

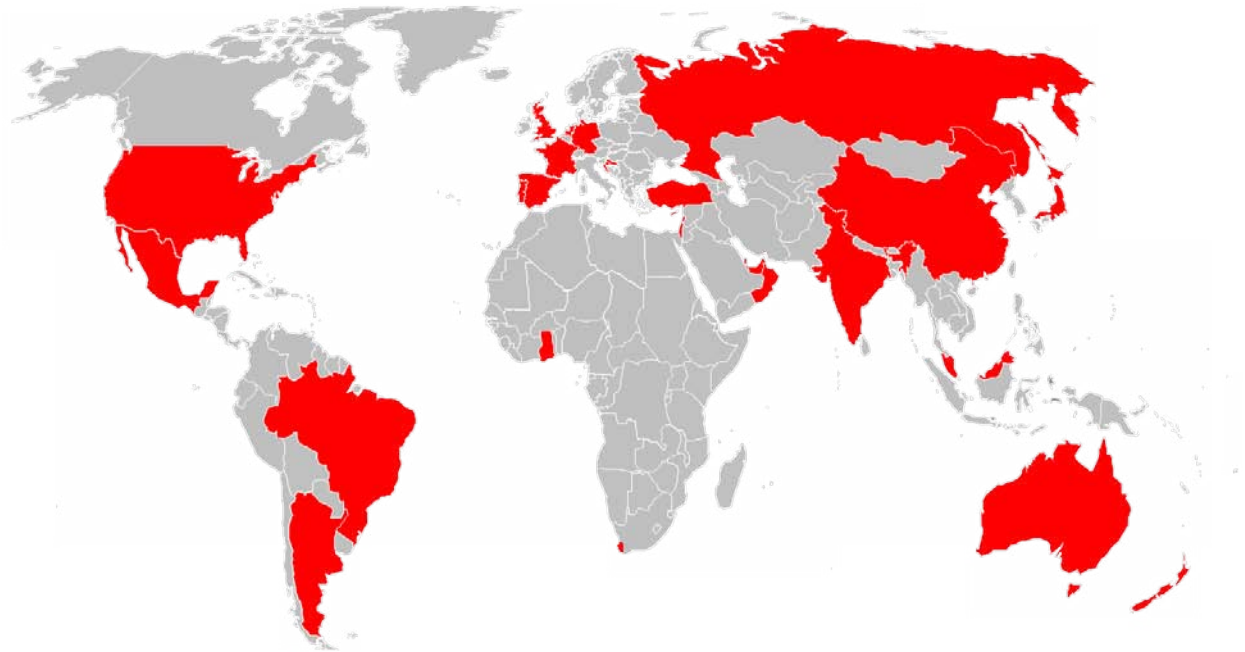
TimeOut

Accra

**Restaurant  
Awards Proposal**

# Who are we?

Time Out is of the worlds most famous and respected publishing brands - a global superbrand - and a proven success in every single continent in the world. From London & New York to Shanghai & Mumbai, from Cape Town & Tel Aviv to Moscow, Buenos Aries and now Accra.



Time Out is the iconic, independent bible of arts, entertainment & culture around the world with a presence in over **70 cities**, presented in over **10 languages** and patronised by over **33 million users**.

We specialize in delivering the latest authoritative reviews and experiences for those wanting to be in the know and who typically influence their friends' entertainment, travel and consumption habits.

Winner of the 2010, 2011, 2013 & 2014 PPA Awards for International Consumer Media Brand of the Year.



# Who are we?

Time Out Accra showcases Ghana's hospitality and its rich culture to the world through cutting edge media.

Our core subject areas include eating & drinking, the arts, cinema, fashion & lifestyle, hotels, music & nightlife, tourist attractions and events.

Time Out is credible, trustworthy and premium.

We connect our fans to everything that's going on in their city intergrating web, mobile, print & events.

## A tour through Ghana's history

Many of the most important events in Ghana's past happened around Accra. Take a tour in chronological order

**Sightseeing**

**1960**  
**Nkrumah becomes president**  
 Kwame Nkrumah becomes Ghana's first president. He is elected president of the newly independent Ghana. He is almost impossible to avoid in Accra - there's an Nkrumah Avenue, an Nkrumah Circle and an Nkrumah Memorial Park & Museum that can be visited every year. He is also widely respected for his role in Ghana's independence, and during a state visit to China in 1963, he was shot in the back. He would never set foot in his homeland again.

**1957**  
**Ghana's Independence Movement**  
 Ghana becomes independent from the United Kingdom. On March 6 1947 Kwame Nkrumah declares Ghana 'free forever'. Kwame Nkrumah becomes prime minister and Independence Square and Independence Arch, built to mark the event, are named after Ghana's revolutionary leader in a free and stable Africa.

**1969**  
**US President Barack Obama visits Cape Coast Castle**  
 Obama visits Cape Coast Castle, a place instrumental in the West African slave trade. In his first state visit to Africa he said: "I've come here to Ghana for a historical reason: The 21st century will be shaped by what happens not just in Rome or Moscow or Washington, but by what happens in Accra, as well."

**1960**  
**W E B Du Bois celebrates Independence**  
 American scholar William Edward Burghardt Du Bois, known as the founding father of Pan-Africanism, visits an independent Ghana. He is invited to Accra and create an encyclopaedia project there. The US refuses to fund him and he becomes a citizen of Ghana. He dies in Accra in 1963. His Du Bois Memorial Centre (see p.30).

**1960**  
**Artists Centre**  
 An intense introduction to make life, but a perfect moment in its large corner. See p.17.

**2009**  
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**2013**  
**The president (finally) moves to Flagstaff House**  
 What president wouldn't feel the majesty of his position in a literally 'shoe-shaped' seat of power? Well the previous president, the late Adu Boahen, was not one, who chose to stay at Flagstaff House. The new president, John Dramani Mahama has decided to move to this remarkable building.

**1960**  
**Artists Alliance Gallery**  
 This high art gallery - where anything is for sale - has the best art collection in Ghana. See p.11.

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**Critics' choice Sights**

**1 Arts Centre**  
 An intense introduction to make life, but a perfect moment in its large corner. See p.17.

**2 W E B Du Bois Memorial Centre**  
 The former residence of a library, museum and observatory. See p.30.

**3 National Museum of Ghana**  
 The best museum in Ghana has an impressive display of life in the country. See p.10.

**4 Artists Alliance Gallery**  
 This high art gallery - where anything is for sale - has the best art collection in Ghana. See p.11.

**Accra centre**

Along the traffic-choked High Street and 26th February Road, which run north to the Atlantic Coast, are many of the major banks, multinational offices and the High Courts. The road then opens out and Nkrumah Memorial Park and the Centre for National Culture and the Independence Square and Independence Arch.

**TOP TIP!**  
**Photography**  
 Don't take any pictures of public buildings without permission. Please note that there are many interesting buildings and we strongly suggest that you don't miss any of them.

**Artists Centre**  
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**W E B Du Bois Memorial Centre**  
 The former residence of a library, museum and observatory. See p.30.

**Nkrumah Memorial Park & Museum**  
 A national park erected in memory of Ghana's first president, Kwame Nkrumah. Ghana's first president and one of its founding fathers, built on a former British polo field, it was the point where Nkrumah declared independence in 1947. The park consists of five acres of land and holds a museum tracing Nkrumah's life. There are many monuments in the park. Nkrumah and his wife's final resting place. Tours in English can be taken.

**Time Out Accra for visitors and the best of Ghana 2013/2014 27**



**TimeOut**  
 Accra

# Our audience

Time Out owns a discerning audience by delivering relevant, respected and useful content and experiences to them - wherever, whenever and in whatever format our readers choose.

Accra's audience in Ghana and in the diaspora consists of savvy adults with the propensity to spend - Well to do Ghanaians, Expatriates, Repatriates, Business Visitors, Immigrants, Tourists (Age range: 30-55 years). Whilst also appealing to youngsters who want to get the most out of the city (Age range: 18-30 years).

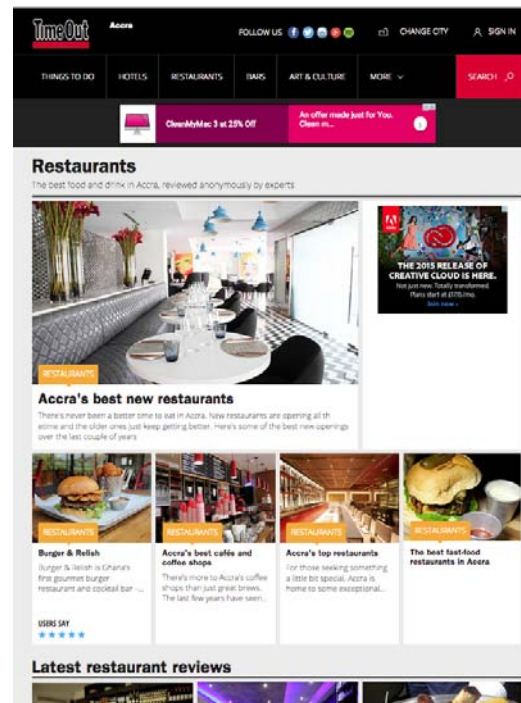
Through hard work, financial investment & creative success our cash rich, time poor readers trust us to help them make decisions and it is this trust that benefits our advertisers so greatly.





# Our delivery channels

- Magazines
- Websites
- Apps for mobile & tablets
- Newsletters
- Events
- Social Media - Facebook, Twitter & Google +



# Our numbers

## PRINT

- Magazine circulation - 20,000 copies
- Frequency - Annual
- Readership - 60,000

## DIGITAL

- Average monthly page impressions - 47,750 (1,840 daily average)
- Average monthly browsers - 24,930 (935 daily average)

*(Omniture, Adobe Analytics - September 2015)*

## KEY WEBSITE STATS

### Most visited sections

Restaurants

Things to Do

Shopping & Lifestyle

### Country visitors (percentage of visits per country)

Ghana 57.8%

UK 11.8%

USA 9.9%

*(Omniture, Adobe Analytics - March 2015)*

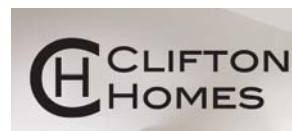
*A full range of our Adobe online figures can be sent to you on request*



Adobe Analytics



# Logos of some previous advertisers





# Accra Restaurant Awards: Introduction

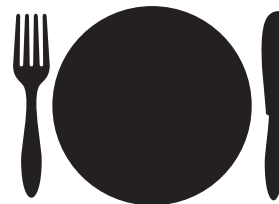
Time Out is the most experienced, holistic and accurate provider of restaurant reviews in Ghana. Our world renowned and trusted reviews are written by both local and international experts as well as by the consuming public (website and app only).

Time Out is the defining voice in dining out and who curate the cities best dining experiences. A simple Google search on restaurants/food in Ghana/Accra will demonstrate Time Out's popularity.

In line with other Time Out cities such as Dubai, Sydney, Kuala Lumpur, Beijing and Abu Dhabi, Time Out Accra will launch an Accra Restaurant Awards for 2015 and subsequent years.

The aim of the awards is to;

- reward restaurants who aim to excel in service delivery
- set a benchmark for excellence in the restaurant industry
- increase competition throughout the industry
- improve the customers dining experience
- promote and boost Ghana's vibrant tourism and hospitality industries





# The Awards

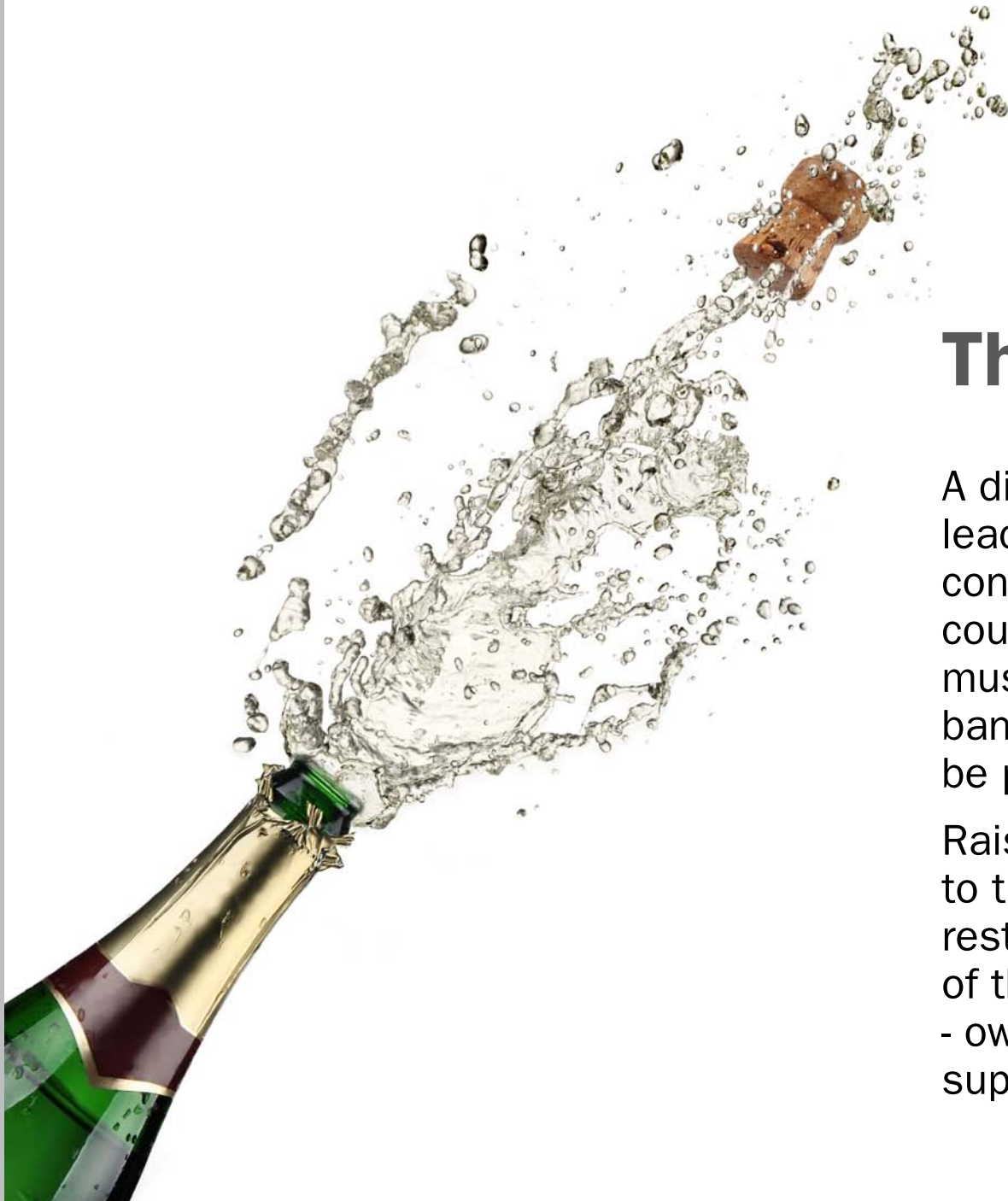


There will be eight (8) awards each with 8 shortlisted restaurants apart from Best Customer Service Award which will be chosen from all shortlisted restaurants from every category.

- Best Restaurant
- Best Newcomer
- Best Local Cuisine
- Best International Cuisine
- Best Diner
- Best Fast Food
- Best Cafe
- Best Customer Service

Shortlisted restaurants will be chosen by Time Out editors and journalists and votes will be cast online by the general public (Time Out Accra website & app) for a six (6) week period after the media launch then tabulated and presented at the ceremony.





## The Ceremony

A dinner party for 250 of the industry's leading professionals and customers', consisting of pre-dinner cocktails, a 3 course meal, presentation of awards and music and dance at one of the capital's top banquet halls. All major press houses will be present.

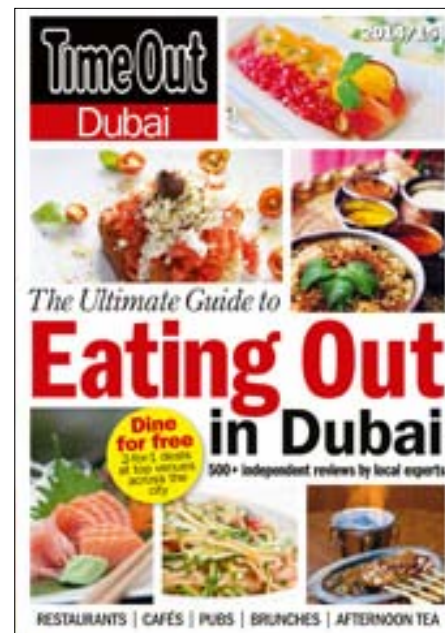
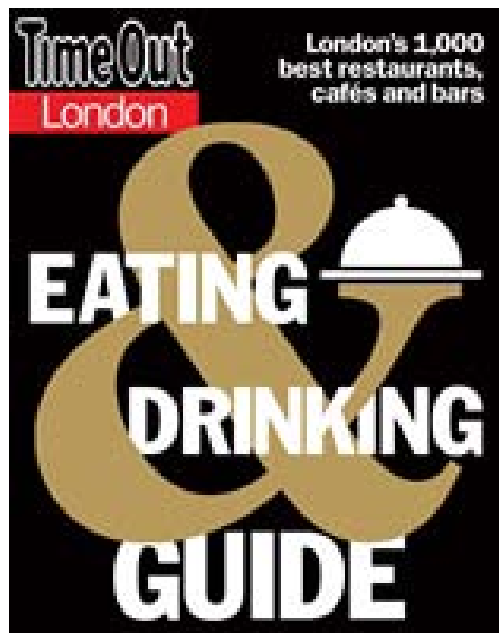
Raise a glass of champagne as we toast to the crème de la crème of the Accra restaurant scene. Get your brand in front of the industry and food royalty in Accra - owners, customers, managers, chefs, suppliers, hoteliers, embassies etc.

# Special Publication

A Special Accra Restaurant Award publication 'Eating Out by Time Out - The Best Restaurants in Accra' will be published to showcase highlights of the award ceremony, sponsors and all shortlisted nominations & winners, of course.

It will give industry players who are not sponsoring or have not been shortlisted a chance to advertise their brands.

The free publication will be distributed by Time Out to participating restaurants, sponsors, hotels, embassies and corporate bodies for onward distribution.





# Sponsorship Opportunities: Tell us the price...

<b>Synopsis</b>	Trade & consumer facing restaurant awards Annual 2 month campaign 8 award categories (consumer voted) Award ceremony dinner party Special Restaurant Award publication
<b>Sponsor make up</b>	Maximum 8 sponsors Category exclusive (one sponsor per category) Headline sponsor + 7 category sponsors
<b>Headline Sponsor</b>  Only 1 available sponsorship opportunity  <b>Indicative cost range- \$30-40,000</b>	Package includes: <ul style="list-style-type: none"><li>• PR exposure - Time Out Accra Restaurant Awards 2015 in association with... (in all communication including social media)</li><li>• Presentation of 'Best Restaurant Award'</li><li>• Sponsor logo on Best Restaurant Award</li><li>• Branding opportunities at award ceremony - stage backdrop, photo backdrop, bars on site, waiters on site...</li><li>• Advert &amp; logo on award section of website &amp; app (including landing page, voting pages)</li><li>• Logo on cover of Special Publication, <i>Eating Out by Time Out</i></li><li>• Double page advert in Special Restaurant Awards print publication <i>Eating Out by Time Out</i> <b>(value - \$3,000)</b></li><li>• Annual advert spot in a section of your choice on the website &amp; app <b>(value - \$6,000)</b></li><li>• Double page spread advert <u>or</u> section takeover in annual magazine <b>(value - \$10,000)</b></li></ul>

# Sponsorship Opportunities: Tell us the price...

## Category Sponsor

7 available sponsorship opportunities

**Indicative cost range - \$10-20,000**

Package includes:

- PR exposure - as a sponsor of the awards in communications
- Presentation of category award
- Sponsor logo on award
- Branding opportunities at award ceremony - banners on site
- Logo on award section of website & app (including landing page, voting pages)
- Logo on cover of Special Publication, *Eating Out by Time Out*
- Full page advert in Special Restaurant Awards print publication *Eating Out by Time Out* **(value - \$2,000)**
- Annual advert spot in a section of your choice on the website & app **(value - \$4,000)**
- Full page advert in annual magazine **(value - \$5,500)**

**NOTE:** These inclusions vary according to the level of investment

# Why sponsor?

Time Out delivers a high profile, full event experience which includes both activation and guaranteed PR. Through sponsoring a Time Out event you receive a unique marketing opportunity that involves;

- Access to an influential audience
- Venue exposure designed to increase brand call
- In hand consumer & trade experience
- Exclusive category sponsorship
- Brand positioning with a trusted global brand
- Recognition as a partner and a promoter of Ghana's growing hospitality industry
- Benefitting from two months of PR activity including Facebook & Twitter posts by Time Out and participating restaurants





# How to boost your votes

There are several ways to enhance your exposure and increase your votes in order to win an award;

- Increase your advertising spend on Time Out Accra website & app, especially during the voting period.
- Increase your social media activity, especially in relation to the Restaurant Awards.
- In restaurant activity to encourage customers to vote, including promotional activity such as putting up awards posters, making your staff remind customers to vote etc



# Get in touch with us:

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**Thank You**

[www.timeout.com/accra](http://www.timeout.com/accra)

