

A F R O F I L M M U S I C D A Y S

The Creator Economy:
Film and Music

Organized by
 Sydney's Buzz

In association with

 EFM

In partnership with

YANIBES

AFRO FILM MUSIC DAYS

About

A Program to Lead to
New Ways to Monetize
Film Music and
Compensate the
Composer as well as to
Increase Revenues to
Filmmakers

Organized by SydneyBuzz in partnership with Yanibes Foundation (organizer of AfroBerlin) and in association with the European Film Market, during the Berlinale in Berlin, Germany, Afro Film Music Days is a unique platform designed to and focused on highlighting the business of music in the film industry from across the African diaspora.

Afro Film Music Days is a one to two-day event featuring panel discussions, roundtables, presentations, special spotlights and cocktails.

Afro Film Music Days connects music composers, publishers, music producers and stakeholders from the entire film ecosystem at the busiest and most efficient film market in the world, the European Film Market at the Berlinale.

Duration: 1 Day

Date: Tentatively 16 and/or 17 February 2025

Venue: TBD

Strategic focus: general film trade / promotion / advocacy / content sourcing / financing / filming location promotion / distribution / partnership / education

Audience: Entire film industry ecosystem

Associated Event: AfroBerlin

Geographic Focus: Global

Location: Berlin

Day Activities: Presentations, panel discussions, screenings, site visits

Evening Entertainment Activities: Cocktail reception, parties

Networking Activities: Meet & Greet, Cocktail

Promotional Activities: Product Showcase, Technology Showcase

Access: Free but requires registration on www.yanibes.com/afrofilmmusicdays



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Themes

Monetization
Innovation
Growth
Regulation

Rationale

When music and cinema work in harmony, they produce art for the eye and the ear

- Music is central to the heart of film
- Songs can be the memory of the movie
- The auditory element in a film induces emotions and reactions
- Music helps build tension, establish the tone, amplify emotions, change perceptions
- Music often has the ability to express unspoken thoughts that underlie the drama

Focus of Afro Film Music Days at the EFM

- Africa and its diaspora
- North America
- Latin America
- Caribbean
- Asian Hip Hop Culture
- All the other places influenced by Afro-descendents music and creatives

Topics

Stream 1 - Legal Issues of Music Rights, Royalties and Licences in an AI environment

Stream 2 - Career development, training and mentoring

Stream 3 - Monetization models for creatives

Stream 4 - Best practices in creating music for films

Stream 5 - The Business of Music in Film and Film Music

Activities

- Business Meet-Ups
- Business Speed-Dating
- Cocktail



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Ecosystem

Creatives
Technocrats
Regulators
Publishers

Talents

- Music composers
- Musicians
- Singers / interprets

Creating the music

- Software
- Hardware
- Instruments

Behind and between the music

- Associations of Music Merchants
- Music producers
- Talent management agencies
- Recording Academies

Presenting the music

- Record companies
- Publishers
- Live concerts organizers and promoters
- Streaming platforms

Academia

- Music schools
- Film schools
- Seasoned experts
- Lecturers in the music business or film business
- Associating composers as professors

Film Industry

- Producers
- Distributors
- Directors
- Sound Supervisors
- Score Supervisors



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Marketing

Promotional tools
Outreach

General Benefits

Yanibes Foundation's events offer a wealth of benefits to participants, partners, and sponsors alike including:

- Heightening corporate and personal brand awareness
- Creating opportunities to speak to, be exposed to, and engage with a dedicated audience
- Providing extensive media and marketing campaign and exposure
- Leading generational growth with accrued networking opportunities
- Accelerating brand awareness
- Facilitating community engagement and outreach with new and broadening audience
- Screening, process, product or service demonstrations

TOOL	Details	Benefits
SPEAKING ENGAGEMENT	Session moderator Session panelist Host of a networking activity	<ul style="list-style-type: none"> • Personal and/or corporate brand awareness • Exposure to a dedicated audience
VIDEOS	All events are recorded by a professional video production team	<ul style="list-style-type: none"> • Video snippets of any session for promotion • Access to the recording all sessions or individual sessions
WEBSITES	www.yanibes.com/afrofilmmusicdays www.afrocannes.com www.yanibes.com www.yanibes.com/afroberlin	<ul style="list-style-type: none"> • Link logo + 50 words • Partner announcement • Speaker announcement • Speakers pic + bio • Listing of the event on partners' website
SOCIAL MEDIA	Afro Film Music Days on Instagram / Facebook / Youtube + Partners social media pages + Speakers social media pages	<ul style="list-style-type: none"> • Individual Post for partners • Individual Post for speakers • Partners posts • Video Animation • Event Invitation
NEWSLETTER	15 newsletters ahead of any of the event's start date. Sent to up to 20,000 contacts (global)	<ul style="list-style-type: none"> • Link logo • Profile Picture for speakers • Short intro
SIGNAGE	85cm x 200cm roll-ups 2m x 3m step and repeat 4m x 4m media wall 70cm x 50cm poster	<ul style="list-style-type: none"> • Logo on signage
BRANDING	5mm x 8mm badges 2mm x 20 cm wristbands 2mm x 80 cm lanyards	<ul style="list-style-type: none"> • Logo on event branding
BROCHURE	A4 event program Event Presentation	<ul style="list-style-type: none"> • Logo on brochure • Logo on presentation
VIDEO ANIMATION	30 seconds event video presentation posted on the event's social media and partners' social media	
POST EVENT REPORT	Logo on event report Picture on event report	
PRESS RELEASES	Mention in any press release	
MERCHANDISING	Logo on any merchandising produced for any event	

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Participation

Options for Organizations
opportunities

Organizations and individuals can join Afro Film Music Days via:

Conference Activities

- Panel Discussion: 30 -50 min debates with a moderator and up to 5 panelists
- Insights: 30 min conversation with moderator and up to 2 speakers
- Masterclass: 60 minutes workshop lead by an expert

Networking Activities:

- Business Speed-Dating: 45 -60 min intensive and rotative meet-up with light catering
- Meet & Greet: 60 - 120 min relaxed meet-ups for project/product/special guests presentation
- Cocktail Party: 60 to 120 min casual networking with light catering
- Luncheon: 60 to 120 min afternoon networking with traditional catering
- Dinner: 120 minutes evening networking with traditional catering
- Afterparty: 3 hours + networking event with music/DJ, catering

Involvement for Individuals

- Host of the "In conversation with" (series of 10 to 15 minutes interviews with speakers/guests)
- Co-MC of the whole Conference, for half a day or a day
- Moderator of any type of session
- Host of a masterclass
- Speaker in a panel, roundtable, insights, fireside chat, interview)
- Guest of The Industry Podcast
- MC for any networking activities



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Sponsorship

Itemized options

INDIVIDUAL ITEMS	VALUE (EXCLUDING VAT)
Logo on website	3,500 EUR
Logo on event printed brochure	5,500 EUR
Logo on speakers badges + lanyards	1,500 EUR
Logos on wristband for attendees	2,500 EUR
Logos on social media post	1,000 EUR
Logo on newsletter	4,500 EUR
Logo on media wall	5,500 EUR
Logo on individual roll-up	2,200 EUR
Sponsor of a speaking engagement	TBD
Sponsor of a guest with flight, accommodation, market badge	TDB
Sponsor of an Industry Podcast Session	TBD
Sponsor of a networking event (cocktail reception, luncheon, meet & greet...)	TBD
Sponsor of an afterparty	TBD
PACKAGES	
Premium Sponsor (logo on website + brochure + social media post)	6,000 EUR
Silver Sponsor (speaking engagement + basic branding)	TBD
Gold Sponsor (speaking engagement + branding + networking function)	TBD

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Sponsorship

Packages



Step In

Title: Collaborative Partner

Branding	Link logo on website + newsletter + brochure + video
Special	10 footprint stickers
Exclusivity	NO
Activities	Co-host or panelist in a 30 to 50 min panel discussion
Social Media	Individual Poster
PR	No

Value 5,000 EUR Excl VAT



Engage

Title: Premium Partner

Branding	Link logo on website + newsletter + brochure + video + badges + media wall
Special	Half a page infomercial in brochure
Exclusivity	NO
Activities	Co-host or panelist in a 30 to 50 min panel discussion
Social Media	Host of a cocktail of up to 90 min or afterparty
PR	Individual Poster
Value	No

8,000 EUR Excl VAT for 100 PAX



Explore

Title: Career Development Partner

Branding	Link logo on website + newsletter + brochure + video + badges + media wall + 1 individual roll-up
Special	Stand alone page on website + invitations
Exclusivity	NO
Activities	Co-host or panelist in a 30 to 50 min panel discussion
Social Media	Host of a masterclass or workshop session of up to 60 min
PR	Individual Poster + Individual Reel (30 seconds)
Value	No

12,000 EUR Excl VAT



Emote

Title: Screening Partner

Branding	Link logo on website + newsletter + brochure + video + badges + media wall + 1 individual roll-up
Special	Half a page infomercial in brochure + stand alone page on website + invitation
Exclusivity	NO
Activities	Co-host or panelist in a 30 to 50 min panel discussion
Social Media	Host of a screening session of up to 60 min
PR	Individual Poster + Individual Reel (30 seconds)
Value	No

12,000 EUR Excl VAT



Viralize

Title: Showcase Partner

Branding	Link logo on website + newsletter + brochure + video + badges + media wall + logo on lanyard
Special	Stand alone page on website + invitations
Exclusivity	NO
Activities	Co-host or panelist in a 30 to 50 min panel discussion
Social Media	Host of a product, project showcase of up to 60 min
PR	Individual Poster + 3 Individual Reels (30 seconds) + Stories
Value	Mention in any PR releases of the event

20,000 EUR Excl VAT



Nurture

Title: Strategic Partner

Branding	Link logo on website + newsletter + brochure + video + badges + media wall + logo on lanyard & wristband
Special	Half a page infomercial in brochure + stand alone page on website + invitation
Exclusivity	NO
Activities	Co-host or panelist in a 30 to 50 min panel discussion
Social Media	Sponsor of 1 or more special guests including economy plus flight, accommodation, per diem (guest fee and rider is excluded and paid separately by the partner)
PR	Meet & Greet session with the guest(s)
Value	Individual Poster + 5 Individual Reels (30 seconds)

Dedicated press release
from 30,000 EUR Excl VAT

(final price to be adjusted to the cost of the flight + accommodation + per diem)

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Contacts



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