



NELSON MUSIC AND DANCE ACADEMY

Buea, Cameroon

SPONSORSHIP PACKAGE

Partnering to Nurture Talent, Build Confidence and Transform Lives



Every Child Has a Talent and Potential to Be Developed.

Support creative arts education, scholarships, equipment, performances and youth development.

General sponsorship package for companies, foundations, embassies, NGOs, churches and individuals.

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Website: www.nelsonmusicanddanceacademy.org

Location: Buea, Cameroon

ABOUT NELSON MUSIC AND DANCE ACADEMY

Creative arts education with a focus on talent development, confidence, leadership and opportunity.

Who We Are

Nelson Music and Dance Academy (NMDA) is a creative arts institution based in Buea, Cameroon. The Academy provides practical learning experiences in music, dance, acting, spoken word and photography. Its programmes are designed to help children and young people discover their abilities, develop discipline and confidence, and grow through creative expression.



VISION

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

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.

Impact at a Glance

2022	Annual workshop programme launched
4	Completed workshop editions, 2022-2025
~120	Children and young people trained
~30	Average participants per completed edition

WHY PARTNER WITH NMDA?

Your support helps convert creative potential into skills, confidence, performance experience and future opportunity.

Youth Development

- Create structured and productive opportunities for children and young people.
- Strengthen discipline, teamwork, communication and leadership through the arts.

Access & Inclusion

- Support scholarships for learners who cannot afford training fees.
- Help widen access to quality creative arts education in the community.

Creative Skills

- Enable practical instruction in music, dance, acting, spoken word and photography.
- Support performances, showcases and portfolio-building experiences.

Community Impact

- Promote cultural appreciation and positive engagement during school holidays.
- Build collaboration among families, educators, artists, businesses and community partners.

Current Areas Where Sponsorship Can Make a Difference

- | | |
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| • Student scholarships and fee support | • Musical instruments and keyboards |
| • Dance studio and training resources | • Photography equipment |
| • Transport and logistics | • Costumes, T-shirts and workshop materials |
| • Snacks and participant welfare | • Training spaces and facility development |

SPONSORSHIP LEVELS

Suggested contribution levels. Packages can be customised to match a sponsor's goals, budget and preferred area of impact.

Level	Suggested Support	Indicative Recognition & Benefits
Lead / Platinum	XAF 1,000,000+	• Top-tier sponsor recognition on selected campaign materials • Prominent logo placement on supported events/programmes • Public acknowledgement at major showcase activities • Opportunity for a tailored visibility and engagement plan • Impact update after supported activity
Gold Partner	XAF 500,000 - 999,999	• Major sponsor recognition on selected materials • Logo placement on supported programme communications • Acknowledgement during relevant events/showcases • Certificate or letter of appreciation • Impact update after supported activity
Silver Partner	XAF 250,000 - 499,999	• Sponsor recognition on selected materials • Acknowledgement during supported activities • Certificate or letter of appreciation • Inclusion in sponsor appreciation communications
Bronze / Community Partner	XAF 100,000 - 249,999	• Sponsor acknowledgement • Certificate or letter of appreciation • Recognition in selected sponsor communications
Friend of NMDA	Up to XAF 99,999	• Appreciation acknowledgement • Contribution directed to a chosen priority where feasible

Note: Sponsorship benefits are subject to the nature, timing and scope of the supported programme. NMDA can tailor recognition to suit both institutional and sponsor requirements.

In-kind support - equipment, venue, transport, printing, media, refreshments or professional services - can also be recognised at an equivalent partnership level where appropriate.

TARGETED SPONSORSHIP OPPORTUNITIES

Sponsors may support the Academy generally or choose a specific area that aligns with their corporate, social or community priorities.

Support full or partial training fees for children and young people who would otherwise be unable to participate.

Scholarship Sponsor

Support keyboards, pianos, microphones, speakers, accessories, maintenance and instructional materials.

Music Programme Sponsor

Support costumes, mats, mirrors, portable flooring, rehearsal resources and performance needs.

Dance Programme Sponsor

Support cameras, memory cards, lighting, tripods, printing and basic digital photography resources.

Photography Sponsor

Support participant access, instructor costs, venue, transport, T-shirts, snacks, publicity and final showcase needs.

Holiday Workshop Sponsor

Support staging, sound, lighting, costumes, documentation, awards and audience engagement.

Performance & Showcase Sponsor

Support improved training spaces, studio resources, furniture, storage, safety and long-term infrastructure.

Facility Development Sponsor

Support website tools, digital learning, content creation, photography/video coverage and online outreach.

Digital & Media Sponsor

VALUE FOR SPONSORS

A partnership with NMDA connects your organisation with talent development, education, youth empowerment and community creativity.

Brand Visibility

Logo placement and acknowledgement on agreed materials connected to the sponsored activity.

Community Goodwill

Visible support for children, youth, families and creative education in Buea and surrounding communities.

Employee / Team Engagement

Where appropriate, sponsors may explore staff visits, mentoring, volunteering or participation in selected Academy events.

Programme Association

Opportunity to associate your organisation with a specific programme, scholarship initiative, workshop or showcase.

Impact Communication

Receive a concise post-activity update or acknowledgement that can support internal CSR or stakeholder reporting.

Long-Term Partnership

Develop a relationship that can grow from one-time sponsorship into annual or multi-year support.

Flexible Partnership Approach

NMDA welcomes financial sponsorship, in-kind support, programme partnerships, scholarship sponsorship and strategic collaboration. Recognition arrangements can be agreed in advance so that the partnership remains appropriate, transparent and mutually beneficial.

ACCOUNTABILITY, REPORTING & NEXT STEPS

We aim to build transparent, practical and mutually beneficial sponsorship relationships.

- Select the programme, equipment need, scholarship initiative or general institutional support area.
- Confirm the proposed contribution and the sponsor's preferred recognition.

1. Agree the Focus

- Document the sponsorship arrangement, purpose, timing and responsibilities.
- Agree payment or in-kind delivery method and any branding requirements.

2. Confirm the Partnership

- Acknowledge the sponsor during the supported activity as agreed.
- Provide a concise update, evidence of delivery and appreciation after the activity.

3. Report the Impact

Our Commitment to Sponsors

- Use sponsorship in line with the agreed purpose and available programme plans.
- Communicate clearly about activities, recognition and material changes that affect the sponsorship.
- Acknowledge sponsors respectfully and consistently according to the agreed package.
- Provide reasonable evidence of programme delivery and impact after supported activities.

Become a Partner in Developing Creative Potential

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