



# acces

**Music In Africa Conference**  
Collaborate | Exchange | Showcase

**SPONSORSHIP DECK**



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## ACCES INTRODUCTION

The Music In Africa Conference For Collaborations, Exchange And Showcases, commonly known as ACCES, stands as the premier pan-African platform for music industry players to exchange ideas, discover emerging talent, and contribute to the evolution of a dynamic music sector in Africa.

ACCES serves as a catalyst for growth, placing a significant emphasis on professionalizing the sector and facilitating access to key success drivers. This annual event moves to a different African city every two years, ensuring widespread impact.

Spanning three days, ACCES offers a dynamic program designed to benefit local participants and visiting delegates who typically represent the entire music value chain. This includes, but is not limited to, musicians, music distributors, publishers, promoters, bookers, record labels, CMOs, funders, policymakers, and NGOs. The program features industry talks, keynotes, live performances, networking sessions, pitch sessions, training workshops, round table discussions, exhibitions, awards, and collaborative recording spaces for participating artists.

Moreover, ACCES serves as the practical learning ground for participants in the Gender@Work program, the pioneering women-only pan-African training initiative offering music business and technical skills to address gender disparity in the African music industry.

Since its inception in 2017, ACCES has brought thousands of music industry players to different African cities, namely Dakar (2017), Nairobi (2018), Accra (2019), Johannesburg (2021), Dar es Salaam (2022 and 2023) and Kigali (2024).



# SPONSORSHIP OPPORTUNITIES

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



## PREMIUM SPONSOR

- > 6m<sup>2</sup> 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

- > 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

**\$20 000**

# 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

- > 6m<sup>2</sup> 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)

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



## SHOWCASE SPONSOR

- > 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.
- > 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

**\$8 000**






## NETWORKING SPONSOR

- > 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
- > 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

**\$6 000**



# SPONSORSHIP OPPORTUNITIES (continued)

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

 <b>WIFI SPONSOR</b>	 <b>REFRESHMENT SPONSOR</b>	 <b>TRANSPORT</b>
<ul style="list-style-type: none"><li>&gt; Credited and branded on the website</li><li>&gt; Credited and branded in the printed programme</li><li>&gt; Write up about your services and deals on the website</li><li>&gt; Banner at the venue</li><li>&gt; 1-month premium advertising campaign on musicinafrica.net (worth €1 000)</li><li>&gt; Opportunity to display your products at the event</li></ul>	<ul style="list-style-type: none"><li>&gt; Credited and branded on the website</li><li>&gt; Credited and branded in the printed programme</li><li>&gt; Write up about your services on the website</li><li>&gt; Banner at the venue</li><li>&gt; 1-month premium advertising campaign on musicinafrica.net (worth €1 000)</li><li>&gt; Opportunity to display your products at the event</li></ul>	<ul style="list-style-type: none"><li>&gt; Credited and branded on the website</li><li>&gt; Credited and branded in the printed programme</li><li>&gt; Write up about your services on the website</li><li>&gt; Banner at the venue</li><li>&gt; 1-month premium advertising campaign on musicinafrica.net (worth €1 000)</li><li>&gt; Opportunity to display your products at the event</li></ul>
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

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

 <b>HUB EXHIBITOR</b>	 <b>INTERACTIVE EXHIBITOR</b>	<b>SPEAKING SESSION SLOT</b>
<ul style="list-style-type: none"><li>&gt; Your own 3-metre-wide digital space (hub) with a sleek design:<ul style="list-style-type: none"><li>&gt; Table with 2 chairs</li><li>&gt; Electricity</li><li>&gt; TV screen</li><li>&gt; Branding (space for logo &amp; short statement)</li></ul></li><li>&gt; Free WiFi</li><li>&gt; Company profile &amp; logo on the website</li><li>&gt; Newsletter visibility (+35k people) 35 000 people</li></ul>	<ul style="list-style-type: none"><li>&gt; You get 10 minutes to present your products or service in front of an audience. This comes with:<ul style="list-style-type: none"><li>&gt; Presentation screen</li><li>&gt; PA</li><li>&gt; Logo on the website and printed programme</li></ul></li><li>&gt; Free WiFi</li><li>&gt; Company profile on the website</li><li>&gt; Company profile included in our popular exhibitors newsletter to 35 000 people</li></ul>	<ul style="list-style-type: none"><li>&gt; 45 minute speaking slot in the main hall</li><li>&gt; Logo on the website and printed programme</li><li>&gt; Write up about your services and deals on the website</li><li>&gt; PR and social media coverage</li><li>&gt; On-stage promotion (AV loops)</li><li>&gt; Bag insert</li><li>&gt; 1 advertorial</li></ul>
<b>\$950</b>	<b>\$250</b>	<b>\$2000</b>



### 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

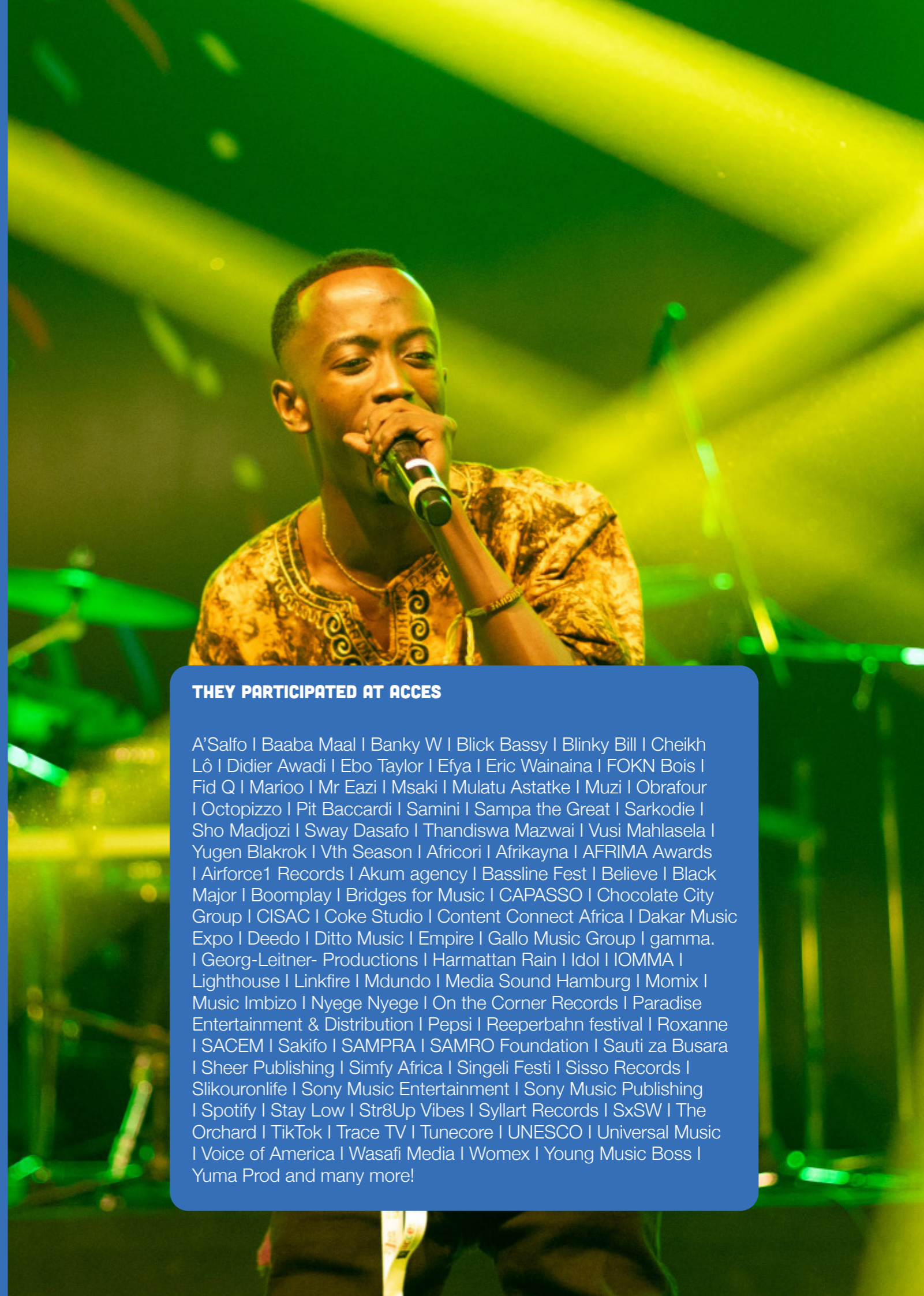
Projects Officer  
T: +27 (0) 10 140 1317  
M: +33 (0) 6 41 159 897  
claire@musicinafrica.net

 [www.musicinafrica.net/acces](http://www.musicinafrica.net/acces)

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#### THEY PARTICIPATED AT ACCES

A'Salfo | Baaba Maal | Banky W | Blick Bassy | Blinky Bill | Cheikh Lô | Didier Awadi | Ebo Taylor | Efya | Eric Wainaina | FOKN Bois | Fid Q | Marioo | Mr Eazi | Msaki | Mulatu Astatke | Muzi | Obrafour | Octopizzo | Pit Baccardi | Samini | Sampa the Great | Sarkodie | Sho Madjozi | Sway Dasafu | Thandiswa Mazwai | Vusi Mahlasela | Yugen Blakrok | Vth Season | Africori | Afrikayna | AFRIMA Awards | Airforce1 Records | Akum agency | Bassline Fest | Believe | Black Major | Boomplay | Bridges for Music | CAPASSO | Chocolate City Group | CISAC | Coke Studio | Content Connect Africa | Dakar Music Expo | Deedo | Ditto Music | Empire | Gallo Music Group | gamma. | Georg-Leitner- Productions | Harmattan Rain | Idol | IOMMA | Lighthouse | Linkfire | Mdundo | Media Sound Hamburg | Momix | Music Imbizo | Nyege Nyege | On the Corner Records | Paradise Entertainment & Distribution | Pepsi | Reeperbahn festival | Roxanne | SACEM | Sakifo | SAMPRA | SAMRO Foundation | Sauti za Busara | Sheer Publishing | Simfy Africa | Singeli Festi | Sisso Records | Slikouronlife | Sony Music Entertainment | Sony Music Publishing | Spotify | Stay Low | Str8Up Vibes | Syllart Records | SxSW | The Orchard | TikTok | Trace TV | Tunecore | UNESCO | Universal Music | Voice of America | Wasafi Media | Womex | Young Music Boss | Yuma Prod and many more!