



CREATOR AWARDS. | 2021

Theme: **Bold & UnApologetic**

Background:

2020 was a year of necessary innovation. As a result, **Creator** was born. An innovative platform designed to enable content creators by providing tools & resources that help them create more content as well provide an avenue for them to monetise their content.

Our Mission:

We are champions of the digital value economy. A belief system that value should be exchanged for value. Our easy to use infrastructure provides an avenue for content creators to draw monetary value from their content through subscriptions, paywalls & fan support. Since inception in March of 2021, Creator is trusted by 800+ content creators

About the award:

The Creator Awards is an award ceremony designed to celebrate content creators in Africa through its different chapters. In this edition, the award is focused on content creators in Kenya. We are currently accepting nomination submissions in 12 main categories; i.e.

- Creator of the year.
- Music Creator of the year.
- Creative Creator of the year.
- Impact Creator of the year.
- Short form Creator of the year.
- Lifestyle creator of the year.
- Fitness Creator of the year.
- Sports Creator of the year.
- Dance creators of the year.
- Creative writer of the year.
- Mobile journo' of the year.
- Podcast Creator of the year.
- Sketch Creator of the year.
- Web series Creator of the year.
- Travel Creator of the year.

2021 Theme:

Bold & UnApologetic. Recognising content creators whose brands 'speak authenticity'



Awards Program:

This will be a two months project starting 12th July 2021 to 28th August 2021. See below breakdown:

- The nominations are open from 12th July - 30th July 2021.
- Top 10 nominees will be listed for each category.
- The 120 nominees will be announced on 7th August 2021 at a nomination event.
- The 120 nominees will then be listed on the official awards site.
- Public voting for the nominees from 8th -27th of August 2021.
- 28th August 2021; Award gala night.
- 30th August; publication of the winners to general public media/ press.

Invitation for partnership:

The Creator Award seeks to impact the lives of creators & we truly believe that partnership with your organization will go a long way to make this a bigger success. Below are the different partnership opportunities that might interest you.

- Title sponsorship :Allows your name/logo used in the title of the award + award creative.
- Category sponsorship :Allows you to sponsor a segment that is in your industry.
- Banner sponsorship :Allows for inclusion in marketing material.

Accepting the partnership:

- Write back to us with the category that best suits your brand placement & we will share with you the sponsorship package cost plus the benefits attached to the category.
- Share with us a proposed sponsorship budget & we will, together with you, agree on the benefits.
- Propose a sponsorship in kind package & we will design a package for you.

Ps:Acknowledging that different brands have different values & hence the value they'd want to draw from this partnership, we are open to discussing with you the benefits you can draw from the partnership for the value you are looking to invest in the Creator Awards.

Get in touch with us via:

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Best,

Ngida Sebastian

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