MEDIA & PARTNERSHIP KIT

Afua Asantewaa

Owusu Aduonum

BROADCAST JOURNALIST
ENTREPRENEUR
MEDIA PERSONALITY
GHANA TOURISM AMBASSADOR
GUINNESS WORLD RECORDS CONTENDER

Sing Beyond Limit

CANADA · 7 JULY 2027

afuaasantewaa.com



ABOUT AFUA

A Ghanaian voice with a *global stage*



Afua Asantewaa Owusu Aduonum — popularly known as Afua Asantewaa Singathon — is a Ghanaian broadcast journalist, entrepreneur, media personality, event strategist, public speaker and international personality.

She drew global attention through her Guinness World Records attempts at the longest singing marathon by an individual, using music to promote Ghanaian culture, unity and resilience. In December 2023 she sang for 126 hours and 53 minutes, inspiring audiences across Africa and around the world, and returned in 2024 for a second attempt in Kumasi.

Her media career includes work with the Multimedia Group Ghana and Live FM, and she produced and hosted the television programme Queens Arena.

She is the Founder and Chief Operating Officer of Fridayy Planners & Partners, an event management and experiential marketing company, and leads Askof Productions, the events house behind the Africa and Ghana Outstanding Women Awards, the Global Outstanding Women Conference, Miss Kidi Ghana and Teen Queen Ghana.

A Ghana Tourism Ambassador with interests in fashion, tourism, creative production, brand development and international event management, Afua is currently based in Ontario, Canada.

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An internationally respected African brand

02

Opportunities for emerging talent

03

Empowering women



THE AFUA ASANTEWAA SING-A-THON

The record attempt that became a *movement*

126h 53m	2	100%	2027
Of continuous singing, December 2023	Attempts — Accra 2023, Kumasi 2024	Ghanaian songs in the 2023 repertoire	Next attempt — Canada, 7 July

24 DEC 2023

The first note

Afua takes the stage at Akwaaba Village, Accra.

27 DEC 2023

Past 105 hours

She sings beyond the 2012 benchmark as crowds swell and the hashtag trends worldwide.

29 DEC 2023

126 hours, 53 minutes

The marathon closes after six days, to celebration on the grounds and online.

DEC 2024

The voice returns

A second attempt at Heroes' Park, Baba Yara Stadium, Kumasi.

7 JUL 2027

Sing Beyond Limit

The journey goes global, with a GWR adjudicator on site in Canada.

"Never say die — until the bones are rotten."

#AFUAASANTEWAASINGATHON





THE NEXT CHAPTER · CANADA 2027

Sing Beyond *Limit*

On 7 July 2027, Afua returns to the Longest Singing Marathon — a global attempt in Canada with a Guinness World Records adjudicator on site and a repertoire spanning pop, soul, Afrobeats, reggae, Canadian music, African classics and international favourites.

The record is the vehicle. The real purpose is a safer digital world for women and girls — and a platform for youth, emerging artists and cultural communities.

DATE 7 July 2027	HOST COUNTRY Canada · venue TBA
GWR APPLICATION Approved	VERIFICATION Adjudicator on site
BROADCAST Live, 24/7	ADMISSION Free

> *"I am not singing for a record alone. I am singing for every woman whose voice has been attacked, mocked, threatened or silenced online."*

SUCCESS MEASURED BY IMPACT

1,000+
Youth reached through education & mentorship

500+
Women & girls in anti-cyberbullying advocacy

100+
Emerging artists given real opportunities

25+
Cultural communities engaged

100+
Volunteers gaining event & media experience

20+
Strategic community partnerships

A non-profit initiative by Fridayy Planners & Partners in partnership with ACE Foundation.

PARTNER WITH SING BEYOND LIMIT

Partnership *opportunities*

Four ways to stand with Afua in Canada — from naming the attempt to supporting it in kind. Every package can be tailored; rates are shared on request.

ONE AVAILABLE

Title Partner

- Naming: "Sing Beyond Limit, presented by [your brand]"
- Logo on the stage backdrop, livestream and all campaign media
- Brand moments on stage throughout the marathon
- Co-branded anti-cyberbullying campaign content
- VIP hospitality and a speaking slot at the launch

RATES ON REQUEST

LIMITED

Gold Partner

- Logo on the stage and livestream overlay
- A sponsored hour of the marathon
- Featured social media campaign
- VIP passes for your team and guests

RATES ON REQUEST

OPEN

Silver Partner

- Logo on the website and printed materials
- Social media acknowledgements
- On-site activation space

RATES ON REQUEST

IN-KIND

Community Partner

- Food, water, wellness, venue or media services
- Logo on the website
- Acknowledgement from the stage

RATES ON REQUEST

Partnership enquiries: afuasantewaaguinnesworldrecord@gmail.com

MEDIA & EVENTS

A broadcaster's instinct for *story*



BROADCAST	Multimedia Group Ghana
RADIO	Live FM
TELEVISION	Queens Arena — producer & host
HOST	Teen Queen Ghana
AWARDS	Africa & Ghana Outstanding Women Awards
CONFERENCE	Global Outstanding Women Conference
PAGEANTS	Miss Kidi Ghana · Teen Queen Ghana
AMBASSADOR	Ghana Tourism

CONTACT

Dream beyond limits. Lead with purpose. Inspire through impact.

GUINNESS WORLD RECORDS ATTEMPT
afuasantewaaguinnesworldrecord@gmail.com

AFUA ASANTEWAA
asantewaaafua03@gmail.com

ACCRA, GHANA
+233 24 491 3613

ONTARIO, CANADA
+1 437 676 2878

afuaasantewaa.com