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I NTERNATIONAL REGGAE & WORLD MUSIC AWARDS

**Powered by Martin’s International**

**“Bringing Nations Together Through Music and Culture.”** [A picture containing drawing

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Date

Category Sponsorship letter and Magazine Ad. For small business sponsors

Dear

**For the sixth time in its 40 -year history, under the theme “Reggae Rise”, Jamaica will again be the venue for the hosting of the 40th Anniversary of the International Reggae and World Music Awards (IRAWMA). The coveted reggae and world music festivity will be held on Sunday, May 7th, 2023, in Kingston, Jamaica.**

**The 40th IRAWMA – 2023 will be live from Kingston, Jamaica and will again be televised nationwide in Jamaica and will be broadcasted on selected USA Network TV Stations. The 39th IRAWMA was aired on national TV Stations in Jamaica, include Onstage TV, and was streamed worldwide. The 36th IRAWMA was broadcasted on NBC TV in conjunction with the 37th Chicago Music Awards.** Subscribe to IRAWMA YouTube here, <https://youtu.be/nYuB5m3S6ck--> for updates on reggae and world music’s best or **visit** [**http://irawma.com**](http://irawma.com) **for more information**

Over the years IRAWMA has been televised globally, and in Jamaica on TVJ, CVM- On-Stage TV, NTD TV- China, in Belgium, Africa and several other TV stations and social media. Combined with the viewers from the last five years, more than 50 **million** fans viewed segments/ bits and pieces of IRAWMA worldwide. Over five million viewed it on the Chinese Network- NTD TV news report! Click here <http://www.irawma.com/videos.html> to view TV/video samples.

The 40thIRAWMA will be heavily marketed, and the people will be encouraged to support your business and to cheer you along during the glitz and glamour on the IRAWMA red carpet arrival and the Awards Gala.

We are inviting you to **sponsor one or more of the categories in which Awards will be presented, and/or to advertise your business in the IRAWMA Magazine**. You can contact us at 877/9-REGGAE, 312/719-6181, 876/593-4272 or e-mail: [irawmainfo@gmail.com](mailto:irawmainfo@gmail.com) for more.

**Your immediate sponsorship/participation will allow your business full branding benefits now through May 2023 and beyond!**

**SPONSOR BENEFITS INCLUDE:**

1. Base on the level of sponsorship; your business name will be announced on some radio stations and will be

publicized in one or more publication(s) as category sponsor.

2. Recognition on site/on stage for your company/product as a sponsor of Award category(s).

3. Over 1,000,000 people will see your name associated with the category sponsored in social media.

4. Official/VIP passes for you and your guest to the Awards ceremony/presentation.

5. F**ull-page color** advertisement in the IRAWMA Awards magazine (must be camera ready), you may be asked to be a presenter and 10 **VIP tickets**, with cash sponsorship fee of $5,000 or more.

6. Name display on flyer/website for first 20 sponsors (promo may be rotated), with fee of USA $3,000 or more.

**7. Full page color** advertisement and four VIP tickets, if sponsorship fee is over USA **$1500**.

**8. IRAWMA may select one or two non-nominated rising star act (s) to perform with a sponsorship fee of $10,000.**

If you are unable to be a category sponsor, we strongly urge you to be a supporting contributor by advertising in the IRAWMA magazine or purchase VIP tickets. See rates and categories below or visit [www.irawma.com](http://www.irawma.com) .

We look forward to your business/ entertainment/organization’s full participation in this very significant, gala event.

Sincerely,

Enclosures





