

PARTNERSHIP • SPONSORSHIP • CULTURAL IMPACT

GHANA MUSIC AWARDS USA 2027 PROPOSAL

8TH EDITION | NEW JERSEY | AUGUST 14, 2027

Celebrating Our Culture, Music and Our Stars



EXECUTIVE OVERVIEW

A GLOBAL STAGE FOR GHANAIAIAN EXCELLENCE

A strategic partnership opportunity connecting culture, music, community and commerce.

Ghana Music Awards USA is an annual People's Choice Awards program organized by Don's Music Production LLC in collaboration with Strategic Ideas LLC, two registered event organizations based in the United States. Together, they have produced gospel concerts and festivals, awards programs and U.S. tours for renowned Ghanaian musicians.

The 2027 edition is envisioned as a premium live awards experience in New Jersey, supported by media, digital storytelling, community engagement and brand partnerships. We invite sponsors, institutions and cultural partners to join us in producing an event with lasting value beyond the ceremony.



RECOGNITION • PERFORMANCE • CULTURAL LEADERSHIP

OUR PURPOSE

Recognition with cultural meaning and international reach.

MISSION

To promote Ghanaian music worldwide and create an international platform for promotion, sales, collaboration and business opportunity.

VISION

To become a leading international platform for Ghanaian music, culture, talent development and cross-border collaboration.

PROMISE

A People's Choice celebration of influential and iconic artists who entertain audiences in Ghana, the United States and beyond.

Core objectives

- Celebrate exceptional artists, producers, DJs and cultural contributors.
- Expand discovery and visibility for Ghanaian talent in the U.S. market.
- Strengthen diaspora identity, pride and community participation.
- Create a trusted platform for sponsors, media and industry stakeholders.

BUILT THROUGH COLLABORATION

The scheme has developed relationships across diplomacy, culture, industry and commerce.

GMA USA has received support from the Ghana Embassy, the Ghana Permanent Mission to the United Nations in New York, the Musicians Union of Ghana (MUSIGA), and Ghana's Ministry responsible for arts and culture.

A platform for national promotion

Beyond awards, GMA-USA has helped market Ghana through product exhibitions, seminars and cultural programming. Nominees and honorees are celebrated for their creativity and contribution in Ghana, the United States and beyond.



LIFE PATRONS AND CULTURAL LEADERSHIP

PARTNERSHIP HISTORY

BRANDS THAT HAVE SUPPORTED THE JOURNEY

Past support demonstrates the platform's ability to build relationships with brands in Ghana, the United States and beyond.

Adonko Bitters / Angel Group

2021 Headline Sponsor

WorldRemit

2021 Category Sponsor

LemFi

2026 Category Sponsor

Tune In FM

2024 Category Sponsor

Vandosh LLC

2020-2024 Category Sponsor

Endpoint Homeopathy

2025 Category Sponsor

Capital O2

2025 Individual Sponsor

Essential Quality Care

2026 Individual Sponsor

Zobo

2026 Individual Sponsor

Ginese Couture

2026 Individual Sponsor

Taptap Send

2022-2023 Headline Sponsor

PayAngel

2024 Category Sponsor

Happy Man Bitters

2021-2022 Individual Sponsor

McDonald's

2021-2022 Category Sponsor

Must Be Five Radio

2021-2026 Individual Sponsor

Blue Jeans Energy

2025 Category Sponsor

True Green Food

Individual Sponsor

Ezzy2Pass

2024-2026 Individual Sponsor

Sky Bridge Pharmaceuticals

2026 Individual Sponsor

TRACK RECORD

MOMENTS THAT MOVE CULTURE

Selected photographs from previous GMA-USA activities and celebrations.



LIVE PERFORMANCE • RECOGNITION • COMMUNITY • CULTURAL PRIDE

2027 EDITION

THE EIGHTH CHAPTER

A bold new edition designed for celebration, discovery and partnership.

08

Edition of Ghana Music Awards
USA

14 AUG

Proposed event date in 2027

NJ

Host state: New Jersey

The 2027 program will unite established stars, emerging talent, cultural leaders, patrons, fans and brand partners for an evening of awards, live music and memorable storytelling.

Proposed experience

- Red-carpet arrivals and media interviews
- Live performances and cultural showcases
- Competitive and special recognition awards
- Sponsor activations and premium hospitality
- Digital content, social engagement and post-event highlights



RECOGNITION ON THE GMA-USA STAGE

A HIGH-VALUE CULTURAL COMMUNITY

Partners gain authentic access to a proud and engaged Ghanaian and African diaspora audience.

MUSIC FANS

Ghanaian, African and world-music audiences seeking live entertainment and discovery.

CREATIVES

Artists, producers, DJs, managers, promoters and media professionals.

COMMUNITY

Diaspora families, cultural associations, entrepreneurs and civic leaders.

GLOBAL VIEWERS

Digital audiences reached through artist networks, social platforms and media coverage.

Reach estimates, channel commitments and verified audience metrics can be supplied in the final media plan and sponsorship agreement.

Audience target: 1,500-2,000 attendees

PROGRAM FRAMEWORK

ONE NIGHT. MANY BRAND MOMENTS.

A flexible format built around guest experience, broadcastable moments and sponsor value.

01 ARRIVALS

Red carpet, press wall, interviews and partner welcomes.

02 OPENING

Cultural presentation, host welcome and event framing.

03 AWARDS + MUSIC

Category presentations, featured performances and tributes.

04 HONORS

Special recognition of patrons, pioneers and contributors.

05 FINALE

Closing performance, winner moments and after-event networking.

TALENT SHOWCASE

VOICES OF THE DIASPORA

Performance and recognition moments bring audiences close to the people shaping the culture.



Final performers, presenters and nominees are subject to confirmation. Partner usage of talent names, images or likenesses requires separate written approval.

PRESTIGE & GUEST EXPERIENCE

AN EXECUTIVE-STANDARD CULTURAL OCCASION

High-caliber performances, distinguished guests and premium hospitality define the GMA-USA experience.



LIVE PERFORMANCE AND AUDIENCE ENGAGEMENT



ARTISTS, EXECUTIVES AND CULTURAL STAKEHOLDERS IN ONE ROOM

BEYOND THE AWARDS NIGHT

GMA-USA can turn partnership support into year-round cultural visibility and community value.



Impact priorities

- Preserve and amplify Ghanaian cultural identity.
- Honor pioneers, patrons and community contributors.
- Open visibility pathways for emerging talent.
- Connect creative professionals across borders.
- Encourage mentorship and industry knowledge exchange.

A partnership with purpose

Support helps sustain a platform where recognition creates confidence, visibility creates opportunity and culture creates belonging. Community-impact initiatives can be co-developed around music education, emerging artists or diaspora engagement.

VISIBILITY THAT FEELS AUTHENTIC

Every package can be shaped around brand goals, category relevance and the audience experience.

BRAND PRESENCE

Logo and identity placement across agreed campaign, venue and digital touchpoints.

CONTENT

Integration into approved promotional content, red-carpet moments and event highlights.

EXPERIENCE

On-site activation space, sampling, guest engagement or branded award moments.

HOSPITALITY

Premium seating, invitations, hosted access and relationship-building opportunities.

COMMUNITY

Alignment with Ghanaian cultural pride, creative excellence and diaspora advancement.

INSIGHT

Post-event recap with available campaign outputs, media highlights and activation evidence.

SPONSORSHIP PACKAGES

ACCESS & VISIBILITY

Clear entry points for individual supporters and brands.

INDIVIDUAL SPONSOR

\$3,000

2 VVIP tickets; promotional mentions; media-partner exposure; event-program logo; red-carpet interview; celebrity photo opportunity; sponsorship certificate.

CATEGORY SPONSOR

\$4,000

3 VVIP tickets with backstage access; category co-presentation; media and radio exposure; video-roll integration; program and backdrop logo; certificate.

STAND-ALONE BACKDROP

\$5,000

Exclusive co-branded 12 × 10 backdrop; 3 VVIP tickets with backstage access; radio and media exposure; category co-presentation; red-carpet interview; certificate.

STAGE BRANDING

\$6,000

Logo placement on the 42 × 16 stage; 4 VVIP tickets with backstage access; promotional and media exposure; video-roll integration; award co-presentation; certificate.

PREMIUM PARTNERSHIPS

DIAMOND & PLATINUM

High-impact packages designed for category exclusivity, premium hospitality and sustained brand presence.

DIAMOND SPONSOR • \$25,000

6 VIP tickets; award-presentation invitation; agreed category exclusivity; campaign and press visibility; radio, TV and video-roll exposure; 3 × 30-second event adverts; VIP red-carpet interviews; speaking opportunity; exhibition space; selected hospitality and chauffeur support; year-long website recognition; sponsorship certificate.

PLATINUM SPONSOR • \$35,000

10 VIP tickets; award-presentation invitation; agreed category exclusivity; extensive press, radio, TV, digital and event visibility; 6 × 30-second event adverts; backstage and VIP red-carpet interviews; speaking opportunity; dedicated exhibition space; selected accommodation and chauffeur support; year-long website recognition; sponsorship certificate.

All travel, accommodation, transport, media inventory, exclusivity and appearance benefits are subject to availability and written confirmation in the final sponsorship agreement.

PREMIER PARTNERSHIP

HEADLINE SPONSOR

\$100,000

Exclusive top-tier positioning across the Ghana Music Awards USA 2027 campaign and awards ceremony.

- Company name precedes the event name in agreed publications, with the final naming convention approved by both parties.
- 20 VIP tickets and an invitation to present the Artiste of the Year award at Ghana Music Awards USA 2027.
- Invitation-letter support for up to five international guests to witness the main event in New Jersey.
- Two agreed award categories named for the sponsor, with representative presentation rights.
- Brand exposure across participating radio, television and online media partners in Ghana and America.
- Logo on press invitations and acknowledgment in approved event press releases.
- Prime-time radio advertising on selected partner stations in Ghana and America.
- Brand integration within approved video rolls shown during the awards ceremony.

LEADERSHIP • TALENT • CULTURAL PRESTIGE



HEADLINE SPONSOR BENEFITS

PREMIUM ACCESS & YEAR-ROUND PRESENCE

A comprehensive package of media, hospitality, activation and recognition benefits.

- Exclusive interviews with selected GMA-USA media partners.
- 10 × 30-second company advertisements during the awards ceremony.
- VIP red-carpet interview area and prime-time speaking opportunity during the ceremony.
- Dedicated exhibition space for product display, sampling, banners and brand engagement.
- Three nights of complimentary accommodation, subject to written confirmation.
- Chauffeur support for airport arrival, awards-night transport and airport departure, subject to written confirmation.
- Key mentions before, during and after the 2027 press soirée in Ghana and awards ceremony in the USA.
- Social-media endorsement and a fixed logo position on the GMA-USA website for one year.
- Inclusion across agreed PR releases, flyers, backdrops, videos, host mentions, radio and television advertising.
- Sponsorship certificate and post-event acknowledgment.



BUILD YOUR PARTNERSHIP

Select the assets that best match awareness, engagement, hospitality or community goals.

- Naming rights and presenting-partner designation
- Award category or special-honor presentation
- Red-carpet, step-and-repeat or interview-area branding
- Stage screen, venue signage and program recognition
- Ticketing, email, website and social-media integration
- Product display, sampling or experiential activation
- VIP tables, guest invitations and hosted hospitality
- Co-created community or emerging-talent initiative
- Media interviews, branded content and highlight integration
- Post-event acknowledgment and impact recap



FROM AGREEMENT TO APPLAUSE

A collaborative planning process keeps every commitment clear and execution-ready.

1

PARTNERSHIP

Confirm objectives, investment, category, rights and approvals.

2

CAMPAIGN

Align brand assets, content calendar, media opportunities and ticketing.

3

PRODUCTION

Finalize activation footprint, hospitality, signage and event integration.

4

EVENT

Deliver guest experience, visibility, content capture and partner support.

5

RECAP

Share agreed evidence of delivery, highlights and future opportunities.

LET US CREATE THE NEXT LANDMARK MOMENT TOGETHER

PARTNER WITH GMA-USA 2027

We welcome the opportunity to tailor a partnership around your brand, audience and impact priorities.

NEXT STEP

Request a customized partnership package

Contact details and final venue information to be inserted before circulation.

