

Africa Legends
classic
 **COMEDY**



Africa Legends classic COMEDY



WHERE LEGENDS GATHER TO LAUGH
(THE LAUGH LABORATORY)

Rate:

VVIP GHC 600

VIP GHC 400

REGULAR 300



INTRODUCTION

Comedy has been around for a long time but it has evolved over time. Over the years, different things have been considered "funny" New things make people laugh and evolve into something more. Comedy has gone through so many cycles as to what's popular. In the early vaudeville days, you had to have some sort of talent, like juggling or singing, mixed in with your comedy. Humorous stories often help people to recognize that however bad their situation might be, there is always someone who is worse off.

WHY AFRICA LEGENDS CLASSIC COMEDY SHOW....

Comedy addresses serious issues in a humorous way. Over the last decade, African comedy has shown immense growth and gained popularity, and in recent times, standup comedy as an aspect of entertainment has gained much popularity and patronage in Africa. Comedy is so central to everyday life here, there's such fantastic comedy in Africa that you have to do something around it.

One of the simplest psychological techniques for rapid stress relief involves finding ways to distract yourself from whatever is bothering you. Even though it is a good idea to invest the time and effort necessary to learn the ropes to stress relief, it is an equally good idea to know about effective alternative strategies that can bring about more rapid, if only temporary, forms of stress relief.

For many people, humor is a very effective, simple, and inexpensive way to decrease stress. Humor is effective as a stress-relieving method for numerous reasons. First, humor functions as a distraction, interrupting the chain of thought that results in stress.

Effective humor also results in laughter, which is a physical release of tension. Humor shifts the focus of attention away from oneself and focuses it instead on others. This shift of attention enlarges people's anxiety-narrowed perspective to include the misfortune of others, thereby reducing the perceived need to stress about their problems.

DONATION TO THE WEIJA LEPROSARIUM

As a demonstration of Linmart media Solutions commitment to improve the lives of the vulnerable in the society, the Team led by Nii Amarh Amarteifio will donate part of the proceeds to the inmates of the Weija Leprosarium to enable them celebrate the Easter festivities in grand style.

The gesture will be part of the foundation plan to assist the needy and the less privileged.

Inmates of the leprosarium are human, just as any other individual in the country, and need to be treated as such. It is no fault of theirs that they had the condition.

The Chairman of the Lepers Aid Committee, Rev. Fr Andrew Campbell, has outlined inadequate infrastructure, lack of social amenities and inadequate funding as the major challenges facing the Weija Leprosarium in Accra.

According to the Executive Director of Linmart Media Solutions, Nii Amarh Amarteifio, the Team is determined to provide the basic items that would enhance the livelihood of the less privileged.

Based on that, he said the foundation had outlined series of activities to help support institutions during the festive season.

Africa Comedy Line Up

Gordons - Nigeria

Ob Amponsah - Ghana

Loyiso Gola - South Africa

Avril Nyambura - Kenya

Eric Omondi - Kenya

Music Performance:

Elaine – South Africa

Efya – Ghana

Patoranking – Nigeria

Irene Ntali - Uganda

Linmart Media Solutions & Rhythm Africa

Present **Africa** Legends classic **COMEDY**

WHERE LEGENDS GATHER TO LAUGH
(THE LAUGH LABORATORY)

comedians



MUSICIANS



Rate:

VVIP GHC 600

VIP GHC 400

REGULAR 300

partners:   

For sponsorship call: 0244484534 or 024 102 5618



THE TEAM

The LINMART MEDIA SOLUTIONS team is composed of experienced and dedicated individuals with steadfast knowledge in Events Management. Our team can design, create and customize events with uniqueness beyond expectations. Additionally, the team is passionate about the prospect of amalgamating the Youth of this country for positive movement.



OUR PROMISE

We promise to bring our expertise to bear by delivering through our events and activities results that will raise “Top of the mind” awareness not only for our patrons but will deliver the intended results for our Sponsors.

OUR PAST EVENT

2021

- FIN-Africa-UAE Trade and Investment Forum - Dubai.
- FIN Women Africa – UAE Trade and Investment Forum - Dubai
- Africa Cashless Payment System Conference - Accra, Ghana

2022

- Asamoah Book Launch and Dinner - Accra, Ghana
- Forbes Best Of Africa Awards - USA
- FIN- Forbes Africa Conference On Emerging Markets- USA
- Joana Gyan Foundation Launch and Concert - Accra, Ghana

2023

- Africa Trade Summit and Concert - London
- Tagoe Sisters Foundation Launch and Fundraising Dinner- Accra, Ghana
- Tagoe Sister @40 Musical Concert - Accra, Ghana
- GDIW Digital Conference 23 - Accra, Ghana

2024

- WASSA End Of The Year Party - Tamale, Ghana

MEDIASCAPE

This laudable comedy concert is engineered to garner enormous attention to our cherish sponsors and partner. In our bid to achieve unique éclat, we have received commendable endorsement from our various media partners. By aiming to raise the stakes we have shot high with an arrow we believe will hit the bull's eye.

Goldstar have put a detailed comprehensive media plan. It involves progressive networking which will begin with awareness on social media and through broadcast. There will also be branding and conspicuous advertisement at prime public locations in Accra and other regional capital. In the main event, our prestige comedians will in harmony with discerning brands. Already key media houses and major blogging and social platforms have given us abutment to provide a diversity of media options to power seamless mileage and visibility for our clients.

SPONSORSHIP BENEFITS

- A strategic gathering of dignitaries, prominent men and women, celebrated footballers, actress and actor, and most powerful executives in Ghana and the diaspora that will be present and extensive networking opportunities for individual and business.
- To promote your brand equity through an exclusive and prestigious platform. An opportunity for corporate brands to strengthen their brand through effectively visibility at this very high-profile event.
- Part of the proceeds from the event will be donated to the Weija Leprosarium to support, and to succor the humanitarian projects of a selected philanthropic project.

IMMENSE BRAND PROMOTION

Entirely a social intervention, project will however involve brand experiential activations culminating in a not-to-be-missed. We believe this laudable concert will give your brand penetration and mileage in lucrative markets. Above and below-the-line activities will ensure that your brand receives massive promotion due to your participation in this concert.

More importantly, your participation will serve to win you effective brand ambassadors at no cost. Publicity campaign to be used to promote the event will serve to publicize your brand.

MARKETING & PUBLICITY

The success of this concert is dependent on the coverage and mileage the event receives. We will as such partner various media houses to ensure that intervention is felt all around the country and beyond.

Media to be used include Radio, Television and Press. Target media partners include TV3, Multi TV, Starr FM, Joy FM, 4Syte, Graphic Showbiz, etc Social Media will also be used to support the traditional media.

Media campaign will see the placement of adverts and commercials intended to get Ghanaians to participate in the intervention and get involved and also interviews personalities and celebrities to espouse the concert.



sponsorship packages

Without doubt this concert is a capital-intensive intervention. Yet the rewards of deciding to provide the resources needed for the successful staging of such a laudable activation, makes it worth it.

In offering you the opportunity to take up any of the under listed packages, we are offering you the opportunity to contribute your quota to ensuring that we safeguard the Africa Comedy fraternity.

Platinum sponsor

80% of event budget

- Title sponsors of the event (AFRICA LEGENDS CLASSIC COMEDY)
- Sponsor will be given pre, during and post premium visibility in all marketing communication materials.
- Benefit from over 100 pre-promos over a period of four (5) weeks.
- Product commercial on all TV, radio and print advertisement
- Event publicity materials will be in the Corporate Colors of the sponsor
- Company acknowledgement in all media releases
- Opportunity to meet international guest artistes at back stage during and after the concert
- 15 VVIP seating at the concert venue
- Sampling and selling of your products at the event venue.
- Logos on tickets, flyers and other branding materials
- An activity event surrounding the sponsor's brand.
- Message from CEO or rep to be played at the auditorium
- Acknowledgement on all Live Presenter Mentions (LPM)
- Opportunity to brand the event place
- Play 3-minutes documentary in the auditorium
- Opportunity to sell products at the events
- Opportunity to address the audience on the event day
- Opportunity to brand carpet band
- Any other benefits to be discussed and agreed by both parties

gold sponsor

60% of Event budget

- Corporate logo placement in concert advertising, poster, banners and flyers
- Event publicity materials will be in the Corporate Colors of the sponsor
- Corporate logo placement on trade show display in concert venue
- Acknowledgement from stage prior to and during concert
- Company acknowledgement in all media releases
- Opportunity to meet guest artistes at back stage during and after the concert
- VIP seating at the concert venue
- Acknowledgement on all Live Presenter Mentions (LPM)
- Advertisement played on the day of the event
- Opportunity to brand the event place.
- Opportunity to sell products at the events
- Product acknowledgement in events brochure



silver sponsor

40% of event budget

- Corporate logo placement in concert advertising, poster, banners and flyers
- Corporate logo placement on trade show display in concert venue
- 10 tickets for the show
- Acknowledgement from stage prior to and during concert
- Company acknowledgement in all media releases
- VIP seating at the concert venue
- Acknowledgement on all Live Presenter Mentions (LPM)
- Opportunity to brand the event place.
- Opportunity to sell products at the events
- Product acknowledgement in events brochure

donor sponsor

20% of event budget

- Corporate logo placement in advertising, poster, banners and flyers
- Acknowledgement from stage during concert
- Acknowledgement on all Live Presenter Mentions (LPM)
- Opportunity to brand the event place.
- Opportunity to sell products at the events
- Product acknowledgement in events brochure

CONCLUSION

Thanks for taking the time to read through this proposition. I look forward to your endorsement, contribution, support and active participation, necessary for the successful execution of this concert. Let's make this work!

**let's collaborate
to achieve
SUCCESS!!**

FOR SPONSORSHIP AND PARTNERSHIP

LINMART MEDIA SOLUTION
P.O BOX CT 578 CANTONMENT
ACCRA

CEDI ACCOUNT DETAILS FOR GHANA PARTICIPANTS

ACCOUNT NAME: LINMART MEDIA SOLUTIONS

BANK: CBG

ACCOUNT NUMBER: 0385954100001

BRANCH: LABONE

DOLLAR ACCOUNTS DETAILS FOR FOREIGN PARTICIPANTS

ACCOUNT NAME: LINMART MEDIA SOLUTIONS

BANK: CBG

ACCOUNT NUMBER: 0385954100002

BRANCH: LABONE

CONTACT:

EVENT MANAGER : NII AMARH:

0244 484534 / 0264 484534

HEAD OF SPONSORSHIP:

AHENEWAH 0241025618

EMAIL US: LINMARTMEDIASOLUTIONS@GMAIL.COM

Linmart Media Solutions & Rhythm Africa

Present **Africa** Legends classic **COMEDY**

WHERE LEGENDS GATHER TO LAUGH
(THE LAUGH LABORATORY)

comedians



MUSICIANS



Rate:

VVIP GHC 600

VIP GHC 400

REGULAR 300

partners:   

For sponsorship call: 0244484534 or 024 102 5618