



AFQ Records

# Welcome to AFQ Family

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AFQMG x AFQ Records

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# What is AFQ Records

AFQ Records is an independent media group that provides full-service artist management solutions/ Music Publishing for a variety of music business clients ranging from Latin, electronic, reggae, hip-hop, and world.

*“AFQ Records was founded by Sandun Nissanka and Ernie Franklin. Ernie Franklin was one of the founding members of Solar Records which had well-known artists like “The Soul Train”, “Baby Face” and more. Sandun is an Entrepreneur and he is the CEO of AFQ Records, he has a broader knowledge in Intelligence and business development. AFQ Records is a platform consists of media-based networks. It has contracts with major label services and PR companies.”*

Our services are comprehensive and tailor to the needs of our clients. They include artist development, day-to-day administration, digital strategy, radio promotion, marketing, direct-to-fan distribution, and public relations

# Why AFQ Records

## Distribution / Music Publishing



We are working with United Masters; they are one of the biggest distribution companies out there. Our artists have a chance of getting brand deals for the songs they submit.

## Artist Management



With our unique management style, our clients can focus on their craft and let us handle all the business side. We manage the team, and setting up goals, we find the best ways for our clients to grow

## PR / Marketing



We have a dedicated marketing team to help artists to schedule their music releases and get into their preferred audiences, We are partnered up with some of the well-known PR companies to deliver the best results for our clients.

# With AFQ Records

## Phase One

Fixing all social media  
One theme across the  
music stores.  
Scheduled releases every  
month  
Website & Hosting  
Numbers behind the  
songs ( Spotify )

## Phase Two

( After five projects )  
Press Releases  
PR & Marketing

## Phase Three

Creating a package ( EPK )  
Features and Interviews

## Phase Four

Using the complete package to get  
label deals and brand deals  
Creating the management team  
( tour & business manager )





# Other Services

- We also offer Mix and Mastering services, Video production crew, Website & Hosting

# Pricing

## AFQ Records Management & Label Services

- Contract based 5-10 Years
- Two Projects without any contracts  
( To see the working relationship )
- Contract ranges from 15-20% split  
( Only if the client makes above \$50,000/year )

Only way that we make money is if you make money

## PR / Promotion Services

( These prices are straight from our 3<sup>rd</sup> party contractors and AFQ Records do not take any percentages. )

Per Single : \$1600 budget

Website & Hosting : \$2000 (one time)

Distribution : \$576 ( One Time )

Social Media : \$150/month

For more info on prices email : [pay@afqrecords.com](mailto:pay@afqrecords.com)

We work with budgets and create payment plans for clients



# Executive Board



Sandun Nissanka  
CEO / President  
[ceo@afgrecords.com](mailto:ceo@afgrecords.com)



Ernest Franklin  
Co Founder / VP  
[vp@afgrecords.com](mailto:vp@afgrecords.com)



Konrad Kowalczyk  
CFO  
[Konrad@afgrecords.com](mailto:Konrad@afgrecords.com)



# Contact Details

## Marketing

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## General

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[demo@afqrecords.com](mailto:demo@afqrecords.com)

## Management

[joey@afqrecords.com](mailto:joey@afqrecords.com)

## Press

[contact@afqrecords.com](mailto:contact@afqrecords.com)

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