



HOODTALL

FESTIVAL

THE OPPORTUNITY

Africa's music industry is experiencing unprecedented global demand. Afrobeats has become one of the fastest-growing music genres worldwide — yet Africa still lacks large-scale, globally recognized festival platforms comparable to Coachella, Rolling Loud, or AfroNation.



Global Genre

Afrobeats is dominating global charts and streaming platforms.

Market Gap

No African-based festival has achieved flagship global status.

HoodTalk's Role

Positioned to become Africa's premier flagship music festival.

WHAT IS HOODTALK?



A Festival With Purpose

HoodTalk Festival is a high-energy music festival combining world-class performances, African youth culture, and social impact — making it a cultural event with a conscience.

A Festival With Purpose

A portion of every ticket sold supports children's healthcare initiatives through the DreamChild Foundation. Attendees don't just experience great music — they contribute to a greater cause.

PARTY WITH A PURPOSE

FESTIVAL EXPERIENCE



MAIN STAGE CONCERT

Afrobeats, Dancehall & Hip-hop performances from headline artists.



CULTURAL VILLAGE

Afrobeats, Dancehall & Hip-hop performances from headline artists.



Brand Experience Zones

Interactive sponsor activations for direct consumer engagement.



VIP Lounge

Afrobeats, Dancehall & Hip-hop performances from headline artists.



CULTURAL VILLAGE

Afrobeats, Dancehall & Hip-hop performances from headline artists.

HoodTalk delivers a multi-layer festival experience designed to engage every type of attendee.

THE VENUE

Independence Square — Accra

Ghana's most iconic event venue, broadcast-ready for global audiences, with capacity for massive crowds.

30K

20,000 – 30,000 projected attendees

Projected Attendance



PERFORMING ARTISTES



BLACK SHERIF



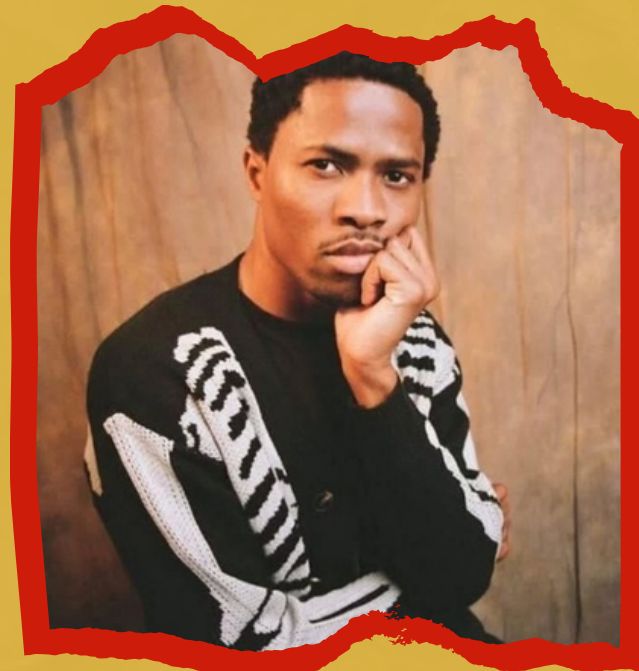
DAVIDO



STONEBWOY



EFYA



Kwesi Arthur



FLAVOR



AUDIENCE PROFILE



University Students

Campus-connected,
trend-setting, digitally active.



Creators

Social media influencers
amplifying reach organically.



Young Professionals

Disposable income
Brand-conscious, aspirational.



Diaspora Visitors

International Africans
traveling home for the experience.



MARKETING REACH

01



DIGITAL

Influencers, TikTok, Instagram & YouTube campaigns.

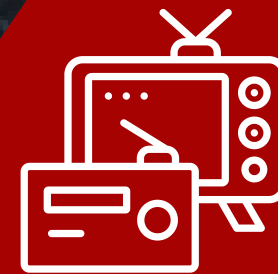
02



Campus Activations

10 universities, 50,000-student database.

03



Broadcast Media

TV, radio, and digital publications.

04



Outdoor

Billboards across Accra.

CULTURAL IMPACT



A portion of festival proceeds supports children's healthcare initiatives across Africa. This positions HoodTalk as more than entertainment — it's a movement. Brands that partner with HoodTalk gain association with cultural influence, youth engagement, and meaningful social responsibility.

Party With A Purpose

Consumer Engagement

Direct product interaction with tens of thousands of consumers in one place.

Mass Cultural Reach

Direct access to Africa's most influential youth culture demographic.

Social Responsibility

Brand association with children's healthcare initiatives across Africa.

Why Brands Partner With HoodTalk

HoodTalk delivers three major brand advantages that few platforms in Africa can match.

MEDIA EXPOSURE

30K

LIVE ATTENDANCE

20,000 – 30,000 on-ground attendees

15M

DIGITAL IMPRESSIONS

5M – 15M projected digital reach

3M+

INFLUENCER REACH

Across Instagram, TikTok & YouTube

Media coverage spans TV, radio, and digital publications, ensuring brand partners receive sustained visibility before, during, and after the event.



SPONSORSHIP STRUCTURE



TITLE SPONSOR

Naming rights to the festival

2

GOLD SPONSOR

Major brand presence & activations

3

SUPPORTING PARTNER

Brand integration & sampling

Three tiers of partnership designed to accommodate brands of every scale.

BRAND INTEGRATION OPPORTUNITIES

EXPERIENCE ZONES

Interactive booths and branded installations.

VIP Hospitality

Executive lounges and client entertainment.

Creation

Influencer collaborations and co-branded digital campaigns.

Sampling

Afrobeats, Dancehall & Hip-hop performances from headline artists.

Sponsors can activate across multiple touchpoints throughout the festival.

GLOBAL EXPANSION VISION

USA

Largest African diaspora market globally.

Nigeria

Africa's biggest music market and Afrobeats heartland.

UK

Major hub for African music culture in Europe.

HoodTalk is designed as a scalable festival brand — not just a one-time event. Future expansion targets key African diaspora markets.

SPONSORSHIP RATE CARD

A realistic corporate pricing model based on approx. 1 USD ≈ GH¢15.

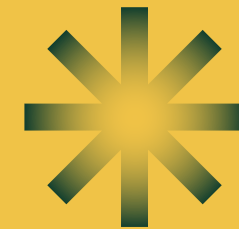
Tier	Investment	Key Benefits
Title Sponsor	\$250,000 / GH¢3.75M	Naming rights (e.g. "MTN HoodTalk"), main stage naming, full digital integration, VIP lounge, artist meet & greet, category exclusivity
Gold Sponsor	\$100,000 / GH¢1.5M	Stage branding, large activation booth, influencer campaign, logo on all materials, VIP hospitality, sampling rights
Silver Sponsor	\$50,000 / GH¢750K	Medium activation booth, social media mentions, brand placement onsite, sampling opportunities
Supporting Partner	GH¢250K – GH¢500K	Logo placement, small activation booth, sampling, social media mentions

CATEGORY EXCLUSIVITY PACKAGES



Telecom Partner

GHC2.5M – GHC3.5M



Beverage Partner

GHC1.5M – GHC2.5M



Bank / Fintech Partner

GHC2.5M – GHC3.5M



Automotive Partner

GHC800K – GHC1.5M

Powerful upsell packages offering exclusive category rights — no competing brands in your sector.

BENEFIT PER PACKAGE



Telecom Partner

GHC2.5M – GHC3.5M

- Your brand will be associated with the festival's main website and its programming
- Complimentary tickets will be provided for staff
- Festival communication will drive Ravers to payment platform to make purchases
- Mentions on all radio jingles, LPM's and interviews
- Your brand's logo will be prominently displayed on the festival posters (20,000 copies)
- Your brand's logo will be prominently displayed on Hoodtalk fliers (50,000 copies)
- Shout-out on social media to 300,000+ engaged followers (across platforms)
- Shout-out on the mainstage by MC during the festival
- Your company's logo will appear on Hoodtalkmusicfestival.com
- Branding opportunities at the festival – ticketing entrance



BENEFIT PER PACKAGE



Beverage Partner

GHC1.5M – GHC2.5M



- Your brand will be the exclusive beverage brand at the festival
- Your brand will have the opportunity to own stations all over the festival grounds
- Your brand's logo will appear on hood talk music festival.com
- Shout-out on social media to 300,000+ engaged followers (across networks)
- Your brand's logo will be prominently displayed on the festival posters (20,000 copies)
- Your company's logo is prominently displayed on HoodTalk fliers (50,000 copies)
- 15 complimentary tickets will be provided for staff
- Live mentions/Shoutouts onstage by MC
- Branding of event grounds to drive visibility



BENEFIT PER PACKAGE



Bank / Fintech Partner

GHC2.5M – GHC3.5M



- Your brand becomes an official payment platform for the festival (ticketing)
- Your brand will be associated with the festival's main website and its programming
- Complimentary tickets will be provided for staff
- Festival communication will drive ravers to payment platform to make purchases
- Mentions on all radio jingles, LPM's and interviews
- Your brand's logo will be prominently displayed on the festival posters (20,000 copies)
- Your brand's logo will be prominently displayed on Hoodtalk fliers (50,000 copies)
- Shout-out on social media to 300,000+ engaged followers (across platforms)
- Shout-out on the mainstage by MC during the festival
- Your company's logo will appear on hoodtalkmusicfestival.com
- Branding opportunities at the festival – ticketing entrance



BENEFIT PER PACKAGE



Automotive Partner

GHC800K – GHC1.5M



- Your brand becomes an official exclusive automotive partner for the festival
- Your brand will be associated with the festival's main website and its programming
- Complimentary tickets will be provided for staff
- Festival communication will drive ravers to payment platform to make purchases
- Mentions on all radio jingles, LPM's and interviews
- Your brand's logo will be prominently displayed on the festival posters (20,000 copies)
- Your brand's logo will be prominently displayed on Hoodtalk fliers (50,000 copies)
- Shout-out on social media to 300,000+ engaged followers (across platforms)
- Shout-out on the mainstage by MC during the festival
- Your company's logo will appear on Hoodtalkmusicfestival.com
- Branding opportunities at the festival – ticketing entrance



THANK

YOU

