



proposal
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SPON SORSHIP PROPOSAL



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SPAT EVENTS

CONTENTS

Introduction

Objective

Target Audience

Event Description

Marketing Strategy

Performers

Sponsorship



SPAT EVENTS

Introduction

The purpose of this proposal is to organize an entertaining live event series by creating a platform which creates fun by collaborating interactive Fun games, Speeches and live music. We believe entertainment should be more than just a performance—it should be an experience. Our event series is designed to break the mold by combining interactive games, speeches and live music performance into one electrifying platform.

which its aim is to organize "VibeVerse Live"—an electrifying event series that goes beyond just music, creating a dynamic entertainment experience through interactive fun games, speeches and live performances. Our platform brings together upcoming and established artists, DJs, speakers, and entertainers to foster talent, inspire audiences, and deliver unforgettable moments.

its main aim is promoting talented upcoming artists. We are pleased to introduce our upcoming live event series that aims to promote emerging musical talent. Through a collaborative platform bringing together up-and coming and established artists, our goal is to foster artist's creativity while providing entertainment to audiences. Over the course of Three monthly events, we will showcase new and developing artists across a variety of genres and styles. Each event will take place in an intimate venue, creating a relaxed atmosphere for artists to experiment and engage directly with listeners. Selected performers from prior events will then have the unique opportunity to join renowned headliners on our culminating finale event. This series strives to give a launch point to undiscovered artists and DJs seeking exposure. By pairing them with acclaimed DJs and musicians, we hope to help emerging talent reach new audiences and take their skills to the next level. All the while, attendees can enjoy fresh performances in settings optimized for discovery and fun. We have successfully hosted our first event at Cavana, an ideal spot for Our university students as well as other guests which wanna involve in our event. The event was a great success, as we expected. The event featured many emerging artists and DJs who impressed the audience with their skills and energy. The event was a lively and interactive experience for everyone involved (around 400 attendees). We have attached a recap video showcasing the event.



SPAT EVENTS

The Trip

The Trip is Spat Events' bold foray into travel-based youth engagement a mobile event experience where adventure meets culture, creativity, and meaningful connection. Designed for young people hungry for more than just entertainment, The Trip offers a carefully curated journey outside the city, taking participants to scenic destinations where nature, culture, and storytelling collide. Our first official trip will take place in Adama a vibrant, accessible city known for its warm climate, resort culture, and youthful energy. Adama sets the perfect tone for our launch: fun, refreshing, and easy to reach, offering natural scenery, social-friendly spaces, and event-ready venues.



Looking ahead, The Trip will expand to include a rotating series of destinations across Ethiopia. Each location is chosen not only for its beauty but also for its ability to host shared cultural and creative experiences. Planned future trips include Hawassa, with its peaceful lakeside vibe and strong university culture; Bahir Dar, for its stunning views of Lake Tana and the Blue Nile Falls; and Lalibela, offering a spiritually rich, historical escape and a unique atmosphere for storytelling and reflection. Other destinations on our roadmap include Dire Dawa, a city blending heritage and modern charm; Debre Libanos, ideal for nature walks and retreats; Gondar, with its castles and rich historical backdrop; and Langano, for a more relaxed beach-style youth trip.





SPAT EVENTS

The journey begins the moment the group boards the trip bus where curated playlists, ice-breaking activities, and team games set the tone. Throughout the travel time, participants connect, unwind, and become part of a mobile community. The Trip isn't about luxury tourism it's about raw, real, collective exploration. Once on site, the itinerary is filled with interactive experiences: from group hikes and nature walks to bonfire storytelling sessions, creative workshops, and mindfulness activities. Meals are shared in communal spaces, encouraging conversation and friendship, while evenings end with acoustic sessions or DJ sets under the stars often featuring the same emerging talent Spat Events is known for promoting.

More than just a fun getaway, The Trip is rooted in values of self-discovery, community, and youth empowerment. Each experience is infused with thoughtful programming meant to foster inspiration and growth — such as speaker sessions, creativity labs, or unplugged talk circles. The locations themselves are often connected to local stories and cultures, giving travelers a chance to learn, reflect, and appreciate their own environment in new ways. Sustainability and respect for local communities are embedded in every step of the plan, reinforcing Spat Events' commitment to socially responsible youth initiatives.





SPAT EVENTS

Open Cinema

Open Cinema is a unique open-air film experience curated by Spat Events, blending the joy of cinema with music, social engagement, and cultural expression. Designed for a youth audience eager for fresh, meaningful experiences, Open Cinema transforms public and natural spaces into vibrant outdoor theaters. From rooftops and university lawns to gardens and scenic courtyards, each event is crafted with ambient lighting, picnic-style seating, and immersive décor to offer more than just a movie — it's an atmosphere.

Each screening is thoughtfully selected, showcasing indie films, crowd-favorite classics, or culturally resonant stories. What makes Open Cinema special is the blend of entertainment and interaction. Live acoustic sets, spoken word, DJ mixes, and interactive games warm up the evening and create space for conversation and connection. Guests don't just watch — they participate, laugh, play, and celebrate stories together under the stars.

This event is designed for young adults aged 18–30, with a focus on university students, creatives, and socially active youth. Promotions are driven through social media campaigns, influencer takeovers, teaser trailers, and campus activations. The setup is intentionally “Instagrammable,” encouraging attendees to become brand storytellers through their own content. Our network of artists, promoters, and student reps ensures strong organic outreach before, during, and after each event.





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Unlock Your Potential

This event is designed to inspire actionable growth by combining the energy of young, relatable influencers with structured workshops and interactive sessions. Attendees will not only hear motivational stories but also engage in activities that translate inspiration into tangible outcomes. The day will begin with a keynote address from innovators who transformed small ideas into impactful ventures, focusing on overcoming self-doubt and embracing risk. Following this, breakout sessions will dive into practical strategies, such as monetizing passions and building personal brands, led by speakers who have successfully navigated these challenges firsthand.

Learn From Young Influencers



A core component of the event is fostering collaboration. A dedicated networking segment will connect attendees with like-minded peers, creating opportunities for mentorship and partnership. The afternoon will feature an unfiltered Q&A panel, where speakers will share candid stories of failure and resilience, dismantling the myth of overnight success. Finally, a guided workshop will empower participants to craft personalized action plans, ensuring they leave with clear, achievable next steps.

The event's emphasis on community and accountability ensures that motivation extends beyond the day itself. Attendees will join an exclusive online group to share progress, celebrate milestones, and access ongoing resources. By blending storytelling with strategy, this event doesn't just inspire—it equips participants with the tools and connections to turn potential into reality.

Objectives

The major objectives of this proposal have been listed below that are aimed to be achieved. The objectives are to:

- Provide entertainment and fun to audiences by featuring diverse and fresh performances in intimate and
- Promote emerging musical talent by giving them a platform to showcase their skills and creativity.
- Foster collaboration and networking between up-and-coming and established artists and DJs.



Target Audience

Our target audiences are music enthusiasts aged 18-30 years old, who are college students and music enthusiasts we will focus our promotions on college campuses as well as through social media platforms popular with younger demographics. Our goal is to organize monthly events featuring both established and emerging musicians/DJs, provide a stage for new talents to perform in front of a live audience.





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The Event

The major objectives of this proposal have been listed below that are aimed to be achieved. The objectives are to:

Monthly Events

The event will have two parts. A main event each quarter on a larger scale, as well as smaller satellite events on a monthly basis. Over the course of three-monthly events, we will showcase new and developing artists and DJs across a variety of genres and styles by collaborating them with well-known DJs. Each event will take place in intimate venues (like Salayish Village, The Green House, Toro Grill, Terrance Lounge and others in different locations which will help us on promoting the main event for various groups of peoples and demographics. Selected performers from prior events will then have the unique opportunity to join renowned headliners on our main event.



These events will give the opportunity to the new talents to showcase their skills, learn from the experts, and network with the industry professionals. These events will draw a small and loyal crowd who will appreciate and support the new talents. We anticipate a crowd of 200-500 people for these events.

The Main Event



It will be a big and spectacular show, featuring well-known artists and DJs from different genres and styles of music. The main event will be hosted in a large venue that can accommodate up to 1,500 people. The venue will have a great sound system, lighting, and stage design. It will be hosted in venues like Groove Garden, Kana Hall, or The Venue Warehouse. The main event will also include some of the best performers from the previous events, who will have the chance to share the stage with the bigger artists.



All the audiences from the smaller events come together for the big event and celebrate the well-known and best performing upcoming artists. This would create a sense of community and appreciation among the music lovers and the performers. It Would also be a rewarding experience for the upcoming artists. The main event will attract a large and diverse crowd of 1,000 - 1,500 people, who will enjoy a memorable and exciting live experience.



SPAT EVENTS

Marketing Startagy



Social Media & Influencer

We will partner with artists and DJs scheduled to perform by asking them to share event posters/details from their own social profiles. We will design unique graphic assets for each artist/DJ and share their "event takeover" graphics across accounts. We will also run Facebook/Instagram ad campaigns targeting the target audiences. Go behind the scenes by interviewing artists about preparations and sharing clips across all profiles.



Compeling Video Content

The video content strategy involves conducting 10+ vignette interviews spotlighting Afro Fridays performer stories - providing behind-the-scenes looks at the event's rising talent roster. For extended visibility, edited video recap content will be tailored for each platform like TikTok and YouTube based on their audiences. We will hire experienced videographers to capture cinema- quality footage across artist sets and guest perspective shots to develop slick promotional reels.



Collage campus promotion & On-Site Experience

We will Design posters and flyers announcing upcoming events and distribute them at high traffic areas on campus. Engaging with student clubs/societies by inviting them to like our social pages for updates and offering discount ticket codes exclusively to college will be our second strategy. The on-site experience will offer instagrammable decorative photo-ops for social media engagement.

Mainstream Performers



Roba Junior



Dj Milla



Jemberu

Upcoming Performers



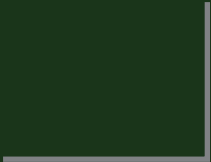
T-Mike



Perdu



Merxian





Papawewa



Negestat



Nadi

DJs



Panda



Yohannes Hadish



Pointer

Upcoming DJs



Ferhanovich



The MAD Afro



Nobel



Main Event Budget

Total Fund Needed

Item	Price
Artist & DJ Fees	130,000
Band Fees	25,000
Venue Rental _(estimation)	100,000
Sound System _(estimation)	50,000
Stage _(estimation)	42,000
Screen&lighting _(estimation)	45,000
Marketing & Promotion	5,000
Film Screening Rights	25,000
Transportation _(Buses/Minivans)	30,000
Meals & Refreshments	22,000
Total _(estimated)	474,000

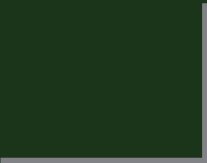


Monthly Event Budget

Total fund needed
85,000 ETB

Expenses

Source of Funds	Amount
Artists & DJ Fees	30,000
Venue Rental	20,000
Sound System	20,000
Stage Screens & Lightning	15,000
Total Funding	85,000





SPAT EVENTS

Sponsorship Benefits

By sponsoring Spat Events, brands can achieve invaluable exposure and engagement with the influential youth music scene through the following core benefits:

Continuous Brand Exposure:

With monthly events plus quarterly main stage showcases, Spat Events provides regular opportunities for sponsors to display signage, set up activation zones on-site, and integrate their brand's logo on all promotional materials of the events. This drives

Affiliation with Youth Culture:

The Spat Event platform allows brands to align themselves with what's new, now and next in music amongst 18–30-year-old tastemakers. This affiliation elevates perception of being trendy and culturally relevant.

Continuous Sales Opportunities:

Through exclusive vendor booths, on-site product sales and other ongoing activations, sponsorship opens the door for continuous transactions with the core Spat Events demographic.

Social Media Reach & Engagement:

Spat Events sponsorship provides brands access to viral visibility amongst young music fans on social media through our artists' and promoters' social media pages with a combined total reach of 2 million on all social platforms.



SPAT EVENTS

Sponsorship Levels



King of Beers Tier Investment: 200,000+

Benefits:

- "Presented by Awash Wine" title on all event names and promotional materials
- Exclusive wine activation zone (tasting booth, branding bar, lounge) at both events
- Logo on all tickets, wristbands, and event trailers
- Dedicated storytelling post: "A Journey with Awash" mini-documentary (shared on IG/YouTube)
- Full-screen ad slot during Open Cinema screening
- Option to gift branded items (wine bottles, corkscrews, etc.)



Craft Brewmaster Tier Investment: 100,000 - 150,000

Benefits:

- Prominent logo placement on posters, screens, and recap videos
- Co-branded pre-event teaser video and photo booth at both events
- Product sampling rights (mini wine bar or welcome drinks)
- Verbal and visual acknowledgments during event MC segments
- Up to 6 VIP guest passes
- Social media feature (Reels + Carousel on @spatevents page)



SPAT EVENTS

Sponsorship Levels



Hop Hero Tier Investment: 80,000 - 90,000

Benefits:

- Logo on select promotional materials and event banners
- Opportunity to name a key segment (e.g., "Awash Sunset Lounge" or "Awash Wine Toast Hour")
- Product inclusion in welcome kits or picnic baskets (Open Cinema)
- Tag and credit in 1 dedicated event recap post



Local Lager Tier Investment: 50,000 - 60,000

Benefits:

- Logo on digital flyers and shared event posters
- Product placement during social segments (e.g., bottle display at decor table)
- Social media shoutout pre- and post-event
- 2 admission tickets
- Rights to use event photos for brand marketing



Pilsner Partner Tier Investment: 30,000 - 40,000

Benefits:

- Name/logo listed on partnership banner at venue entrance
- Acknowledgment in the group thank-you post after the event
- 1 admission ticket for brand representative
- Exposure to youth, lifestyle, and cultural audience



SPAT EVENTS

THANK You!

For More Information



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