her album

AFRICA UNITE HOST'S

1. ESTELLE
2. LEMAR
3. DIZZY RASCAL
4. BLACK TWANG
5. BEVERLY KNIGHT
6. JJC & the 419 SQUAD

AFRICA UNITE SPECIAL US GUEST'S

Africa Unite will be inviting established US artists that have in the past worked with Zons Holdings on tours in Africa as special guests to attend and perform on the **Africa Unite** fundraising single.

<u>1</u>	WYCLEF	<u>5</u>	DIONNE WARWICK
<u>2</u>	SEAN PAUL	<u>6</u>	ELTON JOHN
<u>3</u>	JOE	<u>7</u>	CARLOS SANTANA
<u>4</u>	SHAGGY	<u>8</u>	STEVIE WONDER

AFRICA UNITE HOSTS

JUNE SAPONG

TBC



TREVOR NELSON	TBC
FORMER MISS WORLD- MISS AGBANI DAREGO	TBC
TOP AFRICA'S SUPER MODELS	TBC

MARKETING COMMUNICATION STRATEGY

Africa Unite has designed an extensive marketing strategy that will communicate the theme of the concert while providing an outlet to create awareness for the products and services of potential sponsors directly to it's' target audience.

ADVERTISING CAMPAIGN

- Poster Campaign
- Television Advertising
- Press Radio
- Radio Advertising
- Print Advertising
- E Flyers Campaign
- Internet branding
- Media partner sites
- Text messaging

OUTDOOR CAMPAIGN

- Banners
- Posters
- Flyers
- Direct marketing



PR & MARKETING CAMPAIGN

- Working with experienced in-house team, and external consultants, utilizing long-standing media partnerships to ensure world-wide press coverage
- Bringing on board media partners (press, broadcast and print) ensuring on-going media coverage pre and post event
- Branding at the Unity Cup games- exposure to 16,000 plus
- An **Africa Unite** Carnival float-exposure to 3 million plus

AFRICA UNITE PRESS LAUNCH

- Press Launch of **Africa Unite** to be held at the event venue in London.
- Press launch of **Africa Unite** in all participating artists countries- Ghana, South Africa, Uganda and Nigeria

DEDICATED WEBSITE

- One-stop information center and service
 - Enquiries
 - Artists profile
 - Events ticket sales
 - News
 - Articles
 - On-line interviews
 - FAQs
 - Links

NON PARTNER SITES

Venue partner Sites



ADDITIONAL MARKETING

E Newsletter
 Ticketing
 Pioneer product links
 General correspondence
 Competitions

AFRICA UNITE MAGAZINE

- Launch of the **Africa Unite** brochure (free circulation)
 - Relevant news stories, interviews, profiles and in-depth articles
- The **Africa Unite** brochure will be distributed pre-event/during event.

MEDIA SUPPORT

Africa Unite will be covered by both UK and African media.

Shown below is a list of some of the media channels that will be supporting Africa Unite:

<u>TV/RADIO UK</u>	<u>TV/RADIO AFRICA</u>	<u>PRINT/PRESS UK</u>	<u>AFRICAN PRESS</u>	<u>SPECIALIST UK PRESS</u>	<u>ONLINE PRESS</u>
CHANNEL 4	MTV BASE AFRICA	THE SUN	GHANA TODAY	EMPIRE	www.africanentertainment.org
ITV1/ CARLTON	SILVER BIRD	THE METRO	ENCOMIUM	BLUES & SOUL	www.clickafrique.com
BBC 1	CHANNEL O	THE STAGE	THE SOWETAN	TENSE	www.megamusique.com
CHANNEL 5	JOY FM	THE EVENING STANDARD	THIS DAY	MANOVISION	www.everyurbanthing.com
DSTV	NEW VISION	THE GUARDIAN	HERITAGE	MUSIC WEEK	www.fedsmagazine.co.uk



ACTV	RADIO SIMBA	THE INDEPENDENT	CELEBRATION	TOUCH	www.naijacommunity.com
BEN TV	EAST AFRICA TV	THE VOICE	OVATION	TRACE	
OBE	WBS	EASTERN EYE	EMPRESS		
MTV UK	TV1	ASIAN TIMES	MONITOR		
RADIO 1	SABC	NEW NATION	GLOBAL EXCELLENCE		
CHOICE FM	CAPE TALK	NATIONAL LIFESTYLE MAGAZINES	PUNCH		
CAPITAL FM	EAST COAST RADIO	DAILY MIRROR	THE STAR		
KISS 100	TV3	THE EXPRESS			
GALAXY		DAILY TELEGRAPH			
MTV BASE U.K					
CHANNEL U					
HEART FM					

TELECAST

- Live on television and Radio- International television coverage through TV rights sales primarily to participating countries.
- The event is to be broadcast on a chosen terrestrial channel; this broadcast will go out to approximately 20,000,000 million adults in the UK.
- Broadcast of event to satellite channel generating a wider viewing audience worldwide.
- Live web cast of the event



SPONSORSHIP

The **Africa Unite** sponsorship structure is based upon the following:

1. Title Sponsor
2. Associate Sponsor

With your participation, you will have the opportunity to boost awareness with over 5000 concert attendees, 20million Viewers in UK and in Africa and entertainment business professionals from around the UK. Below, we have listed the opportunities, an explanation of the benefits offered, and the amount requested for each donation level. The Title sponsor level presents the opportunity to receive prominent recognition at Africa Unite. We have limited the number of participants at the top sponsorship levels to maximize the recognition and promotion that title sponsors will receive.

Direct Value of Sponsorship – Title/Main Sponsor	
	Benefits
	<ul style="list-style-type: none"> • Recognition as an Africa Unite title sponsor • Branding on the Africa Unite fundraising CD • Branding at all Africa Unite Press launches held in Africa and the UK. • Exposure to 20 million viewers in UK. • Exposure to live audience 5000 strong • Exposure to 50 million viewers in Africa • Accreditation from presenters throughout the event • Visual Recorded endorsement by African Artist as Title sponsors for



the event for corporate achieves.

MARKETING CAMPAIGN MIX

Branding-Branding on Event Banners campaign

National and International

- Branding on posters around venue (where possible)
- Acknowledgement and branding on all event correspondences
- Extensive press coverage in the UK and Internationally
- Logos on Event flyer
- Company logo displayed on **Africa Unite** promotional materials such as GIVE AWAYS (i.e. bags, mugs)
- Prominent company name and logo display in all marketing materials for event day including binder, brochures, mailers, etc.
- Web Banner display of company name and logo on the dedicated **Africa Unite** website
- Branding at the **Africa Unite** After show party
- Overall venue branding:
 1. **External venue branding**- periphery fencing/venue poster sites.
 2. **Internal branding**- All signage/ Main reception area/Champagne reception/Rostrum/ All staff celebrity guest security passes
 3. **Backstage**- heavily branded media boards
 - 3 large banner sites in auditorium and Foyer



	<ul style="list-style-type: none"> • 2 Roadside banners outside the venue (where possible) • 2 Banner Site on Main Stage • Media Stand/Backdrop Branding <p>4. Direct Marketing- provision of space for information Booth.</p> <ul style="list-style-type: none"> • Opportunity to give out product/service materials to event attendees • Opportunity to get product and service feedback from consumers <p>Others:</p> <ul style="list-style-type: none"> • Advertising spots with all Media outlets • Fully comprehensive PR campaign • Exposure through all marketing materials • Exposure through extensive Advertising campaign • Full page corporate display in Africa Unite brochure • Advertisement display on Africa Unite Magazine • Prominent display of company logo on Africa Unite sponsorship banner • 50 tickets to the event. • Africa Unite Brochure: <ol style="list-style-type: none"> 1. Title sponsor editorial page 2. Title sponsor advertising page 3. Event logo on editorial page <ul style="list-style-type: none"> • Promotional material:
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	<ol style="list-style-type: none"> 1. Press release 2. Letter heads 3. Ticket wallets 4. After show tickets 5. Branded products for all event staff <ul style="list-style-type: none"> • Media Credits: <ol style="list-style-type: none"> 1. Visual accreditation subject to broadcasting regulations. • PR: <ol style="list-style-type: none"> 1. Association with all photo calls and press related events 2. Acknowledgement online Press Release
Direct Value of Sponsorship – Associate Sponsor	
	<u>Benefits</u>
	<ul style="list-style-type: none"> • Recognition as a Africa Unite Corporate Affiliate • Sponsorship of the artists from one region • Exposure to viewers via TV broadcast • Exposure to live audience of 5,000 • Exposure to 50 million viewers in Africa. • Exposure to 20 million in the UK • Acknowledgement and branding on all event correspondence • Advertising spots on all partner media channel • Logo on posters around venue (where possible) • Logo on poster for national campaign



	<ul style="list-style-type: none">• Logo on venue promotional material (where possible)• Exposure through co-promoters with media partners.• Extensive press coverage in the UK and Internationally (where possible)• Accreditation from presenters throughout the event• Company name and logo on invites, e- cards• Corporate logo on all marketing materials• 2 Banners at event Venue.• 1 page advertising in Africa Unite Magazine.• Website branding on the dedicated Africa Unite website• 20 tickets to the show• Preferred display of company logo on event sponsorship banner• Branding at the Africa Unite after show party<ul style="list-style-type: none">• Media Credits: <p>Post- production broadcast accreditation subject to broadcasting regulations.</p>
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SPONSORSHIP BENEFITS

- Brand awareness in front of a highly targeted audience.
- Build brand loyalty and re-establish brand continuity.
- Brand enhancement via association with urban culture.
- Help drive sales and increase geographic market share
- Provides an opportunity for new market penetration and product introduction.
- Gives an opportunity to explore an economically viable but highly under-served target group.



- Re-establish market leadership position
- Identify a new target market
- Media exposure and differentiation from competition.
- An opportunity to further reinforce the corporate sponsor's commitment to content development in Africa, for Africans.
- An opportunity to showcase the corporate sponsor's many offerings through advertising, merchandising and other creative avenues which the event will provide.
- A unique opportunity to support this special event.
- Provide cheapest advertising budget for and extensive media campaign
- An opportunity for customer inter personal relation and point- of- sale purchase
- Provide special entertainment programming for channel line-up

WHAT DO ALL PARTIES BENEFIT?

- Be an integral part of a pioneering movement.
- An opportunity to deliver a most awesome show, thereby giving support and providing exposure to African artists to the UK market and beyond.
- Create high visibility of Africans contributing to the welfare and growth of the African continent, therefore responding to the controversial thoughts and comments of Sir Bob Geldof.

FURTHER PROJECTS

- The formation of **Africa Unite Music Group-AUMG**
- International collaborations
- Creation of the **Africa Unite** board, made up of UK/ US music industry professionals.



CONCLUSION

Zons holdings feel that the cultural sector is a potentially significant contributor to the growth of the African economy through the investment and support in the African entertainment industry. The music industry is a critical component of our cultural industries, because music communicates through a universal language, it has the distinctive ability to break through the constraints of cultural boundaries. As a UK based Entertainment Company with strong African links through the Zons Holdings touring division, we would like to see this sector of cultural industries become more diversified, and more global.

Africa Unite will be the first event of its kind in the UK that will test the limits of the international market place to discover how receptive it could be to African music. We are confident that Africa Unite can provide such answers.

In the future Zons Holdings hopes to help provide the means to improve all aspects of the African entertainment industry. Zons PR have assumed this moral obligation, but it is only by working together with the stakeholders in the industry, that we will realise effective protection of African artists and the development of the African entertainment industry starting with delivering a high quality show through **Africa Unite**.

“It Take’s a whole village to raise a child”