

# \$ire

GODWILL GLOBAL GROUP

Rate Card  
2026 Edition



Desmond “\$ire” Bosire

Executive Creative Director · Producer · Engineer

Nairobi, Kenya · Pan-African · Global

[contact@godwillglobalgroup.com](mailto:contact@godwillglobalgroup.com) · [godwillglobalgroup.com](http://godwillglobalgroup.com)

## THE FIVE DISCIPLINES

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All rates in Kenyan Shillings (primary) and US Dollars (indicative, KES 130 = USD 1.00). 50% deposit secures any booking. Founding-client offer: first 50 bookings get 15% off + priority scheduling.

01	<b>Music Production &amp; Recording</b> Studio, location & live capture
02	<b>Audio Engineering &amp; Sound</b> Mix, master, Atmos, film post & design
03	<b>Sonic Branding</b> Audio identity, commercials, jingles & sonic logos
04	<b>Live Sound, Systems &amp; Studio Design</b> FOH, live recording, installation & design
05	<b>Consulting &amp; Training</b> Advisory, artist development, mentorship & education

## DIVISION 01

# Music Production & Recording

Making the record. In-studio, on-location, and full live-music capture — the complete chain from location recording to final output, as delivered on Nyashinski's live performances. All sessions include a senior engineer.

### Studio & Production

SERVICE	KES	USD	DETAILS
Studio Recording	<b>KES 6,500 / hr</b>	\$50	Min. 2-hr booking. Engineer included.
Full-Day Lockout (12 hrs)	<b>KES 65,000</b>	\$500	Exclusive studio access.
Full Production (per song)	<b>KES 130,000</b>	\$1,000	Composition, arrangement & tracking. Mix/master separate.
Vocal Production / Comping (per song)	<b>KES 25,000</b>	\$192	Performance direction, comping & tuning.
Songwriting & Topline (per song)	<b>from KES 45,000</b>	from \$346	Original composition & topline writing.
Beat / Instrumental Lease	<b>from KES 15,000</b>	from \$115	Non-exclusive license. Per beat.
Beat / Instrumental (Exclusive)	<b>from KES 80,000</b>	from \$615	Exclusive rights transfer. Per beat.
Single Bundle (Production + Mix + Master)	<b>KES 188,000</b>	\$1,446	Complete single pipeline. ~12% saving.

### Location & Live Recording

SERVICE	KES	USD	DETAILS
Mobile / On-Location Recording (half day)	<b>KES 35,000</b>	\$269	Remote multi-track field recording.
Mobile / On-Location Recording (full day)	<b>KES 65,000</b>	\$500	Full-day multi-track field recording.
Live Music Recording & Production	<b>from KES 120,000</b>	from \$923	Location capture -> studio -> final output.
Live Multi-Track Event Capture	<b>KES 90,000 / day</b>	\$692	Full live performance capture for release.
Equipment Rental	<b>KES 15,000 / day</b>	\$115	Field / location recording kit.
On-Location Producer / Engineer Attendance (per day)	<b>KES 95,000</b>	\$731	Senior producer/engineer on-site, leading the session at the artist's location.
+ Mobile Recording Kit (add-on, per day)	<b>KES 15,000</b>	\$115	Optional: bring the mobile multi-track rig to the location.
Out-of-Town / Travel Engagement	<b>Custom quote</b>	—	Multi-day blocks where the artist flies \$ire out; travel, lodging & per-diem at cost.

## DIVISION 02

# Audio Engineering & Sound

Finishing the sound. Premium mixing and mastering for studio and live-recorded music, immersive Dolby Atmos, complete audio post for film and television, sound design, and spoken-word production.

### Mixing & Mastering

SERVICE	KES	USD	DETAILS
Mixing (studio or live-recorded)	<b>KES 55,000 / song</b>	\$423	Up to 48 stems. 2 revisions included.
Album / EP Mix (5+ songs)	<b>from KES 240,000</b>	from \$1,846	Tiered bulk rate. ~13% saving per song.
Attended Mix Session (in-studio / remote)	<b>+20% of mix fee</b>	—	Client attends live via studio or Sessionwire/Zoom.
Mix Revival / Fix-My-Mix	<b>from KES 30,000 / song</b>	from \$231	Improving a client's existing mix.
Stem Mastering — Standard (up to 8 stems)	<b>KES 35,000 / song</b>	\$269	Stems used for finer control.
Stem Mastering — Extended (9–16 stems)	<b>KES 50,000 / song</b>	\$385	Higher stem count.
Stem Mastering — Complex (17–24 stems)	<b>KES 68,000 / song</b>	\$523	High stem count. 24+ quoted custom.
Mastering — Stereo (DSP / Streaming)	<b>KES 22,000 / song</b>	\$169	Streaming-optimised, LUFS-compliant.
Output Formats (DDP / Vinyl / Broadcast / Apple)	<b>from KES 6,500</b>	from \$50	Per-format deliverables. Bundle available.
On-Location Engineer Attendance (per day)	<b>KES 95,000</b>	\$731	Senior engineer on-site for tracking, attended mix, or live capture at the artist's location.
Out-of-Town / Travel Engagement	<b>Custom quote</b>	—	Multi-day blocks where the artist flies \$ire out; travel, lodging & per-diem at cost.

### Dolby Atmos — Flagship

SERVICE	KES	USD	DETAILS
Atmos Mix from Stems (7.1.4)	<b>KES 120,000 / song</b>	\$923	Full immersive mix from production stems.
Atmos Mix from Stereo (upmix)	<b>KES 60,000 / song</b>	\$462	Spatial upmix from stereo source.
Atmos Master Only	<b>KES 35,000 / song</b>	\$269	QC, master & ADM delivery.
Atmos Album Bundle (8 songs, stems)	<b>KES 750,000</b>	\$5,769	LP-scale immersive project. Best rate.

## DISCIPLINE 02 — continued

### Sound for Film, TV & Media

SERVICE	KES	USD	DETAILS
Dialogue Editing	<b>KES 6,500 / min</b>	\$50	Per finished programme minute.
ADR / Dialogue Replacement	<b>KES 18,000 / hr</b>	\$138	1-hr minimum. Editorial separate.
Foley Recording	<b>KES 65,000 / day</b>	\$500	Foley artist + engineer + stage.
Sound Design	<b>KES 25,000 / fin. min</b>	\$192	Film, games, brand & installations.
Re-Recording Mix (final mix)	<b>from KES 12,000 / min</b>	from \$92	Final theatrical / broadcast stem mix.
M&E; Stems (Music & Effects)	<b>from KES 35,000</b>	from \$269	Deliverable for intl distribution / dubbing.
Sound Supervision	<b>from KES 80,000 / project</b>	from \$615	Supervising post team on larger projects.
Short Film (full post, up to 20 min)	<b>from KES 90,000</b>	from \$692	DX + Design + Mix + Master.
TV / Series (per episode)	<b>from KES 120,000 / ep.</b>	from \$923	Episodic & branded content.
Feature / Documentary (full post)	<b>from KES 650,000</b>	from \$5,000	Quoted per reel.
Audio Restoration (iZotope RX)	<b>KES 12,000 / hr</b>	\$92	De-noise, de-click, dialogue isolation.

### Podcast, Voice-Over & Audiobooks

SERVICE	KES	USD	DETAILS
Podcast Full Produce (per episode)	<b>KES 42,000</b>	\$323	Edit, mix, master + show notes.
Podcast Monthly Retainer	<b>from KES 60,000 / mo.</b>	from \$462	Volume rate. Quoted per scope.
Voice-Over Session	<b>KES 18,000 / hr</b>	\$138	Studio + engineer. Talent separate.
VO Talent Sourcing	<b>from KES 10,000</b>	from \$77	Talent brokering from trusted network.
Audiobook Production	<b>KES 26,000 / fin. hr</b>	\$200	Edit, restoration, mix & mastering.
Audiobook Mastering (ACX spec)	<b>KES 8,000 / fin. hr</b>	\$62	Platform-compliant mastering deliverable.

## DIVISION 03

# Sonic Branding

Visual and audio brand systems for broadcasters, brands, and agencies. Production fees are separate from usage rights — all broadcast and campaign work is licensed by term, territory, and media.

### Production Fees

SERVICE	KES	USD	DETAILS
Radio Ad — :15 Spot	<b>KES 65,000</b>	\$500	Produce / mix / master. Production fee only.
Radio Ad — :30 Spot	<b>KES 100,000</b>	\$769	Produce / mix / master. Production fee only.
Radio Ad — :60 Spot	<b>KES 160,000</b>	\$1,231	Produce / mix / master. Production fee only.
Radio Campaign Bundle (3–5 spots)	<b>from KES 380,000</b>	from \$2,923	Volume rate. Production fee only.
TV / Digital Commercial Audio	<b>from KES 150,000</b>	from \$1,154	Quoted by brief. Production fee only.
Broadcast Brand Identity (audio only)	<b>KES 450,000</b>	\$3,462	Channel/station audio package. Visuals on request.
Sonic Logo / Audio Identity	<b>from KES 195,000</b>	from \$1,500	Brand audio mark.
Jingle (composition + production)	<b>from KES 180,000</b>	from \$1,385	Custom brand jingle, broadcast-ready.
Full Sonic Identity System	<b>from KES 1,040,000</b>	from \$8,000	Complete brand audio ecosystem.
Audio Brand Guidelines	<b>from KES 120,000</b>	from \$923	Spec governing brand sound across touchpoints.
Music for Media / Sync (original cue)	<b>from KES 130,000</b>	from \$1,000	Original composition. Sync & master licensed separately.
Voice Casting & Direction (per ad)	<b>from KES 35,000</b>	from \$269	Talent casting & direction. Talent fees separate.

### Usage & Buyout Licensing (uplift on production fee)

LICENSE SCOPE	UPLIFT	BASIS
3 months · single medium · Kenya	<b>+25%</b>	of production fee
6 months · multi-platform · Kenya	<b>+50%</b>	of production fee
12 months · multi-platform · East Africa	<b>+100%</b>	of production fee
24 months · all media · Pan-African	<b>+200%</b>	of production fee
Full Buyout (perpetual · all media · worldwide)	<b>+500%</b>	of production fee

\* Production fee grants no usage rights until a license is agreed. Overruns back-charged at 2x. Voice talent & samples licensed separately.

## DIVISION 04

# Live Sound, Systems & Studio Design

Live engineering and physical sound systems. Front-of-house and monitor engineering, location recording of live performances, and installation consulting for clubs, churches, institutions, and studios.

### Live Engineering

SERVICE	KES	USD	DETAILS
Front-of-House (FOH) — Standard Show	<b>KES 55,000 / day</b>	\$423	Club & standard live shows.
Front-of-House (FOH) — Major / Festival	<b>KES 90,000 / day</b>	\$692	Major artist, festival & large-venue shows.
Monitor Engineering	<b>KES 45,000 / day</b>	\$346	Stage monitor mixing.
Live Event Audio Production	<b>KES 120,000 / day</b>	\$923	Multi-act & festival audio direction.
Tour Sound / Multi-Date (per week)	<b>from KES 320,000 / wk</b>	from \$2,462	Touring engineer for show runs. Travel separate.
Rehearsal / Production Day	<b>KES 30,000 / day</b>	\$231	Pre-show technical rehearsals.
Live Music Recording (location)	<b>from KES 120,000</b>	from \$923	Multi-track capture for mix & release.
PA / Equipment Rental Brokerage	<b>Cost + 20%</b>	—	Sourcing PA & backline for events.

### Systems, Installation & Design

SERVICE	KES	USD	DETAILS
Sound System Installation Consulting	<b>from KES 250,000</b>	from \$1,923	Clubs, churches & institutions. Scope-quoted.
Acoustic Design & Room Tuning	<b>from KES 80,000</b>	from \$615	Treatment, placement & calibration.
Studio Design & Build Consultation	<b>from KES 120,000</b>	from \$923	Floor plan, acoustics & gear spec.
System Commissioning & Calibration	<b>from KES 60,000</b>	from \$462	Tuning & sign-off of installed systems.
Studio Build Project Management	<b>from KES 200,000</b>	from \$1,538	End-to-end build oversight.
Maintenance Retainer (venues)	<b>from KES 40,000 / mo.</b>	from \$308	Ongoing servicing for installed systems.

## DIVISION 05

# Consulting & Training

Sharing the expertise. Strategic advisory and structured professional development for individuals, cohorts, and institutions — including a Dolby Atmos certification pathway.

SERVICE	KES	USD	DETAILS
Hourly Consultation	<b>KES 25,000 / hr</b>	\$192	Strategy, A&R;, IP, studio, media.
Music & Media Consultancy (3 sessions)	<b>KES 120,000</b>	\$923	Studio setup, pipeline, spatial audio.
1-on-1 Mentorship (monthly, 4 sessions)	<b>KES 160,000 / mo.</b>	\$1,231	Private, tailored curriculum.
Group Workshop — Half Day (10 pax)	<b>KES 120,000</b>	\$923	Half-day deep dive.
Masterclass — Full Day (20 pax)	<b>KES 220,000</b>	\$1,692	Full day. Certificate of completion.
Sound Engineering Course (per seat)	<b>KES 200,000</b>	\$1,538	Cohort-based, beginner to advanced.
Dolby Atmos / Spatial Audio Course (per seat)	<b>KES 120,000</b>	\$923	Immersive audio for producers & engineers.
Advertising & Creative Direction Masterclass	<b>KES 180,000</b>	\$1,385	Campaign craft, brand strategy & ECD.
Keynote / Speaking Engagement	<b>from KES 200,000</b>	from \$1,538	Conferences, panels, lectures. + travel.
Corporate / Institutional Training (custom)	<b>from KES 250,000</b>	from \$1,923	Bespoke team training. Day rate or project.
Online Course (self-paced, per enrolment)	<b>from KES 13,000</b>	from \$99	Up to \$499 per enrolment by tier.
Curriculum / Program Development	<b>Coming Soon</b>	—	Designing training programs for institutions.
A&R; Consultation	<b>KES 35,000 / hr</b>	\$269	Repertoire, direction & talent strategy.
Music Business Advisory (2 hrs)	<b>KES 55,000</b>	\$423	Deals, splits, IP & royalties.
Artist Development Program (3-month)	<b>KES 400,000</b>	\$3,077	Holistic brand, recording & career plan.

## CONTACT

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