

SYMPHONY OF STARS

NIGERIA AWARDS FOR FAST RISING
MUSIC TALENTS.

SPONSORSHIP PROPOSAL

10

**YEARS OF
GREATNESS**

OVERVIEW



A OSMA Award (stylized as The OSMAs), or OSMA is an award presented by Mars Promotions to recognize achievements in the Nigeria music industry (Nigeria awards for fast-rising music talents). The annual presentation ceremony features performances by prominent artistes, and the presentation of those awards that have more popular interest. The OSMAs is one of the biggest major music award in Nigeria. Our finding shows that The OSMAs is the only music award solely dedicated for recognizing the works of fast-rising artistes in Nigeria. OSMA means 3 stars in different sizes and heights. In the build up to its 6th edition in 2021, the organizers officially changed the name from Ondo State Music Awards to OSMA Awards so as not to limit its scope to only Ondo State, Nigeria. The new goal is to make it a national music awards that rewards excellence in our emerging artistes across the country and this has been evident since its 7th edition till date as most nominees and winners emerged from different states of the country.

In its 9 years of existence, OSMA has been an instrumental force that has aided the growth and discovery of music talents and also commercial recognition of indigenous music in the country. 222 OSMA Trophies have been awarded since inception (2016).

This award also pays more cognizance to youthful artistry and importance hence; it celebrates and encourages the vibrancy and contributions of music entrepreneurs to the betterment of the economy by massively inculcating them into the reward system.

The theme for the big tenth edition of the awards is "Symphony of Stars". The tenth edition promises to improve on the blue print we laid down at previous editions and will continue to do more for youth engagement and development in Nigeria.

Ondo State, Nigeria has hosted the award ceremony since inception (2016) up till now.



AIMS & OBJECTIVES

The Aims and Mission of the OSMA Awards are: To celebrate the uncelebrated; To appreciate and encourage hard work and diligence; To create an environment filled with love where everyone lives in peace and harmony; To create an environment where equity is exalted and inferiority complex-free society; To help youths secure jobs through the help and assistance of sponsors and partners; To contribute a quota to nation building, promoting entrepreneurship and productiveness in youths. To promote the dignity of music as a Legacy.



Believing strongly in the integrity of your organization over the years as it implies in your name and aligns with our aims and mission on this musical adventure, we humbly seek your sponsorship for the tenth edition of this music award that we believe is going to make an impact in lives across Nigeria and beyond by the golden gift of privilege.

PAST HOSTS

2016



**DOMINO &
HONDASTEVO**

2017



SWEET STEVE

2018



MC LABANJ

2019



MC LAYOR

2020



ARKBISHOP

2021



WILLYMOUTH

2022



MC RHELAX

2023



HONDASTEVO

2024



HONDASTEVO

SPONSORSHIP

By working together, your organization has an opportunity to greatly increase the interest of its products and services in the heart of potential clients, and therefore impact career awareness and selection among targeted population. By working with Mars Promotions (organizers of the awards) on this initiative and promoting its success, your company will not only be able to present itself as a socially committed company among its customers and stakeholders, but will also realize specific benefits including increased agents and outlets.

Reserved for the Sponsor(s) of the 10th OSMA Awards are various forms of corporate branding that will catch the attention of thousands of our online live viewers and 2000 expected guest.

A variety of sponsorship opportunities will be available for the 10th OSMA Awards. The organizers are happy to negotiate a package that will be of maximum benefit to your organization or company. We would also be happy to discuss any new proposals you may wish to put forward.

Your participation as a sponsor will ensure your access to the people with the buying power or prospective clients and agents. If you wish to discuss a package more suitable to your company please contact: Ayodele on 09024143529 or Justinah on 0903 917 3132



TITLE/HEADLINE SPONSOR

N15,000,000

1. Listed as main title sponsor on all visual assets.
2. On stage and digital screens signage at all events.
3. Logo inclusion on all digital and physical marketing assets.
4. Official dedicated award presentation.
5. Listed on website during voting (thousands of votes per year).
6. Programming Press Release mention.
7. Social media mentions of inclusion (on all posts).
8. Logo Inclusion in video recap.
9. Dedicated promo teaser.
10. Custom Feature on website w/amplification & brand.
11. Product/Marketing materials placement in VIP gift bags.
12. Red Carpet and Step and Repeat inclusion.
13. Sponsor's logo will be crested on the award plaque alongside the award's logo.
14. Sponsor's logo will be used to brand the floor of the red carpet area.
15. Sponsor name will tagged with the title of the event.
16. The host will be allowed to wear your brand's shirt during one of his appearances on stage.
17. Sponsor will be given time to familiarize their organization with guest during the event.

ASSOCIATE SPONSOR

N5,000,000

1. Listed as second level title sponsor on all visual assets
2. Logo inclusion on all digital and physical marketing assets
3. Official dedicated award presentation
4. Programming Press Release mention
5. Social media mentions of inclusion (All posts)
6. Logo Inclusion in video recap
7. Custom Feature on website w/amplification & brand
8. Product/Marketing materials placement in VIP gift bags
9. Red Carpet and Step and Repeat inclusion
10. The host will be allowed to wear your brand's shirt during one of his appearances on stage.
11. Sponsor will be given time to familiarize their organization with guest during the event.

SUPPORTING SPONSOR

N2,000,000

1. Logo inclusion on all digital and physical marketing assets.
2. Official dedicated award presentation.
3. Listed on website during voting (thousands of votes per year).
4. Social media mentions of inclusion (on all posts).
5. Logo Inclusion in video recap.
6. Custom Feature on website w/amplification & brand.
7. Product/Marketing materials placement in VIP gift bags.
8. Red Carpet and Step and Repeat inclusion.
9. Sponsor will be given time to familiarize their organization with guest during the event.

CATEGORY SPONSOR

N1,000,000

1. Sponsor's Logo will be attached to the category on all digital and physical marketing assets
2. Official dedicated award presentation
3. Programming Press Release mention
4. Social media mentions of inclusion (All posts)
5. Red Carpet and Step and Repeat inclusion

IMPORTANT INFORMATION

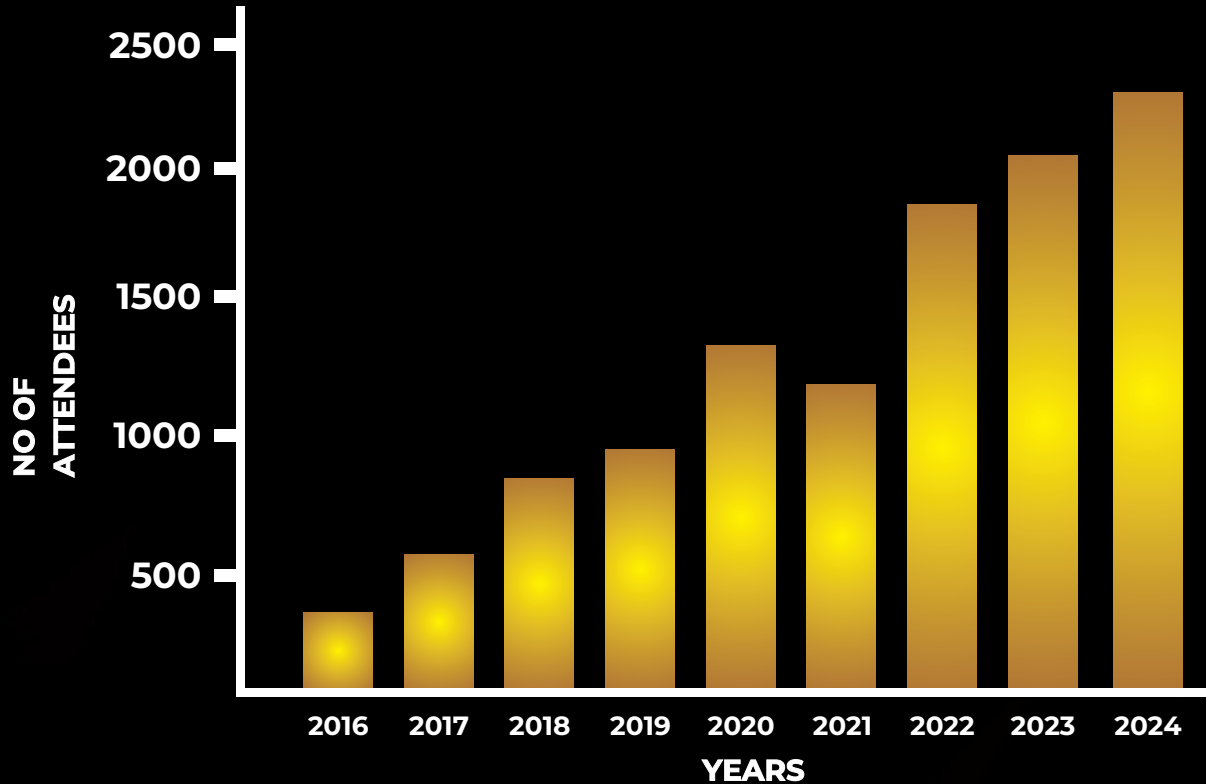
1. Sponsorship will only be in monetary terms.
2. We advice you quickly seal a deal with us so that you can start enjoying the sponsorship benefits early enough.
3. We will surely implement all sponsorship benefits as at when due.



ESTIMATED BUDGET

VENUE:	N3,000,000
AWARD PLAQUES:	N1,200,000
SOUND, LIGHT, SCREEN:	N1,500,000
BRANDING:	N1,300,000
HOST:	N1,000,000
GUEST ARTISTE:	N4,000,000
MEDIA:	N2,000,000
PROTOCOL:	N500,000
PUBLICITY:	N5,000,000
OTHER LOGISTICS:	N500,000
TOTAL:	N20,000,000

ANNUAL ATTENDEES CHART (ONLINE & LIVE SHOW)



2016: 320, 2017: 612, 2018: 889, 2019: 930, 2020: 1349, 2021: 1220, 2022: 1813, 2023: 2032, 2024: 2336

AWARD CATEGORIES

GENERAL (VOTING)

1. Artiste of the Year
2. Song of the Year
3. Best New Act
4. Achievement in Artiste Management
5. Music Video of the Year
6. Music Producer of the Year
7. Best Collaboration
8. Extended Play of the year
9. Best Performer
10. Best Live Band Performance
11. Digital Artiste of the Year

RAP (VOTING)

12. Achievement in Lyrical Depth
13. Best Rap Single

VOCAL (VOTING)

14. Achievement in Vocals
15. Best R&B Single
16. Best Pop Single
17. Best Pop Solo Performance
18. Best Street Hop/Dance Hall Song

ALTERNATIVE (VOTING)

19. Best Alternative Song
20. Gospel Song of the Year

OTHERS (VOTING)

21. Achievement in Disk Jockey
22. Achievement in Club Hype
23. Achievement in Comedy
24. Best Music Hangout
25. Best Online Social Content Creator

NON -VOTING

26. Revelation of the year
27. Song Writer of the year

HONORARY

28. Best Artiste in Diaspora
29. Ambassadorship Awards
30. Special Recognition Awards
31. Lifetime Achievement Award
32. OSMA Hall of Fame

WHAT WE TEND TO ACHIEVE THIS YEAR

After nine years of rewarding fast rising music talents within their environment, this year, being the tenth, we want to bring back all past winners and nominees to the grand finale to celebrate them one more time. We will also be recognizing notable music and entertainment entrepreneurs that have devoted their time and resources to supporting the growth of music talents in Nigeria. More visibility and cash rewards is also part of our priority this year. Join us!

ACTIVITIES AND EVENT SCHEDULE

INDUSTRY NIGHT

SATURDAY, AUGUST 16TH.

ENTRY CLOSES

SUNDAY, AUGUST 31ST

NOMINATION LIST UNVEIL

MONDAY, SEPTEMBER 8TH

THEME SONG PREMIERE

FRIDAY, SEPTEMBER 12TH

HOST UNVEIL

TUESDAY, SEPTEMBER 16TH

VOTING PERIOD

MONDAY, SEPTEMBER 15TH -
SUNDAY, OCTOBER 5TH

PRESS CONFERENCE

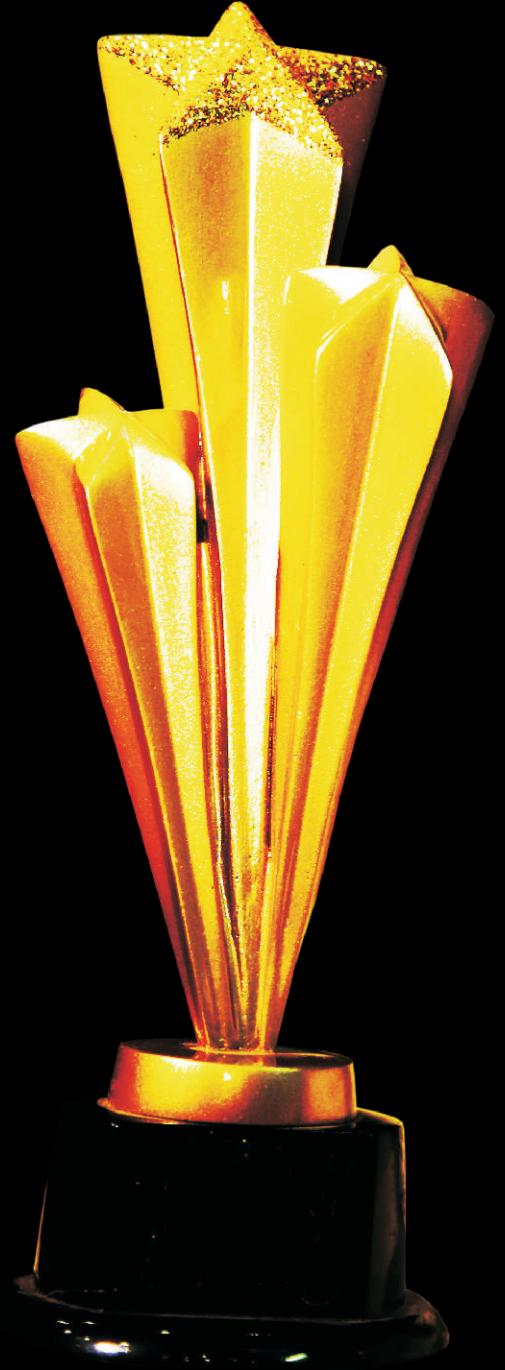
MONDAY, OCTOBER 6TH

NOMINEES' PARTY

FRIDAY, OCTOBER 10TH

AWARD CEREMONY

SUNDAY, OCTOBER 12TH



**SERVICE PARTNERSHIP OPPORTUNITIES ARE ALSO
AVAILABLE. KINDLY CALL ANY OF OUR HOTLINES
ON THE LAST PAGE.**

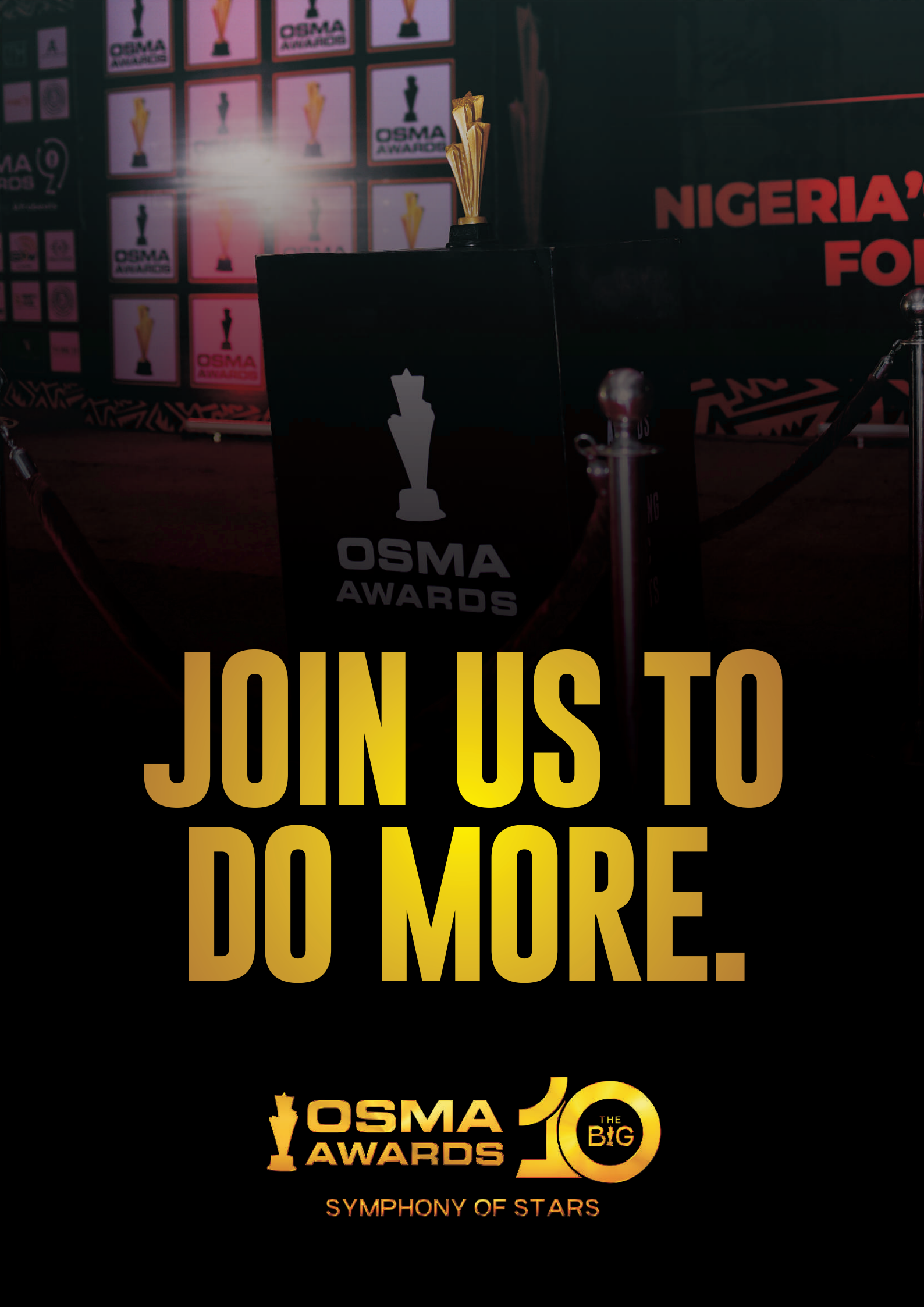


Airtel Nigeria supported the 4th edition in 2019,
7th edition in 2022 and the 8th edition is 2023





**A LINK FOR MORE PICTURES
AND VIDEOS FROM PREVIOUS
EDITIONS WILL BE SENT TO YOU
VIA YOUR BRAND EMAIL PROVIDED**



**JOIN US TO
DO MORE.**



SYMPHONY OF STARS



FULL CONTACTS

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for more information.