



CollaboNation 2026 Artist Applications

Established African artists 21 years and older are invited to apply for the opportunity to collaborate with artists from another African country to record original and inspirational songs, in line with the social and environmental values of the MTN Bushfire festival.

CollaboNation, produced by MTN Bushfire, is Africa's leading music collaboration platform. It unites artists across borders and genres to create socially conscious music that celebrates diversity and amplifies African voices worldwide.

Previous CollaboNation projects:

Objectives

- Foster unique, cross-border collaborations.
- Promote African cultural legacies in a modern context.
- Create global opportunities for artists.
- Support unity and positive social change through music.

Your Journey

- **Announcement** – Collaboration unveiled and promoted online.
- **Studio Residency** – Professional recording with behind-the-scenes content.
- **Track Release** – Global distribution via Paradise Worldwide.
- **Live Performance** – Debut at MTN Bushfire.
- **Music Video Launch** – Professionally produced for extended visibility.

Why Apply?

- Collaborate across genres and borders.
- Access professional production, distribution, and promotion.
- Perform at MTN Bushfire, one of Africa's leading festivals.
- Join a project driving unity, creativity, and impact.

The Artist Deal

In partnership with Paradise Worldwide, selected artists will co-create, record, perform, and release their work globally.

- **Revenue Split:**
 - 40% – Artists (shared equally)
 - 20% – Paradise Worldwide (distribution/admin)
 - 40% – Bushfire Records (production, marketing, platform growth)



- **Costs Covered by Bushfire:** Studio, travel, accommodation, per diems, marketing, and promotion.
- **Live Performance:** Track debuts live at MTN Bushfire

Who is eligible to apply?

CollaboNation is looking for artists who have created a body of independent work, with a track record of published material and performances, an Electronic Press Kit (EPK), links to music and an established following.

- Age: 21 years and up
- Countries eligible: All African countries
- Must be able to travel and available to record
- Must be available to perform at the MTN Bushfire festival
- Must embody MTN Bushfire's inspiring call to action for collective positive social and environmental change, Bring Your Fire.

Rights and Distribution Ts&Cs

Each CollaboNation release is backed by the globe-spanning Paradise Worldwide network. The label and artist team boast over 25 years of experience building up independent artists and releases from across the world. The songs chosen for release via CollaboNation will receive a Global Industry Standard Independent single song licence agreement in which we will explain the next steps.

Some of the benefits of releasing with CollaboNation include:

- Release planning and strategy by Worldwide Team
- Artwork creation Mastering by CollaboNation
- Promotion via CollaboNation partners (PR, Plugging and Digital Promotion)
- Access for you and your team to Africa Rising Music Conference
- DSP Playlist pitching to focus territories
- Your music will be available on all download stores, streaming, video and monetisation platforms like Beatport, iTunes / Apple Music, Spotify, Traxsource, Deezer, YouTube, etc.
- We prepare your releases with the industry's metadata standards and codes like ISRCs, UPCs, Grid, etc so you get your revenues!

CollaboNation is more than music — it's a platform to share your fire, connect cultures, and grow your career.