



IRAWMA *Awards*



**The 41st International Reggae and World Music Awards”
Friday, March 22, 2024, LPAC, Lauderdale, Florida
Celebrity Red Carpet / VIP Reception – 7:00 pm
Awards Show – 8:30 pm**

**TO BE POST TELEVISED FOR NATIONAL/NETWORK TV BROADCAST, AND LIVE ON
WWW.YOUTUBE.COM/IRAWMA**





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

Activities

- Nominations
- Voting
- Meet the Nominees
- Promotions & Contests
- Red Carpet Showcase
- Livestream of Awards
@YouTube.com/irawma
- Cocktails
- Artist Mingle
- Live Red Carpet
- Stage Performances



MARKETING OBJECTIVES

- Stimulate global interest in the Awards and encourage visitors to South Florida
- 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
21 – 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

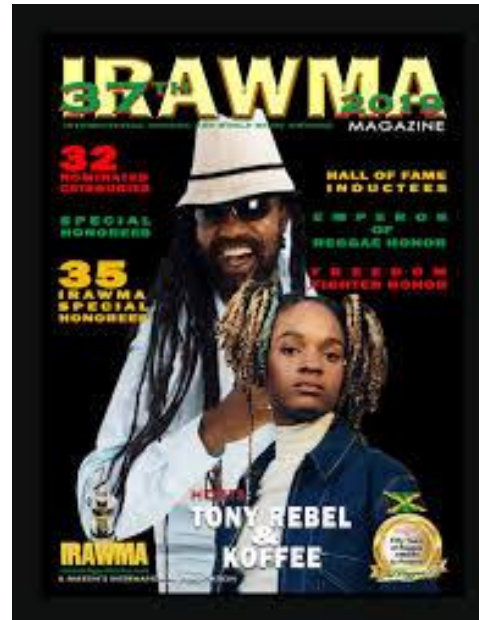


39th IRAWMA: The winners, the African force, performances and special awardees

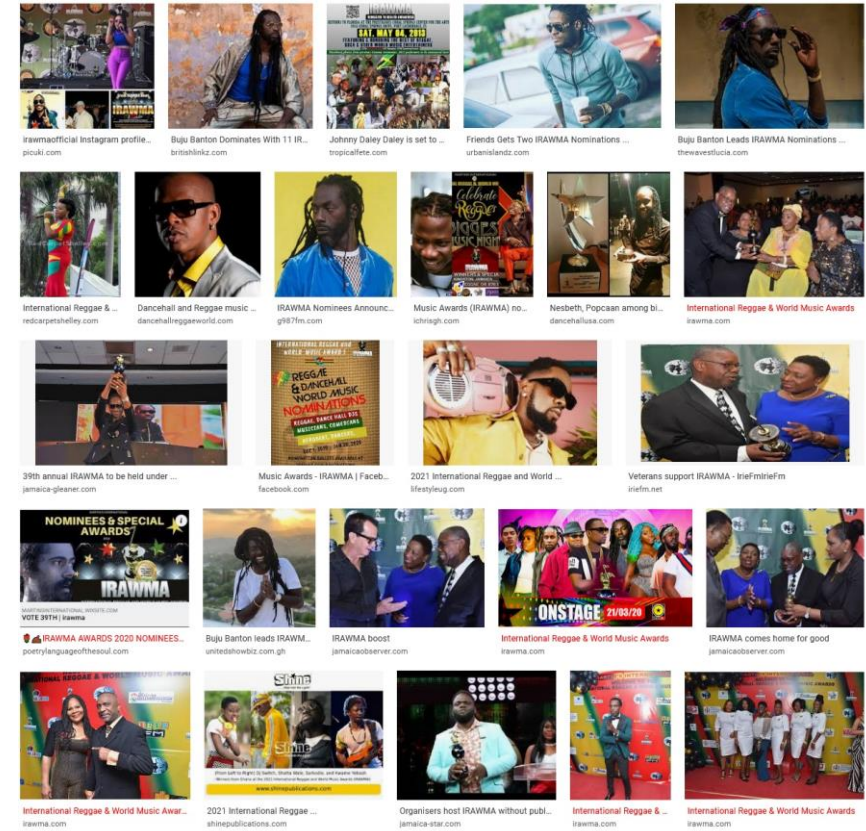
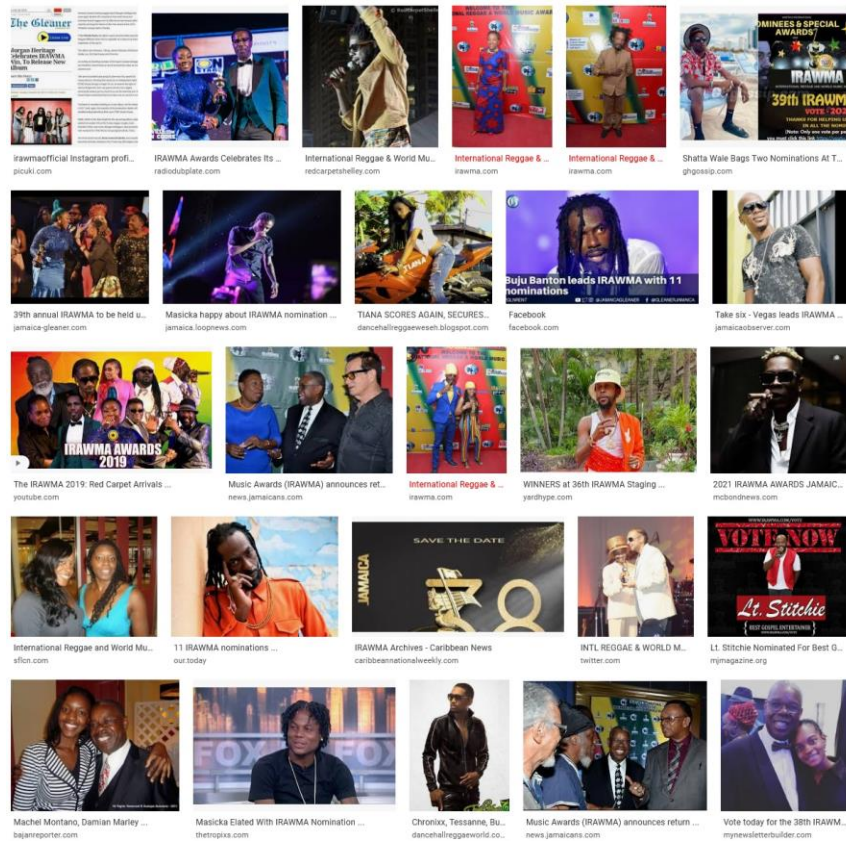


Must read

Tokun Paradise's 2020 day two 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](#)



CLICK HERE TO WATCH IRAWMA 40
<https://youtu.be/o0sXPnRmWjE>

PAST & PRESENT MEDIA PARTNERS





MILESTONE DATES

(SUBJECT TO MINOR CHANGES.)

- NOVEMBER 29, 2023: NOMINATIONS OPEN
- JANUARY 23, 2024: NOMINATIONS CLOSE
- JANUARY 25, 2024 : NOMINEES ANNOUNCED
& PUBLIC VOTING BEGINS
- * MARCH 5TH , 2024: VOTING CLOSE
- Friday, March 22, 2024: 41ST IRAWMA
 - 7 PM – 8:30 PM – RED CARPET ARRIVAL
 - 7: 30PM – 8:30 PM – VIP RECEPTION – MEET, GREET & MINGLE
 - 8:30 PM – 11:00 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 some 40 award categories and Special Honors, IRAWMA has honored thousands of Icons of Reggae and other world music genres, internationally.

Having been hosted by Martin's International for 40 consecutive years, the event is the longest running awards event of its kind and is well respected in the music industry.

Tribute must be given to its founder Dr. 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.



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 PLATINUM - US\$75K

- Name included as COMPANY X "Presents" THE 41ST 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



GOLD PARTNER – 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)





SILVER PARTNER— 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)

BRONZE PARTNER— 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 discussed)

SUPPORTING SPONSOR – 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



ABOUT THE FOUNDER

Ephraim M. Martin, BH{M}, D.B.A., founder and producer of IRAWMA, has produced over 120 entertainment events (Awards/Festivals), and in 2016 set a record for being the only known person to have consecutively produced 100 annual entertainment festivals and awards special 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 iconic Lake Shore 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.

Additionally; In the last three years he received scores of Awards and special honors, among them a Jamaica National Badge of Honor - 2022, the Chicago Defender - Men of Excellence Honor - 2023, and most recently the Nigeria- CPEIA- Lifetime Achievement Award.

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. 2023 the 40th IRAWMA Anniversary was again hosted in Kingston, Jamaica and was a huge success. As Martin's International look forward to again take IRAWMA to network TV at a greater level than previous, the 41st IRAWMA returns to south Florida at the Lauderhill performing Arts Center, March 22nd, 2024.

Partners over the years include **NBC TV, CBS TV, WGN TV, TVJ, CCN TV 6, 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.





BE PART OF THE EXPERIENCE

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