



accce

DAR ES SALAAM, TANZANIA

09 - 11 NOVEMBER 2023

SPONSORSHIP DECK

MUSIC BUSINESS TALKS • LIVE PERFORMANCES • EXHIBITIONS
• NETWORKING • PITCH SESSIONS • AWARDS
• KEYNOTES • WORKSHOPS

“The most important pan-African event in terms of cross-border cooperation and the exchange of experience and knowledge.”
- Frankfurter Allgemeine Zeitung.

“ACCES is where borders and limits are expanded - it is where creative heads exchange in order to find solutions for music to evolve and overcome the boundaries set by economy, law and history.” – Roberto Hacaturyan - Artlink

“ACCES is shaping up to be the most globally accessible Pan-African music industry conference to gain insight into the opportunities and dynamic music that various African artists have to offer the world.” – Wendy Verwey Bekker - Ditto Music (South Africa)



The Music In Africa Conference for Collaborations, Exchange and Showcases, or simply ACCES, is a leading pan-African trade event for music industry players to exchange ideas, discover new talent and create business linkages.

The three-day programme brings together hundreds of music industry professionals from Africa and beyond to selected locations across the continent, and features a wide range of curated activities for all participants, including insightful keynotes and discussions, educational workshops, an exhibition hub, acts from across the continent, pitch sessions and awards.

Past editions include Dakar (2017), Nairobi (2018), Accra (2019), Johannesburg (2021) and Dar es Salaam (2022).

OBJECTIVES

- to connect and promote exchange between music professionals from, or related to, Africa and its diaspora;
- to facilitate the discovery of African music talent & new opportunities;
- to provide reliable and useful information that promotes the African music sector and its operators;
- to encourage the creation of content by Africans, about Africa or related to Africa and its diaspora;
- to improve the distribution, accessibility and viability of African musical works;
- to strengthen music networks and collaboration on the continent;
- to encourage growth in the African music sector.



After a succesful 2022 edition, the 2023 ACCES edition will once again be held at the Julius Nyerere International Convention Centre & supporting venues in the city.



DYNAMIC CONTENT

The ACCES conference programme offers world-class presentations, panel discussions, lectures and keynotes from the industry's most inspired thinkers, covering a wide range of current topics.



NETWORKING

ACCES offers innovative networking formats for attendees to efficiently connect and create meaningful business connections. These include curated one-on-one meetings, live events and interactive online tools.



SHOWCASES

The ACCES showcase programme is curated by top music professionals to offer an unforgettable experience led by Africa's most promising young musicians. The showcases offer a cross section of African genres and talent.



EXHIBITIONS

ACCES exhibitions provide the perfect opportunity for industry operators, such as service providers, labels and start-ups, to present their services to a wider audience.



WORKSHOPS

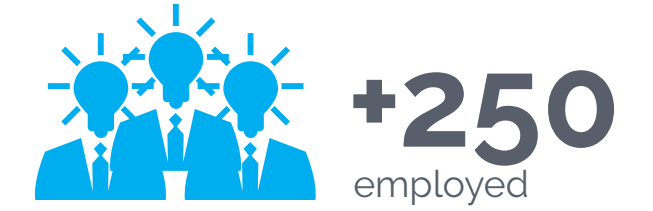
Training workshops complement the ACCES programme perfectly, targeting mostly emerging artists with customised content delivered by skilled thought leaders to build capacities in the industry.



AWARDS

The Music In Africa Honorary Award is given annually to recognise the outstanding contribution of notable musicians to their home country's industry and that of Africa as a whole.

LOCAL IMPACT




> The benefits of partnering with ACCES are substantial to the host city and local music industry and can be summarised as follows:

1. Employment and paid jobs for musicians and industry professionals based in Tanzania (refer to employment section).
2. Education and skills development for music professionals, which will include;
 - Training on intellectual property management
 - Music management
 - Professional music production
 - Stage performance
 - Stage management (this being a 100% programme for women).
3. Promote Tanzanian music to a global audience.
4. Facilitate the discovery of local artists who will be booked to perform at partner events in Africa and Europe.
5. Offer local music companies and service providers an opportunity to connect with potential new clients across Africa and beyond.
6. Facilitate partnerships and B2B exchanges between Tanzania and the globe, beneficiaries of this largely being artists and music practitioners based in Tanzania.
7. Facilitate networking among local music industry players.
8. At a time when most events companies are struggling with the pandemic, ACCES offers paid work to a range of service providers including pro-audio, sound and AV.
9. ACCES presents a perfect opportunity to promote the city and its offerings to a global audience.
10. ACCES brings delegates from more than 40 countries. This has a positive impact on the city and tourism.


SPONSORSHIP OPPORTUNITIES

The Premium Sponsor package offers the widest range of unique benefits.

<div>  <div> <div>PREMIUM SPONSOR</div> </div> </div>	
<ul style="list-style-type: none"> > 6m² bespoke display hub /lounge located at a premium spot in the venue, for product and service displays over 2 days. This comes with 1 couch 2 tables, 4 chairs, lighting, carpeting and WiFi. > 6-month premium advertising campaign on musicinafrica.net (worth €8 000) > Priority branding throughout the event > Logo on Premium Sponsors section in the printed programme page on the website 	<ul style="list-style-type: none"> > Logo in all outreach campaigns > Company write-up on website and in the printed programme > 4 advertorials on the website (English and French) > Credits and short speech during opening ceremony > Participation in press conferences > On-stage promotion by MC's > Inserts in conference bags > Access to the electronic conference database
<div>\$20 000</div>	

SPONSORSHIP OPPORTUNITIES (continued)

Expand your brand's footprint into the African music market by showcasing your professional pro-sound services as ACCES' official technical sponsor.



TECHNICAL SPONSOR

> 6m² bespoke display hub /lounge located at a premium spot in the venue, for product and service displays over 2 days. This comes with 1 couch 2 tables, 4 chairs, lighting, carpeting and WiFi.

> Brand visibility in all pre-event promotional, advertising and marketing materials.

> 6-month premium advertising campaign on musicinafrica.net (worth €8 000)

> Logo in all outreach campaigns

> 2 advertorials on the website (English and French)

> Company write-up on website and in the printed programme

> Participation in press conferences

> On-stage promotion by MC's

> Inserts in conference bags

> Access to the electronic conference database

> Logo in all AV loops

> Special guest hospitality space at showcase events

> Newsletter advertising and branding

> Social media marketing

> Discounted rates on accommodation

> Advert in the programme



> Priority branding throughout the event

You provide pro-sound equipment to ACCES (list provided by ACCES)

SPONSORSHIP OPPORTUNITIES (continued)




11

Be involved in ACCES's coolest showcases and networking activities.

 SHOWCASE SPONSOR		 NETWORKING SPONSOR	
<ul style="list-style-type: none">> Priority branding at all showcase events> Mentions as sponsor during all showcases> Logo on showcase flyers and AV loops> Priority exhibition package> 2-month premium advertising campaign on musicinafrica.net (worth €4 000).> Logo on website and printed programme.	<ul style="list-style-type: none">> Logo on Sponsors page on the website> Sponsor credits during opening ceremony> Conference bag inserts> Access to the electronic database> Discounted rates on accommodation> Panel-speaking Opportunity> Showcase products at the event	<ul style="list-style-type: none">> Priority branding at opening night> Priority branding in the networking areas (The net hub, restaurant and breakaway rooms)> 3-metre booth, chairs, a table and WIFI> 3-month premium advertising campaign on musicinafrica.net (worth €5 000)> Showcase products at the event	<ul style="list-style-type: none">> Logo in the printed programme> Logo on Sponsors page on the website> Sponsor credits during opening ceremony> Conference bag inserts> Access to the electronic conference database> Discounted rates on accommodation> Opportunity to participate on a panel
\$8 000		\$6 000	

SPONSORSHIP OPPORTUNITIES (continued) ¹²



Promote your business as a WIFI, refreshments or transport sponsor.

 WIFI SPONSOR	 REFRESHMENT SPONSOR	 TRANSPORT SPONSOR
<ul style="list-style-type: none">➤ Credited and branded on the website➤ Credited and branded in the printed programme➤ Write up about your services and deals on the website➤ Banner at the venue➤ 1-month premium advertising campaign on musicinafrica.net (worth €1 000)➤ Opportunity to display your products at the event	<ul style="list-style-type: none">➤ Credited and branded on the website➤ Credited and branded in the printed programme➤ Write up about your services on the website➤ Banner at the venue➤ 1-month premium advertising campaign on musicinafrica.net (worth €1 000)➤ Opportunity to display your products at the event	<ul style="list-style-type: none">➤ Credited and branded on the website➤ Credited and branded in the printed programme➤ Write up about your services on the website➤ Banner at the venue➤ 1-month premium advertising campaign on musicinafrica.net (worth €1 000)➤ Opportunity to display your products at the event
You provide and set up FREE conference WiFi	You provide refreshments (water, coffee, drinks or snacks)	You provide transport during the conference

EXHIBITION & SPEAKING OPPORTUNITIES

13

Our exhibition packages offer great exposure to both local and global audiences.

 HUB EXHIBITOR	 INTERACTIVE EXHIBITOR	SPEAKING SESSION SLOT
<ul style="list-style-type: none">> Your own 3-metre-wide digital space (hub) with a sleek design:<ul style="list-style-type: none">> Table with 2 chairs> Electricity> TV screen> Branding (space for logo & short statement)> Free WiFi> Company profile & logo on the website> Newsletter visibility (+35k people) 35 000 people	<ul style="list-style-type: none">> You get 10 minutes to present your products or service in front of an audience. This comes with:<ul style="list-style-type: none">> Presentation screen> PA> Logo on the website and printed programme> Free WiFi> Company profile on the website> Company profile included in our popular exhibitors newsletter to 35 000 people	<ul style="list-style-type: none">> 45 minute speaking slot in the main hall> Logo on the website and printed programme> Write up about your services and deals on the website> PR and social media coverage> On-stage promotion (AV loops)> Bag insert> 1 advertorial
\$850	\$100	\$2000

THEY PARTICIPATED AT ACCES

A'Salfo I Baaba Maal I Banky W I Blick Bassy I Blinky Bill I Cheick Lô I Didier Awadi I Ebo Taylor I Efya I Eric Wainaina I FOKN Bois I Fid Q I Mr Eazi I Msaki I Mulatu Astatke I Muzi I Obrafour I Octopizzo I Pit Baccardi I Samini I Sampa the Great I Sarkodie I Sway Dasafo I Thandiswa Mazwai I Vusi Mahlasela I Yugen Blakrok I Vth Season I Africori I Afrikayna I Airforce1 Records I Bassline Fest I Believe I Black Major I Boomplay I Bridges for Music I CAPASSO I Chocolate City Group I CISAC I Content Connect Africa I Dakar Music Expo I Deedo I Ditto Music I Gallo Music Group I Georg-Leitner-Productions I Harmattan Rain I Idol I IOMMA I Lighthouse I Linkfire I Mdundo I Media Sound Hamburg I Music Imbizo I Nyege Nyege I Paradise Entertainment & Distribution I Pepsi I Reeperbahn festival I SACEM I Sakifo I SAMPRA I SAMRO Foundation I Sauti za Busara I Sheer Publishing I Simfy Africa I Sony Music Entertainment I Sony Music Publishing I Spotify I Stay Low I Syllart Records I SxSW I The Orchard I TikTok I Trace TV I Tunecore I UNESCO I Universal Music I Voice of America I Wasafi Media I Womex I Yuma Prod and many more!

15
CONTACT US



Violet Maila

Projects Manager
T: +27 (0) 10 140 1317
M: +27 (0) 79 561 4747
violet@musicinafrica.net



Eddie Hatitye

Executive Director
T: +27 (0) 10 140 1317
M: +27 (0) 63 129 8051
eddie@musicinafrica.net



Claire Metais

Projects Officer
T: +27 (0) 10 140 1317
M: +33 (0) 6 41 159 897
claire@musicinafrica.net

 www.musicinafrica.net/acces

 MusicInAfrica

 MusicInAfrica

SEE YOU AGAIN AT ACCES 2023 (23 to 25 NOVEMBER)