

# TEMA MUSIC CONNECT (TMC)

**Tema Music Connect (TMC)** is a Ghana-based creative organization established to **discover, develop, and empower upcoming music talents**, particularly from **Tema and its surrounding communities**, while remaining open to talent across Ghana and beyond.

TMC was created in response to a major challenge in the music industry: **talent without access**. Many gifted artists lack mentorship, resources, professional guidance, and fair opportunities. TMC exists to bridge this gap by providing a **structured, transparent, and sustainable ecosystem** that enables creatives to grow professionally.

Through mentorship, training, partnerships, and investment, TMC focuses on:

- Artist development and education
- Music business mentorship
- Creative capacity building
- Industry networking and partnerships

TMC operates as the **foundation and support system** that prepares artists for long-term success, professionalism, and sustainability in the music industry.

*We Call It Home, You Call It Tema...*

## **Mission:**

To empower upcoming artists through mentorship, structured development, and access to resources.

## **Vision:**

To become a leading creative hub that produces confident, knowledgeable, and globally competitive African artists.

# ABOUT TM RECORDZ

**TM RECORDZ** is the official **record label arm of Tema Music Connect (TMC)**. While TMC focuses on development and mentorship, **TM RECORDZ handles music production, releases, branding, distribution, and monetization.**

TM RECORDZ is built as a **modern, artist-focused record label** with strong business principles. The label signs and manages artists, produces high-quality music and visuals, executes professional marketing campaigns, and distributes music to global digital platforms.

TM RECORDZ operates with a clear and transparent revenue structure that allows the label to reinvest into production, promotion, and artist growth while maintaining sustainability.

## What TM RECORDZ Does?

- Music recording, production, and releases
- Artist branding and positioning
- Digital distribution and monetization
- Marketing, PR, and promotions
- Artist management and career execution

## Revenue Model:

- **Artist:** .....
- **TM RECORDZ:** .....

This structure enables the label to cover production and marketing costs while continuously investing in the artists' careers.

## Tagline:

*Built in Tema. Heard Worldwide.*

*We Call It Home, You Call It Tema...*

# HOW TMC & TM RECORDZ WORK TOGETHER

TMC and TM RECORDZ operate as **two connected arms of the same vision:**

- **TMC** develops the artist (mentorship, training, mindset, readiness)
- **TM RECORDZ** releases and monetizes the music (label, branding, distribution)

Together, they create a **complete pipeline** from talent discovery to global music distribution.

# SUMMARY

Tema Music Connect (TMC) is the **engine of development**, and TM RECORDZ is the **engine of execution**.

Together, they are building a sustainable music ecosystem that protects artists, creates value, and represents the sound of Tema and Ghana on a global stage.

## TM RECORDZ – ORGANIZATIONAL STRUCTURE

*A Record Label under Tema Music Connect (TMC)*

### 1 LABEL HEAD / CEO

(TM RECORDZ Label Executive)

#### Role

Overall leadership and strategic direction of TM RECORDZ.

#### Responsibilities

- Final approval of artist signings and releases
- Oversees all label departments
- Approves budgets, marketing plans, and partnerships
- Represents TM RECORDZ to investors, distributors, and partners
- Reports to TMC leadership

### 2 A&R (ARTISTS & REPERTOIRE) DEPARTMENT

#### Head of A&R

#### Role

Talent discovery and music direction.

#### Responsibilities

- Scout and evaluate artists
- Select songs, projects, and sound direction
- Match artists with producers and writers
- Oversee music quality and creative consistency

## **3 ARTIST MANAGEMENT DEPARTMENT**

Artist Manager

Role

Day-to-day execution of the artist's career.

Responsibilities

- Manage artist schedules (studio, shoots, shows)
- Ensure contract compliance
- Coordinate releases with marketing & production
- Serve as the main link between the artist and label

## **4 PRODUCTION & CREATIVE DEPARTMENT**

Creative Director / Head of Production

Role

Music and visual production.

Responsibilities

- Oversee recording, mixing, and mastering
- Manage producers, engineers, and studios
- Supervise music videos, artwork, and branding
- Maintain sound and visual quality standards

## **5 MARKETING & DISTRIBUTION DEPARTMENT**

Marketing & Distribution Manager

Role

Promotion, exposure, and monetization.

Responsibilities

- Plan and execute release campaigns
- Handle digital distribution to streaming platforms
- Playlist pitching and PR
- Social media and brand visibility

- Track streaming and audience growth

## 6 FINANCE & LEGAL DEPARTMENT

Finance & Legal Manager / Advisor

Role

Money management and legal protection.

Responsibilities

- Track revenue and expenses
- Enforce ..... Artist / ..... TM RECORDZ revenue split
- Manage contracts and royalties
- Handle copyrights and publishing matters
- Ensure compliance with Ghana laws

## 7 PROMOTIONS & BOOKINGS (OPTIONAL / GROWTH STAGE)

Bookings & Promotions Coordinator

Role

Live shows and external exposure.

Responsibilities

- Secure shows, tours, and appearances
- Coordinate brand activations
- Liaise with event organizers and promoters

## 8 SIGNED ARTISTS

Role

Creative output and brand representation.

Responsibilities

- Create music and content
- Participate in promotions

- Maintain professionalism
- Represent TM RECORDZ publicly

#### Revenue Model

- **Artist:** .....
- **TM RECORDZ:** .....

## ↻ RELATIONSHIP WITH TMC

- **TMC:** Artist development, mentorship, partnerships
- **TM RECORDZ:** Music releases, branding, monetization

☞ *TMC prepares the artist. TM RECORDZ commercializes the music.*

## ✓ WHY THIS STRUCTURE WORKS

- ✓ Clear leadership
- ✓ Professional accountability
- ✓ Easy to scale
- ✓ Investor-ready
- ✓ Artist-focused but business-driven

## TEMA MUSIC CONNECT (TMC) – PROGRAMS & INITIATIVES

Tema Music Connect (TMC) operates a range of creative programs designed to **discover talent, promote artists, engage audiences, and build a strong music ecosystem** in Tema and beyond.

## 🎤 LIVE SHOWS & EVENTS

### 1. Tema Music Connect (Flagship Show)

#### **Purpose:**

The main showcase event of TMC.

#### **Activities:**

- Live performances by emerging and established artists
- Industry networking
- Brand activations

**Impact:**

Creates visibility for artists and establishes TMC as a leading music platform.

## 2. Tema Stars of Tomorrow

**Purpose:**

A talent discovery and development showcase.

**Activities:**

- Performance opportunities for upcoming artists
- Mentorship feedback from industry professionals
- Audience voting & recognition

**Impact:**

Identifies future stars and nurtures raw talent.

## 3. Tema Vibes

**Purpose:**

A lifestyle and music experience.

**Activities:**

- Live DJ sessions
- Artist performances
- Cultural & entertainment experiences

**Impact:**

Builds audience engagement and community culture.

## 4. Artist Night

**Purpose:**

An intimate performance and networking event.

**Activities:**

- Spotlight on individual artists
- Acoustic or live band sessions
- Industry interaction

**Impact:**

Strengthens artist–fan and artist–industry relationships.

*We Call It Home, You Call It Tema...*

## 5. Talent Show

**Purpose:**

Competitive platform for discovering new talent.

**Activities:**

- Open auditions
- Live competitions
- Judges' evaluations

**Impact:**

Uncovers undiscovered talent and provides career entry opportunities.

## MEDIA & CONTENT PLATFORMS

### 6. TMC Podcast

**Purpose:**

Storytelling, education, and industry conversation.

**Activities:**

- Artist interviews
- Music business discussions
- Youth & creative conversations

**Impact:**

Educates creatives and builds thought leadership.

### 7. TMC TV

**Purpose:**

Visual media and digital broadcasting platform.

**Activities:**

- Artist performances
- Music videos & documentaries
- Event coverage
- Interviews & behind-the-scenes content

**Impact:**

Expands reach beyond live events and builds digital presence.



## COMMUNITY & BRAND ENGAGEMENT

### 8. Pop-Up Events

**Purpose:**

Community activation and creative networking.

**Activities:**

- Mini performances
- Art, fashion & merchandise showcases
- Brand collaborations

**Impact:**

Connects creatives, fans, and brands in informal settings.

## PROGRAM SUMMARY TABLE

Program	Focus	Purpose
Tema Music Connect	Live Show	Flagship showcase
Tema Stars of Tomorrow	Talent Discovery	Artist development
Tema Vibes	Lifestyle Event	Community engagement
Artist Night	Artist Spotlight	Fan & industry connection
Talent Show	Competition	New talent discovery
TMC Podcast	Audio Media	Education & storytelling
TMC TV	Visual Media	Digital broadcasting
Pop-Up Events	Community Activation	Brand & creative engagement

## OVERALL IMPACT OF TMC PROGRAMS

- Talent discovery & development
- Artist exposure & monetization
- Community building in Tema
- Youth empowerment through music
- Sustainable creative ecosystem

## TM RECORDZ — ARTIST RECORDING & LABEL AGREEMENT

TM RECORDZ

# ARTIST RECORDING & LABEL AGREEMENT

This Artist Recording & Label Agreement (“Agreement”) is made on this \_\_\_\_ day of \_\_\_\_\_, 2026.

## BETWEEN

**TM RECORDZ**, a record label operating under Tema Music Connect (TMC), with its principal place of business in Accra, Ghana

**AND**

**Artist Name:** \_\_\_\_\_

**Stage Name (if any):** \_\_\_\_\_

**Address:** \_\_\_\_\_

Together referred to as “the Parties”.

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## 1. TERM

1.1 The term of this Agreement shall commence on the date of execution and shall continue for:

- ☐ One (1) Year
- ☐ Two (2) Years
- ☐ Three (3) Years

1.2 This Agreement may be renewed upon mutual written agreement of both Parties.

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## 2. EXCLUSIVITY

2.1 The Artist agrees to render exclusive recording services to TM RECORDZ during the term of this Agreement.

2.2 The Artist shall not record, release, or authorize any music recordings for any other label or entity without the written consent of TM RECORDZ.

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## 3. RECORDING & DELIVERY

3.1 The Artist shall deliver commercially satisfactory sound recordings as directed by TM RECORDZ.

3.2 TM RECORDZ shall determine the selection, production, and release schedule of recordings.

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## 4. LABEL OBLIGATIONS

TM RECORDZ agrees to provide:

- Music production and studio support
  - Mixing and mastering
  - Branding and creative direction
  - Marketing and promotional support
  - Digital distribution to global platforms
  - Career guidance and management support
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## 5. ARTIST OBLIGATIONS

The Artist agrees to:

- Deliver quality recordings on schedule
  - Participate in marketing, promotions, and appearances
  - Maintain professional conduct
  - Comply with TM RECORDZ policies and branding standards
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## 6. REVENUE SPLIT

6.1 Net revenue generated from exploitation of the recordings shall be shared as follows:

- **Artist:** 30%
- **TM RECORDZ:** 70%

6.2 “Net revenue” means gross income less approved distribution and operational costs.

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## 7. OWNERSHIP & RIGHTS

7.1 All master recordings produced under this Agreement shall be owned by TM RECORDZ during the term of this Agreement.

7.2 Master ownership reversion after contract expiration may be negotiated in writing.

7.3 The Artist retains songwriting and publishing rights unless otherwise agreed in writing.

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## 8. IMAGE, NAME & LIKENESS

The Artist grants TM RECORDZ the right to use the Artist's name, image, voice, and likeness for promotion and marketing during the term of this Agreement.

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## 9. TERMINATION

9.1 This Agreement may be terminated:

- By mutual written consent
- For material breach not remedied within 14 days
- For misconduct or actions damaging to the label's reputation

9.2 Upon termination, TM RECORDZ retains rights to recordings made during the contract term unless otherwise agreed.

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## 10. CONFIDENTIALITY

Both Parties agree to keep confidential all non-public business, financial, and contractual information.

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## 11. GOVERNING LAW

This Agreement shall be governed and interpreted in accordance with the laws of the **Republic of Ghana**.

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## 12. ENTIRE AGREEMENT

This document constitutes the entire Agreement between the Parties and supersedes all prior discussions or agreements.

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## SIGNATURES

### For TM RECORDZ

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Artist

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

<https://site-6tcrmdb6i.godaddysites.com/>

