



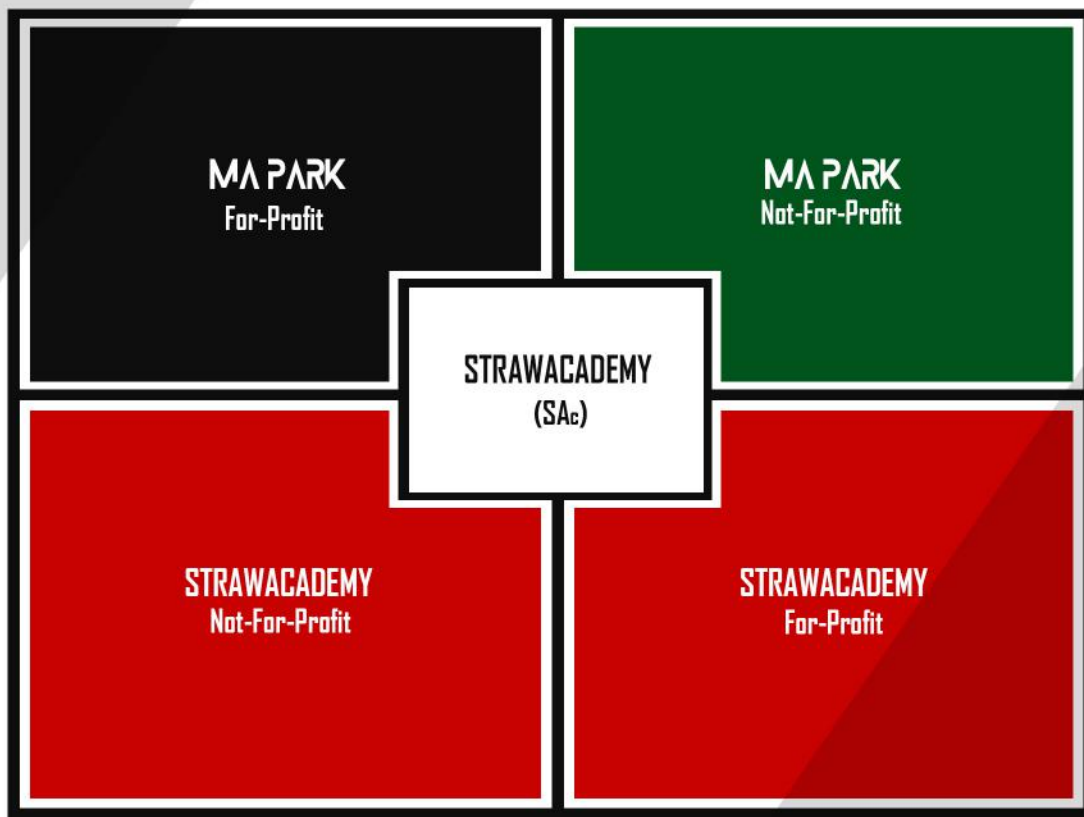
STRAWACADEMY

MAPARK

For-Profit
Agency Profile

mapark.macalunge.com

THE 4 ORGANS OF STRAWACADEMY



This document is for the **MA Park For-Profit** Organ

There are 3 other profile documents like this for each of the other organs
Please view them if you wish to learn about the other organs

mapark.strawacademy.org
strawacademy.org
strawacademy.net & thestrawacademycompany.com

Written by Mac Alunge
Designed & Published by Strawacademy



CREATIVE CULTURE

Visual Arts is the culture and future of modern-day entertainment.

While music has led the trend for culture, modern history and product marketing of corporations, non-music stage-performed visual arts involving vocal parlance and dramatization is beginning to trend in the Western as well as the African Context.

It is popularly referred to as Spoken Word Art and it is the pivotal clog behind the creation and mission of MA Park.

MA Park has worked to create a platform for non-music and non-circus forms of visual artistry, attracting many at events and influencing many more through the media

MA PARK



WHO WE ARE

OUR IDENTITY

MA Park is an African Artist Management Company / Creative Agency which specializes predominately in Spoken Word Art and other forms of non-music and non-circus forms of stage-performed visual artistry.
MA Park serves as:

Artist Management Agency

for artists who do predominantly Spoken Word

Artist Creative Art Agency

for creating content as well as building artist brand and cultural relevance

Record Label / Art Publishing House

predominantly for non-music, audiovisual and print art



MISSION

Healing the World
with Words

OUR SERVICES

To Clients

(Corporations, Companies, NGO's, Festivals, Religious Bodies and Individuals)

We are a creative agency, we produce art-based commercials for clients
We provide influential brand ambassadors
We provide Artists for Events

To Artists

(Spoken Word Artists, Musicians, Dance Crews and other Non-Circus Stage Performers)

Artist Management Agency

Artist Community and Recognition Management
Event and Tour Management
Sponsorship and Endorsement Management
Management of Artist External Relations
(Artist's relationship with Profit and Non-Profit Organizations
as well as Political,
Religious and Educational Institutions)

Record Label / Art Publishing Agency

Manage Artist's Content Release
Market Artist's Products (online and offline)
Artist Content Creation Management

Artist Creative Agency

Manage Artist Offline Brand
Create Artist Brand Assessories and Products
Manage Artists online branding, Social Media
and Communications

CONTACT US

Official Telephone Numbers

+237 653 957 382
+237 683 73 42 34

Official Email Addresses

info@mapark.macalunge.com
contact@mapark.macalunge.com
info@macalunge.com

Official Websites

macalunge.com
mapark.macalunge.com
mapark.strawacademy.org

Address

Headquarters at
UB Junction, Molyko - Buea
Cameroon

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COMPANY CAPACITY / PROFILE

With headquarters in Buea - Cameroon, MA Park operates in 14 African Countries through partnerships. With 12 hired staff and over 40 volunteers, MA Park, through Strawacademy, has met the demands of its clients through exceptional corporate leadership and business management.

The current world of entertainment is unpredictable and context-influenced; but with workable evidence-based operational systems and skilled staff, MA Park delivers the best possible, for its clients. We operate in: Cameroon, Nigeria, South Sudan, South Africa, Togo, Burundi, Kenya, Uganda, Ghana, Zimbabwe, Egypt, Tanzania, Senegal and Morocco

MA Park has accomplished the following:

Over 150 Official Art Videos, 250 Art Audios, 10 Comics/Drawings and 7 Short Stories produced and published.

About 7,000 products sold (including Short Stories, Video Albums, Audios and Comics)

12 Commercials

Endorsements by 21 Organizations

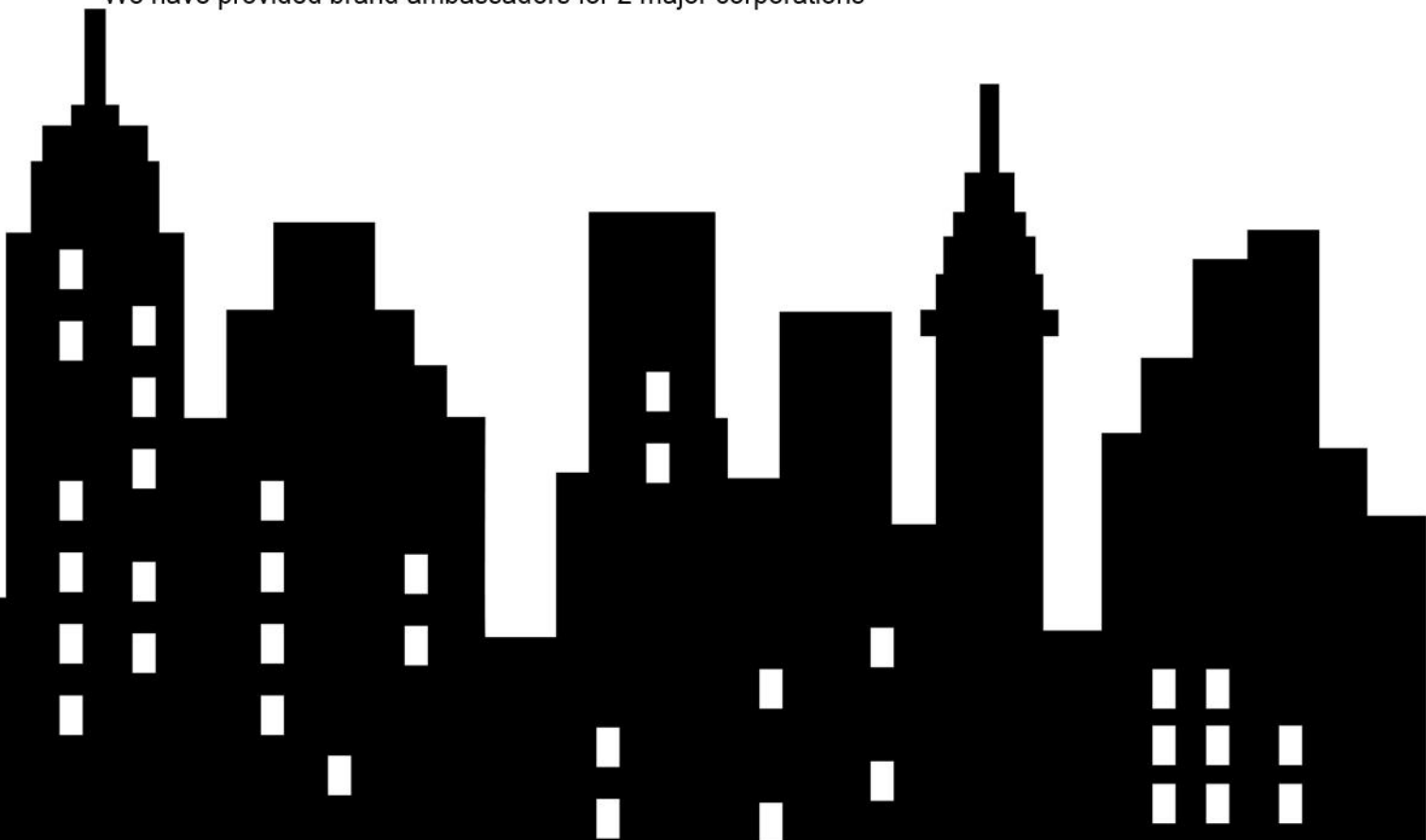
Brand Building and Cultural Relevance boost of the MA Park Artist

Organized 74 events including Artist Tours (The Spoken Word Event Series)

Our Artists have had over 100 performance invitations, including invitations, Canadian High Commission, UBA, SONARA and CAMAIRCO

MA Park has also provided artists for events including: Birthdays, Funerals, Weddings, Conferences, and others

We have provided brand ambassadors for 2 major corporations



SPOKENWORD ART MA P A R K

COMPANY HISTORY

MA Park is a brand name of the Company Strawacademy, which was founded by Mac Alunge in January of 2018. Strawacademy (SAC) was first created in 2016 as a Not-For-Profit Organization before it established itself as a Company in 2018. SAC is still known for its Not-For-Profit Activities, however, the SAC Company specializes in the following services: Web / Mobile Application Design and Development, Digital Marketing, SEO and Web Maintenance Audiovisual Production / 2D Animation, Graphic Design, Branding and Serigraphy as well as Digital Printing

The Strawacademy Non-Profit was created with the mission:
"Fostering Economic and Sustainable Development by inspiring and directing the creation and development of feasible, sustainable, fundable and scalable for-profit ventures".

The founder of Strawacademy is a Spoken Word Artist, he created the MA Park Brand to help establish his Art Company separate from the Strawacademy Company. However, MA Park will always use the Name and Company License of the Strawacademy Company on all official documents such as contract forms.

MA Park also has a Not-For-Profit section where art is produced and shared for humanitarian and development purposes. The Not-For-Profit section of MA Park will use the License and Registration of Strawacademy Not-For-Profit for all Official Documentation

MA PARK PARTNERS

These organizations either hired artists, sponsored events, supported or participated in one or more MA Park Activities. This list is not exhaustive

GOVERNMENT



INTERNATIONAL NGO



BUSINESSES / CORPORATIONS



NATIONAL NGOs



NETWORKS / FESTIVALS



INSTITUTIONS (EDUCATIONAL / RELIGIOUS)



LEGAL

MA Park is an Art Brand Name
under the Company
Strawacademy with
License Number
TPPRR/RC/LBE/2020/A/0113
situated at Buea, Cameroon.
It is important to note that MA
Park is just a brand name and
so it cannot stand on its own.

Every thing that concerns MA
Park belongs to
Strawacademy. All official
documentation for MA Park
like contract forms will contain
the Strawacademy Name,
not the MA Park Name



TEAM

Executive Officer
Mac Alunge

Operations Officer
Tantse Tambi

Finance Officer
Tobah Terah

Video Director
Billa Charles

E-Branding / Media
Takor Glen

Creative Director
Moamani Arthur

Public Relations
Rogers Alunge

Artist Manager
Freddy Fosso

Marketing Director
Ernest Toge

Sound
Billa Charles

Community Manager
Prudence Nchong

Graphics / Web Management
Mokoko Jelissa

CORE VALUES

Our priority is the timely satisfaction of our clients' demands with excellence

We maintain high standards of integrity, transparency and professionalism

We deliver with the very best of customer service and we are dedicated to continuous improvement of our services and operations based on client feedback

As a United Nations Accredited Organization, we adopt the United Nations Principles of Neutrality, impartiality, equality as well as indiscrimination, social inclusion and civic responsibility towards community and nature

We are committed to respect of the law of every country or organization we operate in, and we remain sensitive to each venue's culture, core values and perspective

WHY YOU SHOULD WORK WITH US

We are efficient

We provide the best quality service

Our foundation and origin is the African context and culture and so, MA Park is well informed about the culture, history, conflict and the context of all the countries in which it operates. Therefore, our activities (content creation / publishing and events) will be contextually relevant in our regions of operation.

We have a large following (in the millions) especially in Africa and so, working with us will get any company, artist, product or brand significant and continuous exposure and presence



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