



50k+

SOCIAL MEDIA
FOLLOWERS

WEBSITE

NEAAWARDS.ORG

1300+

ATTENDEES
ANNUALLY

LIVE SHOW

The NEA AWARDS is an annual entertainment award show held in the United States, with the sole purpose of celebrating and recognizing the numerous contributions of entertainers to the African Entertainment Industry, while at the same time promoting the image and rich culture of Nigeria.

**SPONSORSHIP
OPPORTUNITY**

INSTAGRAM
@NEAAWARDS

TWITTER
@NEAAWARDS

VENUE
www.tribecapac.org

FACTS



DEMOGRAPHIC

Male	46%
Female	54%
Age Ranges	
• 18-25	16%
• 26-34	46%
• 35-50	30%
• 50+	8%

NATIONALITY

Nigerian	51%
Other African	19%
Non-African Black	16%
Caucasian	7%
Others	7%

- ✓ Nigeria has the largest economy in sub-saraha Africa.
- ✓ Nigeria's Nollywood is now the second largest film industry in the world in terms of the number of annual film productions, placing it ahead of the US and behind India.
- ✓ Nigerians, as an ethnic group, comprise a significant portion of the African American population.
- ✓ Nigerian adults in the US are highly educated, with 65% holding bachelor's degrees (US Census Bureau).
- ✓ New York is the #1 state in terms of African American buying power – 77.8 billion US dollars (The Buying Power of Black America 2006)

SPONSORING THE 11TH ANNUAL NEA AWARDS

GIFT BAG PACKAGE- 350 VIP

- Product will be given to 350 elite guests, celebrities and personalities including confirmed guests Olamide (Artist), Sheila Jackson (Congresswoman, Texas), Tekno (Artist), Tiwa Savage (Artist), Bukola Saraki (Politician).
- **Cost: \$250 + Product**

GIFT BAG PACKAGE- 1000 GENERAL ADMISSION

- Product will be given to all attendees during the event.
- **Cost: \$150 + Product**

COMMERICAL/PROMO VIDEO- AIR LIVE

- Air a commercial or any 2 minute clip to a sold out theater.
- Only five (5) slots are available.
- **Cost: \$650**

SOCIAL MEDIA CONTENT- INSTAGRAM

- Promote your content on NEA's Instagram profile.
- @Neaawards has 45,000 followers—with most users living in West Africa.
- Promote video content on our Instagram for engagement once a week up until the day of the event
- **Cost:\$ 400**

PRESENT AN AWARD – ON STAGE PRESENCE

- A representative from your company can present a category during the award show.
- Have one minute on stage to introduce your business before bestowing an award on stage.
- Four (4) complimentary tickets to the show.
- **Cost: \$1000**





CONTACT

Name: Kimberly Mensah, ICY PR

Email: Kimberly@icypr.com

Phone: 347-574-2589

DETAILS

Event: NEA Awards

Venue: BMCC Tribeca Performing
Arts Center - 199 Chambers Street
New York, NY 10007

Date: Sunday, September 4th 2016

Website: For more details log on
www.neaawards.com