



AFRICA UNITE MEDIA PARTNERSHIP PROPOSAL

This document is confidential. It may also be privileged or otherwise protected by work product immunity or other legal rules. If you have received it by mistake, please let us know; you may not copy this document or disclose its contents to anyone.



EVENT SPECIFICATIONS

Event: Africa Unite

Date: Late 2005

Venue: tbc

Acts: Top African R&B/hip hop/Reggae acts

Event Organiser's: Zons Events

EXECUTIVE SUMMARY

Zons is 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 Tours has created an avenue for the most successful US acts to visit and tour the African continent and are now working closely with **Africa Unite** 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 untapped African talent.

Africa Unite will celebrate and more importantly give major and direct media exposure of the billed artists to both dedicated 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;

“ZON’S 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 minority African communities in the UK to watch their favourite artists live.
- To celebrate all differences and similarities within these minority 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.

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.

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.



AFRICA UNITE MAIN ACTS

<u>Ghana</u>	<ul style="list-style-type: none"> • V.I.P • Obour • Rocky Dawuni
<u>Nigeria</u>	<ul style="list-style-type: none"> • 2 Face • Style 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

2 FACE (NIGERIA)

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.

STYL PLUS (NIGERIA)

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.

LEBO (SOUTH AFRICA)

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.

V.I.P (GHANA)

They won artiste of the year at the KORA All Africa Music Awards. During the 2002 edition of the Ghana Music Awards, VIP was nominated for Hip life Rap Music of the Year. Early this year, VIP became the cynosure of the eyes and envy of all when they won five awards of the Ghana Music Awards with the hit album 'Ahomka Womu'.

AFRICA UNITE UK HOST'S

1. ESTELLE
2. LEMAR
3. DIZZY RASCAL
4. BLACK TWANG
5. BEVERLY KNIGHT



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 PRESENTERS

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

PROPOSAL

We would like to invite **YOUR COMPANY** to be the UK partner of **AFRICA UNITE** in featuring an array of African talent to the rest of the world. We propose the following, subject to further discussions; we propose that **YOUR COMPANY** will support all the participating Africa Unite artists, by way interviews, advertising of the event, and play listing participating artist material. We believe that **YOUR COMPANY** with its colossal entertainment network and reputation in would be the best place to provide the platform needed to expose the exquisite talents from Africa.

We believe that this association will give **YOUR COMPANY** the following benefits;

- An opportunity to reinforce the public's awareness of **YOUR COMPANY** as a media house with a high level of social responsibility both in Africa and to its citizens in the UK.
- Lay down the foundation for future brand loyalty and paving the way for new market entry with African listeners via the **YOUR COMPANY** website.
- An opportunity to penetrate and establish a relationship with a unique and potentially massive target audience/ market that is currently highly underserved in the UK
- An opportunity to showcase **YOUR COMPANY** many offerings through advertising, merchandising and other creative avenues which the event will provide.
- Drawing the highest singular (listenership or viewership) of a station at any given time, which will automatically improve station ratings.
- An opportunity to showcase your channel's many offerings through advertising, merchandising and other creative avenues which the event will provide.
- Generate revenue from sales of advert placements.
- Enjoy media exposure across the board; UK and Africa.



- An opportunity for **YOUR COMPANY** to have major brand awareness in the UK.
- A unique opportunity to support this special event.

In view of the above benefits, we propose the terms of the partnership with **YOUR COMPANY** as follows;

- Media Partnership
- Advertising spots
- Support **AFRICA UNITE** radio Jingles
- Provide **AFRICA UNITE** advertising spots for major sponsors. (To be agreed)
- Support **AFRICA UNITE** PR campaign via interviews of Africa artists/US special guests/UK special guests.

Further to the benefits mentioned above **AFRICA UNITE** will provide **YOUR COMPANY** additional value in the areas of marketing, extensive media exposure and Branding. Outlined below is the marketing strategy for the proposed partnership.

BENEFITS, BRANDING AND EXPOSURE TO MEDIA SPONSOR/PARTNERS

Branding & Exposure

- Media link between Africa media partners and UK media partners.
- Exposure to millions of viewers via TV broadcast via terrestrial media partners
- Exposure to millions via Web cast
- Exposure to 5000 strong live audience (venue capacity)
- Acknowledgement and branding on all event correspondence
- Logos on Event flyer
- Branding on posters around venue (where possible)
- Branding on poster for national/international campaign
- Branding on venue promotional material (where possible)
- Branding on Buses (where possible)
- Exposure through co-promoters with media partners
- Fully comprehensive PR campaign
- Extensive press coverage via the Africa Unite press launches due to take place in- UK, Ghana, Nigeria, South Africa, Uganda and Angola.
- Exposure through marketing and advertising campaign
- Prominent logo spot within the **AFRICA UNITE** magazine (100,000)- to be distributed in Africa and the UK
- Accreditation from presenters throughout the event
- Post production accreditation



MARKETING, PR AND ADVERTISING

Brand Awareness

- Press Launch of **Africa Unite** to be held at the event venue in London.
- The event is to be broadcast on a chosen terrestrial channel.
- Broadcast of event to satellite channel generating a wider viewing audience worldwide.
- Live web cast of the event

Media Support

- Africa Unite Magazine
- Dedicated Website
- PR & Marketing Campaign
- TV/Radio
- Print Media
- On-Line Press
- Advertising
- Additional Marketing

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”