



PARTNERSHIP PROPOSAL

NELSON MUSIC AND DANCE ACADEMY

Building Creative Futures Through Strategic Partnership



A general institutional partnership proposal

For corporations, foundations, embassies, NGOs, educational institutions, churches, development partners, cultural organisations and community stakeholders.



About the Academy

Who we are and why partnership matters

Institutional Overview

Nelson Music and Dance Academy (NMDA) is a creative arts institution based in Buea, Cameroon, dedicated to nurturing talent and developing children and young people through structured training in music, dance, acting and photography. The Academy combines artistic development with confidence, discipline, teamwork, leadership and positive community engagement.

OUR VISION

To become a leading centre of excellence in creative arts education in Africa, empowering generations of artists, innovators and creative leaders.

OUR MISSION

To provide accessible, high-quality creative arts education that develops talent, inspires creativity, builds confidence, and equips learners with practical and leadership skills for lifelong success.

"Every Child Has a Talent and Potential to Be Developed."

Why Partnership Matters

- Partnership expands access to creative arts learning for children and young people who may otherwise be excluded by cost or limited resources.
- Long-term collaborators can help strengthen training quality, equipment, facilities, scholarships, outreach and programme sustainability.
- Partners gain a credible platform for youth development, community engagement, cultural participation and measurable social impact.



Our Programmes & Impact

A growing platform for creative learning and youth development

2022

Academy workshop
journey began

4

Completed annual
workshop editions

~120

Participants trained,
2022-2025

~30

Average learners per
workshop

Core Programme Areas

MUSIC

Piano, keyboard, vocal development, music theory, rhythm training and ensemble performance.

DANCE

Ballet, contemporary, liturgical, Afro dance, salsa, ballroom, Latin dance, acrobatic rock n roll, acro swing and choreography.

PERFORMING ARTS

Acting, spoken word, drama, voice projection, public speaking, stage performance and improvisation.

PHOTOGRAPHY

Digital photography, portrait work, composition, lighting techniques, visual storytelling and event photography.

Community Value

Through annual holiday programming, performances and practical instruction, NMDA creates safe, structured opportunities for young people to discover talent, build confidence, strengthen communication and teamwork, and make productive use of school holidays.



Partnership Opportunities

Flexible ways to create shared value

NMDA welcomes strategic, practical and mutually beneficial partnerships. Collaboration may focus on one priority area or combine several areas under a shared work plan or MoU.

1 Access & Scholarships

Support tuition, workshop participation, uniforms or learning materials for children and young people with limited financial means.

2 Equipment & Learning Resources

Provide musical instruments, keyboards, speakers, photography equipment, costumes, teaching materials or digital tools.

3 Facilities & Infrastructure

Support improvement of training spaces, rehearsal rooms, dance studios, classrooms and long-term academy infrastructure.

4 Training & Capacity Building

Sponsor masterclasses, instructor development, visiting artists, professional workshops and curriculum strengthening.

5 Youth & Community Outreach

Extend creative arts programmes to schools, communities and underserved groups through outreach activities and public engagement.

6 Cultural & International Exchange

Develop exchange programmes, artist residencies, joint performances, cross-cultural projects and international exposure.

7 Media, Technology & Visibility

Partner on photography, video, digital content, website development, publicity, documentation and creative technology.

8 Research & Creative Enterprise

Collaborate on arts education research, youth employability, creative entrepreneurship and innovation projects.



Partnership Models & Mutual Benefits

Choose a structure that fits your organisation

Strategic Institutional Partner

Multi-year collaboration across several Academy priorities.

Corporate / CSR Partner

Youth development, scholarships, equipment, community impact and brand engagement.

Educational Partner

Training, curriculum, masterclasses, student exchange and academic collaboration.

Cultural / Development Partner

Arts access, cultural exchange, inclusion, empowerment and community projects.

Technical / In-Kind Partner

Equipment, expertise, software, facilities, transport, media or professional services.

Media & Communications Partner

Publicity, storytelling, documentation, broadcasts and digital reach.

Value to Partners

- Visible association with youth development, education, creativity and community transformation.
- Brand acknowledgement on agreed Academy materials, events, reports, digital channels and partner communications.
- Opportunities for employee engagement, volunteering, mentoring, event participation or staff-led knowledge sharing.
- Documented outcomes through activity updates, photos, participant stories and agreed impact reporting.
- A platform for long-term social investment aligned with education, culture, youth, inclusion and community-development objectives.



Proposed Collaboration Framework

From discussion to implementation

01

DISCOVERY

Confirm shared priorities, target beneficiaries, resources, timeline and expectations.

02

DESIGN

Agree the partnership scope, responsibilities, contribution model, safeguards and success indicators.

03

AGREEMENT

Document the collaboration through an MoU, partnership letter, project agreement or other suitable instrument.

04

IMPLEMENTATION

Deliver agreed activities using a practical work plan, named focal persons and scheduled coordination.

05

REPORTING

Share progress, outcomes, financial or in-kind accountability, stories, photos and agreed evidence of impact.

06

REVIEW & SCALE

Review lessons, renew successful activities and identify opportunities to expand reach or deepen impact.

Good Partnership Practice

Clear roles | safeguarding and child protection | transparent resource use | agreed reporting | respectful communications | shared learning



Let Us Build the Partnership

A practical invitation to collaborate

Together, we can expand access to creative arts education

and help more young people discover talent, develop confidence and build creative futures.

Suggested Next Steps

- Schedule an introductory meeting to identify common goals and the most suitable partnership area.
- Select a pilot activity, annual programme or multi-year collaboration that matches the partner's priorities and available resources.
- Agree the contribution, implementation approach, visibility, reporting expectations and timeline.
- Formalise the partnership and begin implementation with regular communication and review.



NELSON MUSIC AND DANCE ACADEMY

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