



proposal  
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# SPON SORSHIP PROPOSAL



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**SPAT EVENTS**

# **C O N T E N T S**

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**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.



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## ጤዋታ Time Fusion

This event bridges tradition and innovation by celebrating the thrill of cultural heritage games alongside the excitement of modern gaming. Attendees will immerse themselves in a dynamic lineup of activities, from competitive rounds of traditional games like Mancala, Kabaddi, or Pétanque to high-energy eSports tournaments and VR gaming zones. The day kicks off with an opening ceremony showcasing cultural performances and demonstrations of classic games, followed by interactive workshops where elders and local experts teach the history and strategies behind these timeless activities. Modern gaming enthusiasts can then dive into structured eSports matches, augmented reality challenges, or collaborative coding sessions to design their own mini-games.



A highlight of the event is the "Crossover Arena," where teams blend cultural and modern elements—imagine a digital twist on Ludo or a Fortnite-inspired scavenger hunt rooted in folklore. Networking breaks will encourage participants to share stories, swap gaming techniques, and form cross-generational teams, fostering mutual respect between cultural custodians and tech-savvy innovators. The event culminates in a showcase where attendees present hybrid games they've co-created, judged for creativity and cultural relevance.



Post-event, participants will join a dedicated online hub to continue collaborations, access tutorials, and compete in monthly themed gaming challenges. By honoring the past while embracing the future, this event doesn't just entertain—it educates, connects generations, and redefines gaming as a universal language of unity and creativity.



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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.





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# Marketing Strategy



## 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.



## Compelling 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.



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## 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



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## Main Event Budget

Total Fund Needed

397,000ETB

### Expenses

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
Stage screen & Lighthing(estimation)	45,000
Marketing & Promotion	5,000
Total Expenses	397,000





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## 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



## 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.



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# THANK You!

For More Information



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