

BLACK STAR

Underground Dance Battle



Sponsorship Opportunities for 2025 Project



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*"Local grooves,
Global moves."*
@black_star_underground

Background

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Underground Dance Battle

In the summer of 2023, the idea for the Black Star Underground Dance Battle was conceived, driven by the passion to empower Ghana's dance community and elevate dance as a legitimate profession, providing online and offline methods for dancers to earn a living. On December 16th, 2023, this vision came to life with the successful launch of the first event in Teshie, Accra. The turnout was incredible, with over 300 enthusiastic supporters filling the venue, creating an unforgettable atmosphere.

Building on the success of the inaugural event, Black Star Underground Dance Battle Vol. 2 took place on December 20th, 2024, at the iconic Bukom Boxing Arena. This edition exceeded expectations, featuring exciting performances, international guest judges, and a dynamic lineup of talented solo dancers and dance crews. The event was a true celebration of Ghanaian talent and dance culture, further bridging cultural connections, especially with Japan, through the event and the Jointz web app.

As we look ahead to Black Star Underground Dance Battle Vol. 3 in December 2025, we aim to build on this momentum, taking the event to even greater heights with more international participation, thrilling competitions, and continued efforts to spotlight the amazing dancers from Ghana and beyond. Vol. 3 will undoubtedly be a landmark moment in the global dance scene!



Our Initiatives:

JOINTZ Web App

BLACK^{GH}STAR Underground Dance Battle

The **Jointz Web App** is designed to revolutionize the way dancers monetize their craft. Launched as a **BETA version** during the Black Star Underground Dance Battle Vol. 2, the app aims to empower dancers by offering a platform for creating, sharing, and profiting from their content.

In Q1 2025, we will launch the **Alpha version** of the app, incorporating valuable feedback from our initial users. This will enhance the user experience and increase functionality to better serve dancers. Our goal is to reach **100K Monthly Active Users (MAU)** by the end of 2025, positioning the app as a key tool for dancers to earn from their passion.

Key Features of the Jointz Web App:

- **Monetization:** Dancers can earn revenue by offering exclusive content, tutorials, and performances.
- **Community Building:** Connect with fans through personalized profiles, chats, and live streams.
- **Challenges and Competitions:** Engage in dance challenges and win cash prizes or gifts from sponsors.

Collaborating for Growth: As we expand the app, we are seeking strategic partnerships to build awareness and reach a broader audience. We invite sponsors and partners to join us in supporting dancers and promoting the platform, ensuring that we continue to uplift the Ghanaian dance community while fostering international cultural exchange.



Our Initiatives: A Global Dance Exchange

The Black Star Underground Dance Battle is creating strong ties between Ghana, Japan, and the rest of the world celebrating dance as a universal language. After welcoming Miho, a dance legend from Japan, for Vol. 1, we continued to strengthen our collaboration with Japan in Vol. 2. This year, Kouno-san, CEO of Solphi Japan, joined us as a special guest judge, adding valuable expertise to the panel.

Vol. 2 also featured a vibrant performance by a Japanese Azonto dance group, further showcasing our commitment to cultural exchange. Our goal is to build dance exchange programs between Ghana and Japan, offering opportunities for dancers to connect, collaborate, and grow.

Looking ahead, we aim to host future events in both Ghana and Japan, expanding this global dance connection. With support from our partners and sponsors, the Black Star Underground Dance Battle will continue to bridge cultures through the power of dance.

BLACK^{GH}STAR Underground Dance Battle



[Miho-@mjmiholofd](#)

Guest Battle Dancer from Japan



[Aki @solphijapan](#)

Guest Judge from Japan

Our Team in Ghana



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The team behind the Black Star Underground Dance Battle combines international experience and local expertise. With a foundation in Ghana and strong ties to Japan, the team brings a global perspective to the event. They ensure top-tier production quality while showcasing the best dance talent in Ghana. Focused on creating a platform that celebrates and elevates dance culture, the team is dedicated to strengthening connections between Ghana and the world.



Isom Winton

- Event Founder
- BodyArchives CEO
- JOINTZ App Project Manager



Richmond Botwe

- Event Partner
- CEO of Glittering Art Ensemble
- National Talent Coordinator

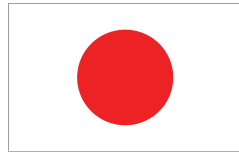


Joe Black

- Event Partner
- CEO of Adinortey Productions
- Head of Production



Our Team in Japan



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Solphi Japan is dedicated to fostering cultural exchange between Japan and Ghana through dance. With over 20 years of experience in the Tokyo dance scene and a dedicated dance studio, Solphi Japan aims to bridge the gap between these two vibrant cultures. Through strategic partnerships and innovative exchange programs, we provide opportunities for dancers to connect, collaborate, and showcase their talents, promoting artistic expression and mutual understanding between Ghana and Japan.



Agbanu Mawuli Evans

- Managing Director of SOLPHI-
- Expertise in Afro fusion dance, fashion
- CEO of Sunspire Ghana

Isom Winton

- Co-Founder of SOLPHI
- CEO of BodyArchives, Inc.
- JOINTZ App Project Manager

Akitoshi Kouno

- Co-Founder of SOLPHI
- CEO of Dance Studio TRON
- Business Entrepreneur



Vol. 1 Project Highlights

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Underground Dance Battle

VOL 1. 2023

BLACK^{GH}STAR
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- Held in Teshie, Accra, in December 2023, the inaugural Black Star Underground Dance Battle.
- Produced an 11-episode podcast series, diving into the history, present, and future of the Ghanaian dance scene.
- Judging panel included Adjetey Sowah (1986 World Dance Champion), Twitches (@thebest_twitches), and Fakta (@jujuboy.fakta).
- Over 20,000 Ghanaian Cedis awarded as prizes, with each participant receiving a share to ensure inclusivity.
- Winners embarked on a televised tour, extending the event's reach and promoting dancers' success.
- Over 300 attendees in a packed intimate venue, creating a vibrant atmosphere for the event's debut.

Vol. 2 Project Highlights

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Underground Dance Battle



- Took place in December 2024, with approval from the local Chief to host the event in his community.
- Judging panel included **Adjetey Sowah**, **Incredible Zigi**, and a guest Japanese dancer and studio owner.
- Featured standout performances by **Militant Dance Family**, Team Hubes, Black Illusion, Pastero The Goat, Azonto US, The Creators, and Arenees Dance Crew.
- Launched the BETA version of the **Jointz Web App**, enabling dancers to monetize their passion through exclusive content and tutorials.
- **2,500+ attendees** at the event, with extensive promotions through YFM, Bryte TV, and community vans.
- **Achieved 127K views and 81K accounts reached** across social media, especially Instagram.
- Expanding with **global partnerships** and a network of **influential dancers** to ensure continued growth for Vol. 3.

2025 Project Overview

BLACK^{GH}STAR Underground Dance Battle

The Black Star Underground Dance Battle Vol. 3 is an international dance competition that brings together top dancers and crews from around the world. Our mission is to showcase the richness of African dance culture, foster cultural exchange, and promote the art of dance globally.

- **Date:** December 19th, 2025 (Friday)
- **Location:** Bukom Boxing Arena, Accra, Ghana
- **Audience:** Expected 4,000+ attendees
- **Participants:** Solo dancers and dance crews from Ghana and across the globe
- **Key Features:**
 - Dance Battles (Solo & Crew)
 - Quarterly Promo Events
 - Exclusive Performances
 - VIP Experiences
 - Launch of **Jointz Web App**
 - Media Coverage (Ghana and Japan)
 - Community Engagement
 - **LIVE Streaming** LED screen set up in all quarterly promo locations except Jamestown



*"Local grooves,
Global moves."*

@black_star_underground

Sponsorship Overview

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Partnering with the Black Star Underground Dance Battle presents an incredible opportunity for your brand to connect with the youth through the universal language of dance. Dance is a form of expression that resonates deeply with young people across cultures, and by supporting this event, your brand can tap into a vibrant, energetic community that is passionate about music, movement, and culture.

Here's how sponsoring the Black Star Underground Dance Battle will benefit your brand:

- **Youth Engagement:** Build a meaningful connection with young, passionate audiences who live and breathe dance. This event provides a platform for your brand to speak directly to a community that sees dance as an integral part of their lives.
- **Content Creation Opportunities:** Partner with talented dancers to create unique, high-quality content that showcases your brand in a fresh, engaging way. Develop new dance challenges, tutorials, and branded videos that can be shared across social media to reach millions.
- **Growing Brand Visibility:** While our social media following is growing, partnering with us at this stage gives you the chance to be seen as a key supporter of an up-and-coming event. Your brand will be seen by an engaged audience of local attendees and supporters across our digital platforms.
- **Cultural Impact & Global Reach:** By supporting us, your brand aligns itself with an exciting initiative to bridge the cultural gap between Ghana and Japan. As we connect the two countries through dance, your brand has the chance to be part of a movement that celebrates creativity and cultural exchange.
- **Product Launch & Leases:** Work with the dance community to unveil new products or services. Use the dance battle platform to introduce your brand to a highly engaged audience, building excitement and demand.

Media and Digital Exposure

BLACK^{GH}STAR Underground Dance Battle

By sponsoring the Black Star Underground Dance Battle, you'll not only support an exciting, culturally rich event but also position your brand at the forefront of a movement that connects Ghanaian and Japanese dance communities, fostering an exchange of talent, creativity, and culture.

- **Event Live Stream:** The Black Star Underground Dance Battle will be live-streamed globally, connecting our local Ghanaian audience with international viewers, especially from Japan, where we're fostering cultural exchange. We'll also stream in key areas of Greater Accra (Jamestown, Osu, Kasoa) to boost local visibility.
- In partnership with TV3, Bryte TV, Global Media Alliance, and additional media sponsors, your brand will gain exposure across multiple platforms. As a sponsor, your brand will be featured in all live streams, digital content, and event highlights, maximizing visibility to a diverse audience.
- **Social Media Engagement:** Your brand will be showcased across our social media channels, including Instagram, TikTok, YouTube, and others. We will generate pre-event excitement and post-event content, gradually building our social media following, with an increasing focus on the Japanese market. This will allow your brand to resonate with both local and international communities, especially in Ghana and Japan, as we continue to grow and connect these two vibrant dance cultures.
- **Event Recaps & Content Sharing:** Post-event highlights, interviews, and recaps will be shared on our digital platforms. These videos will continue to showcase your brand and the impact of the event, giving your brand lasting visibility after the event concludes. Our focus on long-term content sharing ensures that your brand remains present in the minds of attendees and our growing online audience, especially as we work to bridge the dance cultures of Ghana and Japan.



Promotion Strategy Vol. 3 (2025)

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Key Components:



- **Quarterly Promo Events:**
 - Held in strategic communities like Jamestown.
 - Aim to build the Black Star Underground Dance Battle brand and engage local audiences.
- **Dance Content and Workshops:**
 - Dance workshops led by popular dancers and crews.
 - Live performances for a dynamic audience experience.
- **Guest Performances:**
 - Feature international and local guest performers to enhance event prestige.
- **Spotlight New Talent:**
 - Host auditions and competitions to discover emerging dancers for the finale.
- **Launch Alpha Version of Jointz App:**
 - In-app bi-weekly dance move competitions with cash prizes or gifts from sponsors.
 - Generate content and identify new talent.

J O I N T Z

1st Promo March 2025	2nd Promo June 2025	3rd Promo Sept. 2025	4th Promo Nov. 2025	Black Star UG Dec. 2025
① Tema/Ashaiman	② Dansoman	③ Teshie	④ Jamestown	Bukom Boxing Arena



Budget Overview

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Total Budget for Vol. 3 Event: \$500,000 USD

This will cover the transformation of the Bukom Boxing Arena into a world-class venue, including:

- Premium Stage Setup
- Professional Lighting and Sound Systems
- Top DJs and Security Personnel
- Guest Dancers from Ghana, Japan, US, Nigera, South Africa, and Europe.
- Famous Musicians for Performances
- Fireworks Display
- Event Logistics & Production Costs
- Marketing & Promotional Efforts
- Media Coverage and Content Creation
- LIVE streaming in 3 strategic locations with premium LED Screens.

Additionally, we plan to live stream the December event in strategic Greater Accra areas, including Jamestown, Osu, and Kasoa. This live streaming will increase the visibility and reach for advertisers, especially those looking to target urban youth and dance enthusiasts.



Sponsorship Packages

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1) Quarterly Mini Production Sponsorship Package: \$5,000 USD

Exclusive Benefits:

- **Exclusive Sponsorship for One Quarter:** The sponsor will be the sole sponsor for one of the quarterly mini productions leading up to the December event. This production will follow the lives of one special guest performer and one up-and-coming dancer who will compete in the event.
- **Content Creation:** We will create high-quality documentary-style content that showcases the lives of the featured dancer and guest performer. This will highlight their journey, training, and preparation for the event.
- **Exposure in the Jointz App:** We will create dance challenges in the app sponsored by your brand, encouraging user participation and engagement. These challenges will be featured prominently on the app and shared across our social media platforms.
- **Increased Brand Visibility:** As the main sponsor of the mini production, your logo will appear in all produced content, online promotion, and at the event itself. This includes social media mentions, website banners, and event day visual displays.

2) Main Event Sponsorship Package: Tiered Sponsorship

Sponsorship Levels:

- **Official Partner Sponsor: \$75,000 USD**
 - Title sponsorship of the event, including large-scale logo placements on the stage, LED screens, and all event materials.
 - Mention in press releases, social media shoutouts, and exclusive access to VIP sections for your brand representatives.
 - Logo placement in the live stream, event recap videos, and media coverage.
 - Sponsor's content featured prominently on our social media pages and app.
- **Platinum Sponsor: \$50,000 USD**
 - Logo placement on event signage, digital content, and selected event materials.
 - Shoutouts and promotional opportunities in pre-event media coverage.
 - VIP access for select brand representatives.
- **Diamond Sponsor: \$25,000 USD**
 - Logo featured in select event materials and signage.
 - Social media promotion during the event.
- **In-Kind Sponsorships:**
- We are also accepting in-kind sponsorships, including product samples, food and beverage offerings, prizes for the event, and more. In-kind sponsors will receive recognition and logo placement based on the value of their contribution.



3) Premium Combo Package: \$85,000 USD (Discounted Price)

Exclusive Combination of Quarterly and Main Event Sponsorships

- This package combines both Quarterly Mini Production Sponsorship and Main Event Sponsorship with a special discount, giving the sponsor maximum exposure at every stage of the event journey.
- Discounted Price: \$85,000 USD (instead of \$95,000 USD) for both sponsorships.
- **Benefits:**
 - Sole sponsor for ALL of the quarterly mini productions, with content creation, dance challenges, and featured dancer journeys.
 - Major branding opportunities at the December event, including stage, live stream, social media promotion, and VIP access.
 - Extensive recognition across all touch points—before, during, and after the event—ensuring long-term brand visibility.

Sponsorship Package Summary

Sponsorship Package	Price (USD)	Benefits	Event Involvement
Quarterly Mini Production (Exclusive)	5,000	Exclusive sponsorship for one quarter, content creation with documentary-style production, dance challenges in app, brand placement on all produced content	Sponsor one quarterly mini production, content creation, and dance challenges
Official Partner Sponsor	75,000	Title sponsorship of the event, logo placements on stage, LED screens, and all event materials. Mention in press releases, social media shoutouts, VIP access for representatives, logo on live stream and recap videos	Main event sponsorship with high-level brand visibility
Platinum Sponsor	50,000	Logo placement on event signage, digital content, and selected event materials. Pre-event media shoutouts, VIP access for select brand reps	Main event sponsorship with brand visibility
Diamond Sponsor	25,000	Logo featured on event materials, signage, and social media promotion	Main event sponsorship with basic recognition
In-Kind Sponsorship	Custom	Logo placement, recognition for product samples, food and beverage offerings, prizes, etc. (based on value)	Recognition for products, food, and other contributions at the event
Premium Combo Package (Quarterly + Main Event)	85,000	Combination of the benefits of both Quarterly promo Production and Main Event Sponsorship with a special discount	Exclusive sponsor of all 4 quarterly promo productions and main event with maximum brand exposure



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