

\$ire

GODWILL GLOBAL GROUP

Services & Pricing
2026 Edition



Desmond "\$ire" Bosire

Executive Creative Director · Producer · Engineer

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POSITIONING

“25 years turning African sound and story into world-class work.”

The Category of One

\$ire does not compete with mixing engineers. He occupies a category of one — the senior creative who operates at both the boardroom and the console. Creative direction, brand strategy, and campaign leadership on one side; music production, mixing, mastering, and immersive sound on the other. That duality is the entire competitive advantage.

Proof

Producer of Nyashinski’s “Glory” and engineer across the landmark *Lucky You* album. Producer of Femi One x Boutross “Memories.” Mentor to a new generation of Kenyan engineers. 120+ records across a pan-African network spanning Kenya, Nigeria, Tanzania, Ghana, Gabon, South Africa, and beyond.

How To Read This Document

Services are organised into five disciplines, each mapping to a distinct client need. All pricing is shown in Kenyan Shillings (primary) and US Dollars (indicative, at KES 130 = USD 1.00). A 50% deposit secures any engagement. Founding-client offer: the first 50 bookings receive 15% off and priority scheduling.

THE FIVE DISCIPLINES

- 01 Music Production & Recording**
Studio, location & live capture
- 02 Audio Engineering & Sound**
Mix, master, Atmos, film post & design
- 03 Sonic Branding**
Audio identity, commercials, jingles & sonic logos
- 04 Live Sound, Systems & Studio Design**
FOH, live recording, installation & design
- 05 Consulting & Training**
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 | KES 6,500 / hr | \$50 | Min. 2-hr booking. Engineer included. |
| Full-Day Lockout (12 hrs) | KES 65,000 | \$500 | Exclusive studio access. |
| Full Production (per song) | KES 130,000 | \$1,000 | Composition, arrangement & tracking. Mix/master separate. |
| Vocal Production / Comping (per song) | KES 25,000 | \$192 | Performance direction, comping & tuning. |
| Songwriting & Topline (per song) | from KES 45,000 | from \$346 | Original composition & topline writing. |
| Beat / Instrumental Lease | from KES 15,000 | from \$115 | Non-exclusive license. Per beat. |
| Beat / Instrumental (Exclusive) | from KES 80,000 | from \$615 | Exclusive rights transfer. Per beat. |
| Single Bundle (Production + Mix + Master) | KES 188,000 | \$1,446 | Complete single pipeline. ~12% saving. |

Location & Live Recording

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

* Live Music Recording & Production covers the full chain: on-location capture, studio editing/overdubs, mix, and final master. Travel & logistics billed at cost + 20%.

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

Dolby Atmos / Spatial Audio — Flagship

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

DISCIPLINE 02 — continued

Sound for Film, TV & Media

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

Podcast, Voice-Over & Audiobooks

| SERVICE | KES | USD | DETAILS |
|------------------------------------|------------------------------|------------|-------------------------------------------|
| Podcast Full Produce (per episode) | KES 42,000 | \$323 | Edit, mix, master + show notes. |
| Podcast Monthly Retainer | from KES 60,000 / mo. | from \$462 | Volume rate. Quoted per scope. |
| Voice-Over Session | KES 18,000 / hr | \$138 | Studio + engineer. Talent separate. |
| VO Talent Sourcing | from KES 10,000 | from \$77 | Talent brokering from trusted network. |
| Audiobook Production | KES 26,000 / fin. hr | \$200 | Edit, restoration, mix & mastering. |
| Audiobook Mastering (ACX spec) | KES 8,000 / fin. hr | \$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 | KES 65,000 | \$500 | Produce / mix / master. Production fee only. |
| Radio Ad — :30 Spot | KES 100,000 | \$769 | Produce / mix / master. Production fee only. |
| Radio Ad — :60 Spot | KES 160,000 | \$1,231 | Produce / mix / master. Production fee only. |
| Radio Campaign Bundle (3–5 spots) | from KES 380,000 | from \$2,923 | Volume rate. Production fee only. |
| TV / Digital Commercial Audio | from KES 150,000 | from \$1,154 | Quoted by brief. Production fee only. |
| Broadcast Brand Identity (audio only) | KES 450,000 | \$3,462 | Channel/station audio package. Visuals on request. |
| Sonic Logo / Audio Identity | from KES 195,000 | from \$1,500 | Brand audio mark. |
| Jingle (composition + production) | from KES 180,000 | from \$1,385 | Custom brand jingle, broadcast-ready. |
| Full Sonic Identity System | from KES 1,040,000 | from \$8,000 | Complete brand audio ecosystem. |
| Audio Brand Guidelines | from KES 120,000 | from \$923 | Spec governing brand sound across touchpoints. |
| Music for Media / Sync (original cue) | from KES 130,000 | from \$1,000 | Original composition. Sync & master licensed separately. |
| Voice Casting & Direction (per ad) | from KES 35,000 | from \$269 | Talent casting & direction. Talent fees separate. |

Usage & Buyout Licensing

Usage rights are licensed separately from production, as a percentage uplift on the production fee, scaled by term, territory, and media.

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

Licensing Terms

- Usage is separate from production. The production fee grants NO broadcast or usage rights until a usage license is agreed in writing.
- Licenses auto-expire at end of term. Continued use requires renewal at the prevailing rate.
- Overrun penalty. Use beyond agreed term, territory, or media without renewal is back-charged at 2x the applicable license fee.

- Category exclusivity (e.g. not scoring a competing brand) is optional and priced separately per engagement.
- Voice talent, session players, and sample clearances are licensed separately and carry their own usage terms — client's responsibility unless brokered by \$ire.
- Voice talent usage is tied to the same term/territory/media as the campaign license; talent renewal is the client's responsibility at renewal.
- \$ire retains authorship and moral rights. Client receives usage rights, not ownership, except under Full Buyout.
- For music/sync, composition (publishing) and master rights are 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 | KES 55,000 / day | \$423 | Club & standard live shows. |
| Front-of-House (FOH) — Major / Festival | KES 90,000 / day | \$692 | Major artist, festival & large-venue shows. |
| Monitor Engineering | KES 45,000 / day | \$346 | Stage monitor mixing. |
| Live Event Audio Production | KES 120,000 / day | \$923 | Multi-act & festival audio direction. |
| Tour Sound / Multi-Date (per week) | from KES 320,000 / wk | from \$2,462 | Touring engineer for show runs. Travel separate. |
| Rehearsal / Production Day | KES 30,000 / day | \$231 | Pre-show technical rehearsals. |
| Live Music Recording (location) | from KES 120,000 | from \$923 | Multi-track capture for mix & release. |
| PA / Equipment Rental Brokerage | Cost + 20% | — | Sourcing PA & backline for events. |

Systems, Installation & Design

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

* Installation projects cover design, specification & commissioning. Hardware, construction & materials billed at cost through preferred suppliers.

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

* Avid / Dolby certification pathways available through affiliated programmes. Corporate & institutional group rates on request.

ILLUSTRATIVE PROJECT BUDGETS

Representative budgets combining services across disciplines, at locked 2026 rates. Founding-client pricing (15% off) applies to the first 50 bookings.

Single Release — Independent Artist

| COMPONENT | KES | DISCIPLINE |
|-------------------------------|--------------------|------------|
| Full Production (1 song) | KES 130,000 | 01 |
| Mixing | KES 55,000 | 02 |
| Mastering + streaming formats | KES 28,500 | 02 |
| TOTAL | KES 213,500 | ~\$1,642 |

Or via Single Bundle

| COMPONENT | KES | DISCIPLINE |
|-------------------------------------------|--------------------|------------|
| Single Bundle (Production + Mix + Master) | KES 188,000 | 01 |
| SAVING vs a la carte | KES 25,500 | ~12% |

Live Album / Performance Capture

| COMPONENT | KES | DISCIPLINE |
|------------------------------------------|--------------------|------------|
| Live Music Recording (location → output) | KES 120,000 | 01 / 04 |
| FOH Engineering — major (event day) | KES 90,000 | 04 |
| Mixing (4 live tracks) | KES 220,000 | 02 |
| Mastering (4 tracks + formats) | KES 114,000 | 02 |
| TOTAL | KES 544,000 | ~\$4,185 |

Brand Campaign — Sonic Identity + Radio Flight

| COMPONENT | KES | DISCIPLINE |
|-------------------------------------------------|----------------------|------------|
| Full Sonic Identity System | KES 1,040,000 | 03 |
| :30 Radio Spot (production) | KES 100,000 | 03 |
| Usage: 12-mo, multi-platform, E. Africa (+100%) | KES 100,000 | 03 |
| TOTAL | KES 1,240,000 | ~\$9,538 |

* Usage licensing shown on the radio spot only, for illustration. Sonic identity & broadcast usage quoted per deployment.

Venue Sound System — Church / Club

| COMPONENT | KES | DISCIPLINE |
|-------------------------------------------|-------------------------|------------|
| Installation Consulting | KES 250,000 | 04 |
| Acoustic Design & Room Tuning | KES 80,000 | 04 |
| System Commissioning & Calibration | KES 60,000 | 04 |
| TOTAL (design & commissioning) | KES 390,000 | ~\$3,000 |
| + Maintenance Retainer (ongoing) | KES 40,000 / mo. | 04 |

* Excludes hardware & construction, billed at cost through preferred suppliers.

ENGAGEMENT TERMS

| | |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Booking & Deposits | A 50% non-refundable deposit secures any date or remote project. Balance due before delivery of final files. We accept M-Pesa, card, bank transfer, and crypto / USDT. |
| Priority & Rush Access | Expedited bookings outside the standard confirmation windows (Tuesdays & Thursdays, 9:00am–1:00pm EAT) carry a +25% priority uplift on the applicable service rate. Priority bookings receive a personal response within 24 hours, any day of the week, for all disciplines and artist engagements. Uplift is invoiced separately and due with the 50% deposit. |
| Revisions | Mixing and production include two (2) revision rounds. Requests consolidated within 7 days of first draft. Additional rounds billed per rate card. |
| Usage & Licensing (Sonic Branding) | Production fees grant no broadcast or usage rights until a usage license is agreed. Licenses expire at term end; renewal required for continued use. Overruns back-charged at 2x the applicable fee. Voice talent & samples licensed separately. |
| Ownership & Rights | Engineering, mixing, mastering, and post are work-for-hire — client owns 100% of the master on final payment. Full production with creative contribution may include a production point & publishing split, agreed via Split Sheet before work begins. |
| Credits | Clients credit “Desmond ‘Sire’ Bosire” on all releases, campaigns, and media, while allowing cross-tagging and co-marketing for mutual growth. |
| Currency | Dual-currency rates indicative at KES 130 = USD 1.00. USD invoices issued at prevailing rate on invoice date. Reviewed annually. |
| Founding Client Offer | First 50 bookings receive 15% off and priority scheduling, across all disciplines. |

CONTACT

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