NIGERIA AWARDS FOR FASTRISING MUSIC TALENTS

THE ELEVENTH

OSMA AWARDS

AMPLIFYING GREATNESS

SPONSORSHIP PROPOSAL

OSMA AWARDS

AMPLIFYING GREATNESS

THE ELEVENTH

OVERVIEW

A OSMA Award (stylized as The OSMAs), or OSMA is an award presented by Mars Promotions to recognize achievements in the Nigeria music industry (Nigeria awards for fast-rising music talents). The annual presentation ceremony features performances by prominent artistes, and the presentation of those awards that have more popular interest. The OSMAs is one of the biggest major music award in Nigeria. Our finding shows that The OSMAs is the only music award solely dedicated for recognizing the works of fast-rising artistes in Nigeria. OSMA means 3 stars in different sizes and heights. The OSMAs reward excellence in our emerging artistes across the country.

In its 10 years of existence, OSMA has been an instrumental force that has aided the growth and discovery of music talents and also commercial recognition of indigenous music in the country. 244 OSMA Trophies have been awarded since inception (2016).

This award also pays more cognizance to youthful artistry and importance hence; it celebrates and encourages the vibrancy and contributions of music entrepreneurs to the betterment of the economy by massively inculcating them into the reward system.

The theme for the eleventh edition of the awards is **"Amplifying Greatness"**. The eleventh edition promises to take the award platform to whole new level.

Ondo State, Nigeria has hosted the award ceremony since inception (2016) and up till now.

AIMS & MISSION

The Aims and Mission of the OSMA Awards are: To celebrate the uncelebrated; To appreciate and encourage hard work and diligence; To create an environment filled with love where everyone lives in peace and harmony; To create an environment where equity is exalted and inferiority complex-free society; To help youths secure jobs through the help and assistance of sponsors and partners; To contribute a quota to nation building, promoting entrepreneurship and productiveness in youths. To promote the dignity of music as a Legacy.

Believing strongly in the integrity of your organization over the years as it implies in your name and aligns with our aims and mission on this musical adventure, we humbly seek your sponsorship for the eleventh edition of this music award that we believe is going to make an impact in lives across Nigeria and beyond by the golden gift of privilege.

SPONSORSHIP

By working together, your organization has an opportunity to greatly increase the interest of its products and services in the heart of potential clients, and therefore impact career awareness and selection among targeted population.

By working with Mars Promotions (organizers of the awards) on this initiative and promoting its success, your company will not only be able to present itself as a socially committed company among its customers and stakeholders, but will also realize specific benefits including increased agents and outlets.

Reserved for the Sponsor(s) of the 11th OSMA Awards are various forms of corporate branding that will catch the attention of thousands of our online live viewers and 3000 expected guest.

A variety of sponsorship opportunities will be available for the 11th OSMA Awards. The organizers are happy to negotiate a package that will be of maximum benefit to your organization or company. We would also be happy to discuss any new proposals you may wish to put forward.

Your participation as a sponsor will ensure your access to the people with the buying power or prospective clients and agents. If you wish to discuss a package more suitable to your company please contact Ayodele on 07064228056

OSMA AWARDS
AMPLIFYING GREATNESS

TITLE SPONSOR: N20,000,000

1. Listed as main title sponsor on all visual assets.
2. On stage and digital screens signage at all events.
3. Logo inclusion on all digital and physical marketing assets.
4. Official dedicated award presentation and sponsorship.
5. Listed on website during voting (thousands of votes per year).
6. Programming Press Release mention.
7. Social media mentions of inclusion (on all posts).
8. Logo Inclusion in video recap.
9. Dedicated promo teaser.
10. Custom Feature on website w/amplification & brand.
11. Product/Marketing materials placement in VIP gift bags.
12. Red Carpet and Step and Repeat inclusion.
13. Sponsor's logo will be crested on the award plaque alongside the award's logo.
14. Sponsor's logo will be used to brand the floor of the red carpet area.
15. Sponsor name will tagged with the title of the event.
16. The host will be allowed to wear your brand's shirt during one of his appearances on stage.
17. Sponsor will be given time to familiarize their organization with guest during the event.

ASSOCIATE SPONSOR: N10,000,000

1. Listed as second level title sponsor on all visual assets
2. Logo inclusion on all digital and physical marketing assets
3. Official dedicated award presentation
4. Programming Press Release mention
5. Social media mentions of inclusion (All posts)
6. Logo Inclusion in video recap
7. Custom Feature on website w/amplification & brand
8. Product/Marketing materials placement in VIP gift bags
9. Red Carpet and Step and Repeat inclusion
10. The host will be allowed to wear your brand's shirt during one of his appearances on stage.
11. Sponsor will be given time to familiarize their organization with guest during the event.

SUPPORTING SPONSOR: N5,000,000

1. Logo inclusion on all digital and physical marketing assets.
2. Official dedicated award presentation.
3. Listed on website during voting (thousands of votes per year).
4. Social media mentions of inclusion (on all posts).
5. Logo Inclusion in video recap.
6. Custom Feature on website w/amplification & brand.
7. Product/Marketing materials placement in VIP gift bags.
8. Red Carpet and Step and Repeat inclusion.
9. Sponsor will be given time to familiarize their organization with guest during the event.

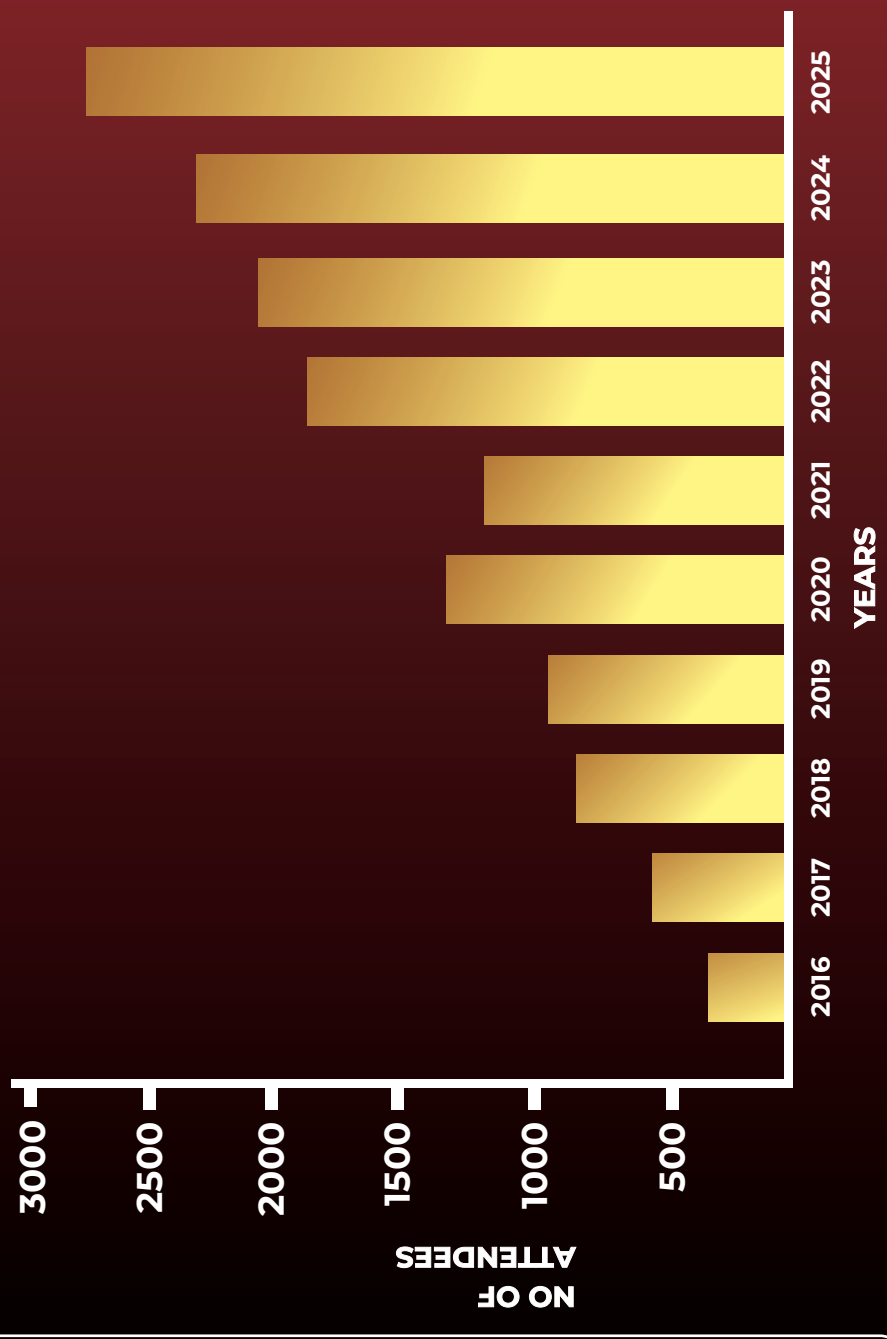
CATEGORY SPONSOR: N2,000,000

1. Sponsor's Logo will be attached to the category on all digital and physical marketing assets
2. Official dedicated award presentation
3. Programming Press Release mention
4. Social media mentions of inclusion (All posts)
5. Red Carpet and Step and Repeat inclusion

IMPORTANT INFORMATION

1. Sponsorship will only be in monetary terms.
2. We advice you quickly seal a deal with us so that you can start enjoying the sponsorship benefits early enough.
3. We will surely implement all sponsorship benefits as at when due.

ANNUAL ATTENDEES CHART (ONLINE & LIVE SHOW)



2016: 320, 2017: 612, 2018: 889, 2019: 930, 2020: 1349, 2021: 1220, 2022: 1813, 2023: 2032, 2024: 2336, 2025: 2,892

AWARD CATEGORIES

GENERAL (VOTING)
1. Artiste of the Year
2. Song of the Year
3. Best New Act
4. Achievement in Artiste Management
5. Music Video of the Year
6. Music Producer of the Year
7. Best Collaboration
8. Extended Play of the year
9. Best Performer
10. Best Live Band Performance
11. Digital Artiste of the Year

RAP (VOTING)
12. Achievement in Lyrical Depth
13. Best Rap Single

VOCAL (VOTING)
14. Achievement in Vocals
15. Best R&B Single
16. Best Pop Single
17. Best Pop Solo Performance
18. Best Street Hop/Dance Hall Song

ALTERNATIVE (VOTING)
19. Best Alternative Song
20. Gospel Song of the Year

OTHERS (VOTING)
21. Achievement in Disk Jockey
22 Achievement in Club Hype
23. Achievement in Comedy
24. Best Music Hangout
25. Best Online Social Content Creator

NON –VOTING
26. Revelation of the year
27. Song Writer of the year

HONORARY
28. Best Artiste in Diaspora
29. Ambassadorship Awards
30. Special Recognition Awards
31. Lifetime Achievement Award
32. OSMA Hall of Fame

WHAT WE TEND TO ACHIEVE THIS YEAR

After ten solid years of rewarding fast rising music talents, this year, we want create more promotional platforms for our emerging talents for them to seen and heard. We want to offer more for their growth. Rewarding their works withing a particular year in review is good, introducing them to platforms that allow them to be commercially successful is better. Join us!

ACTIVITIES AND EVENT SCHEDULE

INDUSTRY NIGHT
SATURDAY, AUGUST 15TH 2026

ENTRY CLOSES
MONDAY, AUGUST 31ST 2026

NOMINATION LIST UNVEIL
MONDAY, SEPTEMBER 7TH 2026

VOTING PERIOD
MONDAY, SEPTEMBER 14TH -
SUNDAY, OCTOBER 4TH 2026

NOMINEES' PARTY
FRIDAY, OCTOBER 9TH 2026

AWARD CEREMONY
SUNDAY, OCTOBER 11TH 2026

OSMA AWARDS

AMPLIFYING GREATNESS

THE ELEVENTH

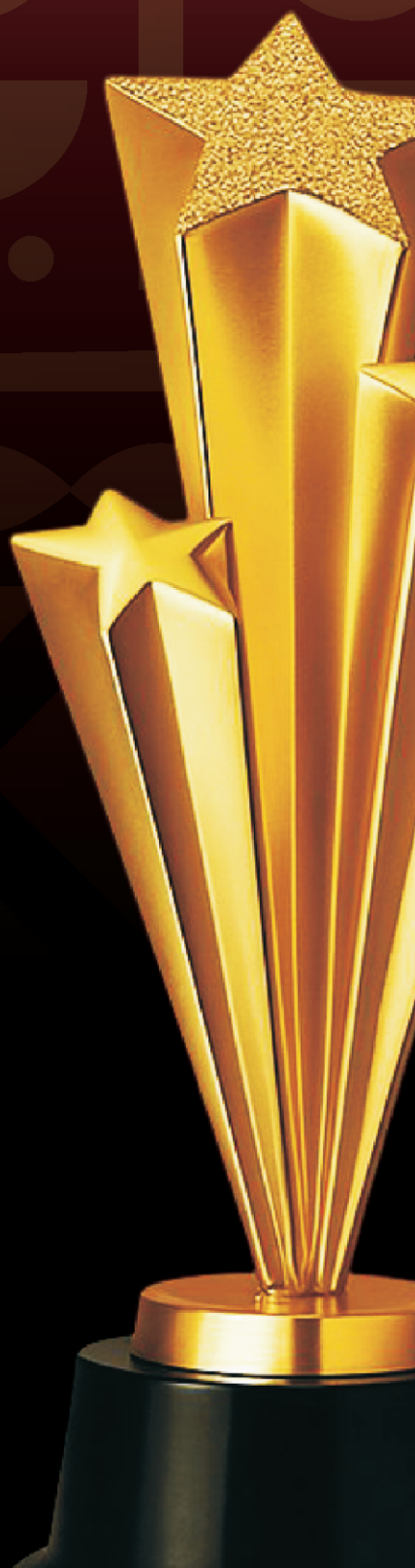
LINKS FOR PICTURES AND VIDEOS FROM PREVIOUS EDITIONS WILL BE SENT TO YOU ON REQUEST.

FULL CONTACTS

07064228056

07064228056, 08132672240

@the_osmas

theosmasaward@gmail.com

log on to
www.theosmas.com
for more information.