

KOMBONI RADIO AWARDS FOR UPCOMING ARTIST - 24TH OCTOBER

FOREWORD

It is proposed that first ever Komboni Awards in Zambia tapping in the Grassroot musicians be a partnership co-sponsored by various companies and Komboni Radio.

CONCEPT

Komboni awards will be awards that will appreciate and celebrate local Zambian Music and Musicians, with much emphasis on upcoming artist. The awards will be organized by Komboni Radio, using its platform to market and host the awards, engaging other media institutions at various levels. The organization and hosting of the awards will be influenced by the people who are the audience and potential audience of Komboni Radio, giving a more representative approach in awarding deserving artists. The listeners, supporters and the general public will nominate and vote for various artists who will perform exceptionally in various categories during each particular year.

OBJECTIVES

- To promote Zambian Music as well as increase appreciation of the Music Industry
- To promote upcoming artists at grassroots level
- To grow the music entertainment to involve the marginalized communities
- To broaden exciting programmes for Radio
- To establish an outreach program at grassroots level

HOW THE AWARDS WILL BE CONDUCTED

Komboni Radio will collect untapped music from all grassroot musicians countrywide and air it on Komboni Radio for exposure. The Radio Station will Request the listeners to nominate the various artists according to various categories. The artists with highest nominations will be placed in a group which they have been nominated in. Once the nominations are made and categorized. The audience will be requested to vote for the best within the particular category. The voting process will include, but not limited to SMS's, telephone calls, newspapers and electronic media. The votes will be conducted for a period of two months and will be gathered and counted two days before the award ceremony.

The award ceremony will be held every 24th of October as part of the independence celebrations. The ceremony will involve an audience which will pay to be in the venue of the Awards giving ceremony. A number of artists will perform as part of entertainment, while the ceremony is conducted. Every year, the event is scheduled to be held in Siavonga South Province Zambia.

KOMBONI AWARDS CATEGORIES

1. Best male Zambian Artist Upcoming
2. Best female Zambian Artist Upcoming
3. Best Zambian Group Upcoming
4. Best Gospel Artist Upcoming
5. Best Song of the year from the monthly Upcoming
6. Best Dance/Dancehall song Upcoming
7. Best Hip Hop song Upcoming
8. Best RnB/afro Pop song Upcoming
9. Best Gospel song Upcoming
10. Best male Bachikulayile (old artist)
11. Best female Bachikulayile (old artist)
12. Best Producer Upcoming
13. Best Album Upcoming
14. Best Collaboration Upcoming
15. Best Song Writer Upcoming
16. Best Studio Sound Producer Upcoming
17. Best Keyboard Player Upcoming
18. Best Reggae Album Upcoming
19. Best Male Radio DJ Upcoming
20. Best Female Radio DJ Upcoming
21. Best Club DJ Upcoming
22. Best Band Upcoming
23. Best Live Performance
24. Best music video

The above categories to mention a few.

MARKETABILITY OF THE AWARDS

Komboni awards will be marketable given that the Radio Station is currently enjoying a growing audience. The Radio Station will play a vital role in marketing the awards among different targeted audience using both electronic and print media. The awards will influence further growth of upcoming artist making the event a land mark event in the Zambian entertainment calendar.

MARKET TARGET OF THE AWARDS

KOMBONI AWARDS will endeavor to promote Zambia Music Talent and among the Gospel and Secular Music audience of all ages and various backgrounds. The awards will aim to promote upcoming artists and also provide an interactive platform with the already established artists

COMPETITION OF THE AWARDS

The awards will likely face competition from the Born and Bred Video awards on ZNBC. The Born and Bred awards video have at least stabilized after being held for the last four years (4 years). The awards are mainly video awards and which to promote quality videos production among Zambians. There are artists who have great songs without videos rarely are nominated or involved in the awards have a good influence in the masses who listen to Secular Music and are usually held in December.

The other awards are the CHAPRO awards which are Gospel centered. These awards are the influence on the Gospel audience. The awards are also video awards and draw crowds at the ceremony. Like the Born and Bred Awards they are also held in December.

The Zambia Music Awards are sponsored by Zambia's very own Mosi Lager and have become a land mark event on the Zambian entertainment calendar. ZMA is organized, sponsored and managed by Zambian Breweries PLC in conjunction with National Arts Council of Zambia. The objective of these annual prestigious Awards is to honor deserving music works, artist, music educators and other professionals that work closely with artist in the production and promotion of music such as sound engineers, producers and DJs.

COMPETITIVE ADVANTAGE OF KOMBONI AWARDS

Komboni Awards will seek to award artists regardless if they have a video or not. These awards will be fashioned to appeal to the current Komboni Radio audience and potential audience born in local compounds (Komboni community) and in high residential places for those who enjoy both Gospel and Secular music.

The awards will be first of its kind being promoted by a local radio station which many people identify with as being real, relevant and unique. So far no local radio station organize awards and this provides a **brilliant opportunity for Komboni radio to create an unprecedented exiting event which will appeal to the audience.**

The radio station will also **actively and aggressively** promote the awards. The flair and reputation which the radio station is currently enjoying will to influence both the audience and corporate organization in supporting the awards. Furthermore the awards will lead to an increase audience and establishment of the radio station.

MARKETING PLAN FOR THE AWARDS

RADIO ADVERTS

The awards will be aggressively advertised through radio adverts at the radio station. A number of adverts will be placed at various times of the day and will be aired to inform the public. The adverts will be created in a fashion which will draw interest of audience and compel them to participate in all the process of awards (nominating voting and attending the award giving ceremony).

POSTERS AND BANNERS

Posters and Banners will be used in the marketing of the awards. Attractive posters and Banners will be produced and placed in strategic places around the city to inform and influence the people to participate in the awards.

SOCIAL MEDIA

The other marketing will be done on the Social Media such as Facebook, Tweeter, WhatsApp and any other available Social Blogs.

KOMBONI TELEVISION MUSICAL SHOW

Komboni will in July introduce the Komboni Musical Show on Muvi TV. This live program to be aired on Sundays will also be repeated within the week. Within the show a segment for upcoming artists will be promoted and awards highly publicized.

KOMBONI VISITS

Strategic Marketing will be achieved through what will be called Komboni visits, where a marketing team will go into the compounds, markets as well as places where masses of people are usually found. The marketing team will market both the awards the radio station through playing music and giving out a number of prizes. The radio station will make agreements with some corporate who will supply their free bees to be given out at the visits. The Komboni visits will be poised to influence the people in the compounds to listen more

to the radio station, participate in awards, grow interest in the radio programmes and the growth of the audience as well as increase brand awareness of the companies who will supply the free give away.

BUDGET

Total estimated Budget is 875,730