



IRAWMA



MAY 07 2023

INDOOR SPORTS CENTRE

KINGSTON, JAMAICA



OUR MISSION

To acknowledge and honor the accomplishments and contributions of entertainers in various categories of reggae and world music and to promote greater participation and acceptance of Reggae, Caribbean, African and other World Music internationally.

The Hybrid Experience

Virtual Activities

- Nominations
- Voting
- Meet the Nominees
- Promotions & Contests
- Virtual Red Carpet
- Livestream of Awards

In-Person Activities

- Cocktails
- Artist Mingle
- Live Red Carpet
- Main Stage



MARKETING OBJECTIVES

- Stimulate global interest in the Awards and encourage visitors to Jamaica
- To reach the American, African, Asian, Caribbean and Latin Markets
- Develop an online community on all social media platforms to view the event (Facebook, Instagram, Twitter , You Tube)
- Attain a minimum of XX live and recorded views of the Livestream of the show
- Have a full-house in-person attendance (numbers based on Covid Protocols)



GLOBAL REACH
MILLIONS

DEMOGRAPHIC
25 – 65 YEARS

MARKETING CHANNELS

- DIGITAL MARKETING
 - Website
 - Direct mail to mailing lists
 - Social Media
 - Public Relations
 - Promotions
 - Magazine Advertising

TRADITIONAL MARKETING

- Print
- Radio
- TV
- Press Coverage



KOFFEE, TOAST OF IRAWMA

BY **ALANIAN CURRIEN**
 Currier writer
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Artists and industry personnel hit the red carpet Saturday for the 37th International Reggae and World Music Awards (IRAWMA) at the Jamaica Pegasus in New Kingston. Aside from late start and a few glitches with presentation of some awards, the show was entertaining.

Concertmaster Ephraim Martin said while the event was a success, it could have been better. "I always expect more. I'm never satisfied. It was great. Everyone thinks it was outstanding but for me, I always say it could be a little better," he said. "The challenges we face was that we had limited sponsorship. I think because most of the corporate companies were not aware of the strength of what we are doing and the kind of standing we do, but now that they are seeing it they are laying off their differences. Now they are saying they think they want to participate. I expect that over time it will get better."

The big winner was singer Koffee, who walked away with three awards — for Best Female Vocalist, Best Female Entertainer, and Best Teen Entertainer. Koffee also doubled as co-host with Tony Rebel but opted to not do interviews after the show as she was dealing with a "stomach issue". She did, however, express thanks to her fans and supporters. Christian walked away with two awards — for Most Cultural/Educational Entertainer and Best Male Vocalist. He was a no-show and his awards were accepted by a representative from the Roots Band.

Koffee won three International Reggae and World Music Awards (IRAWMA) — Best Female Vocalist, Best Female Entertainer, and Best Teen Entertainer — held at the Jamaica Pegasus in New Kingston on Saturday. Photo: Michael Andea

39th IRAWMA: The winners, the African force, performances and special awardees

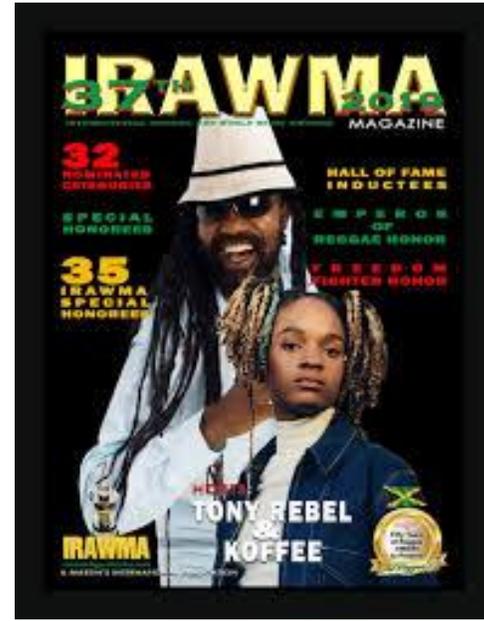
By Samuel Anjorin | May 22, 2021



Must read

Tokyo Paralympics 2020: Awe-inspiring, thrilling, wheelchair basketball and more

The 2021 International Reggae and World Music Awards (IRAWMA) promised a star-studded gala celebration of the best entertainers for 2020. On Sunday, May 16, it delivered just that.



WE DELIVER WORLDWIDE COVERAGE



PREVIOUS BROADCASTS

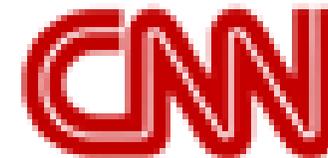
[CLICK TO WATCH IRAWMA 37](#)



[CLICK TO WATCH IRAWMA 39](#)



PAST & PRESENT MEDIA PARTNERS





MILESTONE DATES

- JANUARY 2023: NOMINATIONS OPEN
- MARCH 2023: NOMINATIONS CLOSE
- APRIL 2023 : NOMINEES ANNOUNCED
- MAY 07, 2023: IRAWMA
 - 6 PM – 7 PM – RED CARPET AFFAIR
 - 6 PM – 8 PM – MEET GREET & MINGLE
 - 8 PM – 10 PM – AWARDS & ENTERTAINMENT



RED CARPET AFFAIR

- Artists and Specially selected guests will arrive and walk the Red Carpet in front of step & repeat
- Hosts will interview celebrity guests as they arrive
- Photo Ops with artistes and celebrity guests as they arrive
- Press and other spectators will have special viewing area outside of the Red Carpet



MEET, GREET AND MINGLE



VIP Patrons will have a chance to mingle with honoured guests, nominees and artists during the reception hour.

Savory hor d'oeuvres and select spirits , juices and cocktails will be available.



Select sponsors will have the opportunity to host lounges and promotional booths.



AWARDS

With over 30 award categories and 10 Special Awards, IRAWMA has honoured hundreds of Icons of Reggae and other international genres.

Having been hosted by Martin's International for 39 consecutive years, the event is one of the longest running award events of its kind and is well respected in the musica industry.

Tribute must be given to its founder Ephraim Martin for his consistency, resilience and determination to ensure the continuity of the event and to making sure that exceptional musical and cultural talent is duly recognised and awarded.

Martin's International Culture (MIC)
38th International Reggae & World Music Awards (IRAWMA)

Martin's International would like to extend a special thanks to our staff, team members, hosts, sponsors, presenters, performers, advertisers and other participants

Sponsors
 Ministry of Culture, Gender, Entertainment and Sports
 Irie FM
 Down Sound Entertainment (DSE)
 Bigga Drinks
 VP Records
 MissyQuai Signature Hair (www.missyquai.com)
 OnStage TV
 IrieJam 360
 Reggae Festival Guide
 African Spectrum
 Portland Curry Fest
 AC Marriott Hotel
 JSVFest
www.25thcenturyradio.com
 Balloons by Jaki Jade
 Alpha Studios
 Dainjaurus Rebel Music
 Mega Bass Records
 Yosefus "One Heart of Love" Project
 and others

AC HOTELS
 MADRIOTT

Ministry of Culture, Gender, Entertainment and Sport

DSE
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IRIE FM

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OnStage TV

IrieJam 360

Reggae Festival Guide

African Spectrum Newspaper

Portland Curry Fest

AC Marriott Hotel

JSVFest

www.25thcenturyradio.com

Balloons by Jaki Jade

Alpha Studios

Dainjaurus Rebel Music

Mega Bass Records

Yosefus "One Heart of Love" Project and others

MISSYQUAI

Thank

PARTNERSHIP OPPORTUNITIES

Companies seeking to engage with a variety of markets through online and traditional media can partner with the event and access significant marketing benefits.

Click to add text

GENERAL LEVELS

- IRAWMA Partner
- IRAWMA Ambassador
- IRAWMA Collaborator
- IRAWMA Associate
- IRAWMA Supporter

LIVESTREAM /DIGITAL LEVELS

- Virtual Partner
- Feature/Contest Sponsor
- Product Placement
- Advertising Placements
- E-Magazine Advertising

ARTIST LOUNGE

IRAWMA PARTNER - US\$75K

- Name included as COMPANY X "Presents" THE 40TH ANNIVERSARY...
- Product Exclusivity
- Photo Ops & Interview on Red Carpet
- Speaking Opportunities- Launch & Awards
- Top Category Award
- Backstage Access
- Naming rights and branding of the ARTIST LOUNGE
- Exhibit Space at event
- Logo inclusion in LED Backdrop where possible
- Prime branding on location
- Co-branding on event shirts and other merchandise
- Double spread in magazine to accommodate brand story/greeting and full page ad
- Ticket Package (to be discussed)
- Inclusion in Publicity campaign (radio/TV interviews before and during event)
- Additional benefits to be negotiated



IRAWMA AMBASSADOR — US\$50K

- Product Exclusivity
- Logo included on Red Carpet Step and Repeat
- Photo Ops on Red Carpet
- Category Award
- Opportunity to speak at launch
- Opportunity to speak and present Award at event
- Exhibit Space at event
- Logo in promotional material
- Prime branding on location
- Logo/name in all print and electronic advertising
- Full page in Magazine to accommodate greeting and advertisement
- Ticket Package (to be discussed)





IRAWMA COLLABORATOR – US\$25K

- Exhibit Space and branding at event
- Photo Ops on Red Carpet
- Category Award
- Opportunity to present Award at event
- Logo/name in all Print advertising
- ½ page ad in magazine
- Ticket Package (to be discussed)

IRAWMA ASSOCIATE – US\$10K

- Branding at event
- Photo Ops on Red Carpet
- Category Award
- Logo included on Red Carpet Step and Repeat
- Logo/name in all print advertising
- ¼ page ad in magazine
- Ticket Package (to be dicussed)

IRAWMA SUPPORTER – US\$5K and Under - Benefits to be negotiated

ARTIST LOUNGE – US\$5K

The award presentations will be complemented by exciting performances from select artists. One company will have the opportunity to sponsor our exclusive Artist Lounge and will be able to access:

- Interviews with awardees and special invitees
- Photo-ops with awardees
- Cocktail celebration with awardees
- Swag bag presentation to Awardees and VIP guests
- Provide branded hostesses
- Place branding in the area



Ephraim M. Martin founder and producer of IRAWMA. He has produced over 112 entertainment events and in 2016 set a record for being the only known person to have consecutively produced 100 annual entertainment festival and awards events. In addition to this Mr. Martin holds several national and International awards and in 2016 was the recipient of the highest number of awards at the event. His most recent history-making achievement has been to get the Lakeshore Drive in Chicago renamed **Jean Baptiste Point DuSable Lake Shore Drive**, in honor of the Black trader cited as the first non-Indigenous settler of the Midwestern city. This is one of the biggest Black national achievements in more than 200 years in America, that made it in Chicago history of which he is extremely proud.

IRAWMA hosted first in Chicago in 1982, has been held in several cities in the United States. In 2019, Ephraim brought home the event where it was held at the Jamaica Pegasus Hotel. This was the 4th time held in Jamaica but the 1st time in Kingston and thanks to the partnerships with the Ministry of Culture, Gender, Entertainment and Sports (MCGES), TVJ, IRIE FM Radio, VP Records and several others, the event was a huge success. Based on the heavy demand of the music industry, **IRAWMA** returned to Jamaica in 2020 but due to the emergence of Covid, the event was held virtually with great reviews. Again, on May 16th, 2021 the 39th IRAWMA went virtual and was a huge hit globally with the likes of Ziggy Marley, BeenieMan, Sean Paul, Master KG featuring Nomcebo, Shatta Wale and a host of other reggae and world music acts. 2022 the awards will once again be held in Jamaica.

Partners over the years include: **NBC TV, WGN TV, TVJ, IRIE FM, MCGES, Tribune, Sun-Times, American Airlines, Greater Fort Lauderdale Convention and Visitors Bureau (GFLCVB); Jamaica Tourist Board, Cox Media, VP Records, Marriott Hotel, Hilton, Red Stripe Beer, Western Union, Pegasus Hotel, Radio Jamaica, Ford Auto, and B-mobile** just to name a few.



ABOUT THE FOUNDER



BE PART OF THE EXPERIENCE

- EMAIL: IRAWMAinfo@gmail.com
- Submit [Sponsorship request](#) here
- www.irawma.com , [Youtube.com/irawma](https://www.youtube.com/channel/UCirawma), [#irawmaawards](https://twitter.com/irawmaawards)