

Adams & Adams to sponsor SAMAs

In what is described as a first for a South African law firm, [Adams & Adams](#) has become an associate sponsor of the 18th annual [MTN South African Music Awards](#) (SAMA) and the awards' exclusive legal partner.



A prestigious platform for South African musicians and everyone involved in the recording industry, the awards are an important opportunity to showcase the country's finest musical talent, as ambassadors for South African arts and culture.

"Having a legal team one can rely on for all realms of negotiation and contracting is very important when producing an event at this level. Adams & Adams has been a very reliable and insightful legal team and have assisted the process on many levels," says SAMA CEO Randall Abrahams."

"Educate musicians about legal aspects"

The logo for Adams & Adams, featuring the firm's name in a serif font with a thin blue line underneath.

Mariëtte du Plessis, a senior partner at Adams & Adams adds, "We feel there is a real need in the music industry to educate musicians about the legal aspects. Our involvement with this year's awards stems from the firm's experience that musicians tend to focus on their professional careers and are not well versed in the legal side of the music business, such as the contracts, protecting their copyright, brands, addressing music piracy etc.

"We are excited about being involved in this process and offer an accessible forum for musicians to learn about their rights."

"The music industry in South Africa has been hard hit by piracy. Musicians work hard to build their careers and when they finally get a record deal and their music is released, the pirates move in, copy their CDs and sell them at a fraction of the original price, thus depriving the artists of their income. Music piracy is crippling the industry and we look forward to assisting the talented musicians and performing artists in South Africa," concludes Du Plessis.

For more, visit: <https://www.bizcommunity.com>