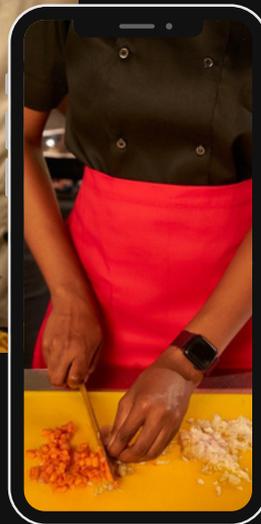




# FOOD FESTIVAL

# NAIJA

2025 PROPOSAL



Hunter TV Africa





## About Hunter TV Africa

Hunter TV Africa stands as Nigeria’s premier entertainment and production company, bridging the gap between local creativity and global audiences since its inception in 2015. With a strong focus on celebrating and promoting Nigerian culture, Hunter TV has become a powerful voice for African artistry both at home and in the diaspora. Over the years, we have built a reputation for producing high-quality, culturally rich content and events that resonate across borders.

Originally known for pioneering the international exposure of Afrobeats and Fuji music in North America, Hunter TV has expanded its vision to include a broader celebration of Nigerian identity – including our rich and diverse culinary heritage. Through dynamic programming and strategic partnerships, we continue to push boundaries, spotlight emerging talents, and create platforms where Nigerian culture thrives globally.

Today, Hunter TV Africa is not just a brand, but a movement championing the African narrative with pride, passion, and professionalism.

### Our Vision

To be the leading Nigerian promotions and production company driving the global expansion of Nigerian culture, cuisine, and music showcasing the richness of African creativity and heritage to the world

### Our Mission

Our mission is to elevate Nigerian music, lifestyle, and traditions onto the world stage through innovative storytelling and top-tier event production.



# BACKGROUND

## OUR PROVEN TRACK RECORD

With over 40 events held to date, the Hunter TV Africa has hosted an impressive lineup of Nigerian indigenous superstars in Nigeria and Canada showcasing both the Nigerian spirit and culture

2022

Music  
Concerts

Curated and promoted **Fuji takeover** in Canada, a series with K1, Pasuma and Malaika, and K1 New Year Fest

2023

Festivals and  
concerts

Curated and promoted the first **Afro-DJ festival** in **Uganda, Tanzania** and **Kenya**, as well as the **Fuji North American Take Over** with K1, Pasuma and Malaika

2024

Comedy  
Shows and  
concerts

Promoted **Kenny Blaq** in my feelings as well as **Basketmouth North American Tour** as well as the **Fuji North American Take Over** with **K1, Pasuma** and **Malaika**

2024

Music  
Concerts

Curated and promoted **Kizz Daniel** in Canada, **Seyi Vibe** in Canada and **Asake** in Canada, as well as **K1 New Year Fest**

2025

Concerts and  
Festivals

K1 New Year Fest, K1 Legendary Concert, **Naija Food Festival** in Nigeria, **Canada, USA, UK** and South Africa.



**NAIJA FOOD FESTIVAL**

## Introducing Naija Food Festival

Naija Food Festival is set to make kickoff with a two-day cultural celebration in Toronto, Canada, bringing the rich flavors, music, and spirit of Nigeria to the heart of the city. The event is set to take place from **4th – 5th October, 2025; 12 noon to 12 am daily** in Canada, the event is expected to attract over **40,000** attendees across both days. Naija Food Festival is also set to hold in Nigeria from **20th – 21st December, 2025**. This festival promises to be the biggest showcase of Nigerian cuisine and entertainment in the diaspora. The event will feature a family-friendly atmosphere, with highlights like a cooking challenge for kids aged 9 to 14, designed to inspire connection with Nigerian culinary heritage.

In addition to the food experience, the Naija Food Festival will electrify Toronto with performances from five top Afrobeats artists flying in from Nigeria, along with the presence of celebrity chef **Hilda Baci** and some of the biggest Nigerian influencers. Guests will enjoy a fusion of taste and rhythm in an unforgettable celebration of culture.



<b>2</b> Days	<b>40,000+</b> Attendees	<b>40+</b> Vendors
<b>1</b> Concert Stage	<b>8</b> Afro-beat Artistes	<b>10</b> Master Chefs



## Why should you participate?

Participating in the Naija Food Festival – Canada Edition presents an exceptional opportunity for restaurants from Nigeria to expand their reach, gain international exposure, and connect with the thriving Nigerian and multicultural community in Canada.

With an expected turnout of over 40,000 attendees in just two days, this event offers a powerful platform to showcase the richness of Nigerian cuisine to a diverse audience eager for authentic culinary experiences.

More importantly, the Naija Food Festival has the support of the Canadian government and the Canadian Embassy in Nigeria, providing a credible and secure platform for participants. This endorsement reflects the growing recognition of Nigerian culture abroad and ensures smooth facilitation for vendors looking to bring their flavors across borders.

Participating brands will not only benefit from a high-visibility international event but also become part of a larger movement to promote Nigerian food as a global culinary force. It's a chance to proudly represent Nigeria, elevate your brand, and contribute to shaping the narrative of African cuisine on the world stage.



## LOCAL FOOD LOVERS

Passionate **"foodies"** eager to explore traditional Nigerian dishes and contemporary culinary innovations, also Seeking high-quality, authentic experiences and enjoy socializing around food.

## THE NIGERIAN DIASPORA

Canadians, Nigerians in Diaspora and other **Global Food Enthusiasts** who are curious and open to discovering new tastes and culinary traditions.

## YOUNG PROFESSIONALS

Students, young professionals, creatives, and entrepreneurs who are drawn to vibrant, **"Instagrammable"** experiences and events that offer unique content creation **opportunities**. They are highly social, digitally native, and influential within their peer groups. They are also Interested in modern Nigerian culture, including **food, music, and fashion**.



## Naija Food Festival Cooking Competition

As part of the lineup at the Naija Food Festival Canada Edition, a special highlight will be the Cooking Competition, designed exclusively for children aged 9 to 14. This exciting competition aims to inspire the next generation of culinary talent by giving young chefs the chance to showcase their creativity and passion for food in a fun and supportive environment.

The Cooking Challenge is more than just a contest—it's an educational and cultural experience. Families and attendees will be thrilled to watch these young talents bring their energy and imagination to the table, celebrating Nigerian flavors in their own unique way. Winners will receive prizes and special recognition on the main stage, making it a memorable part of the festival for both participants and the audience. It's a must-see moment that adds a heartwarming and wholesome element to this family friendly event.



## SNAPSHOT OF PROMOTIONS PLAN

Naija Food Festival will leverage an extensive promotional strategy, ensuring visibility across multiple channels.



Develop high-quality content that resonates with the target audience and drives engagement.

**Content Marketing**

High-engagement Instagram, TikTok content Countdown promotions, and viral challenges

**Social Media Marketing**

Features on premium entertainment platforms and blogs. Press releases distributed to media outlets

**Media Partnerships**

Implement targeted email and SMS campaigns to nurture leads

**Email & SMS Marketing**

### Strategic Partnership

Collaborating with synergistic brands, media houses, or organizations to co-market the festival, leverage combined audiences, and add mutual value.

### Influencer Partnership

Partnering with trusted food, lifestyle, and cultural influencers to authentically showcase the Naija Food Festival to their dedicated followers, driving awareness, engagement, and attendance.

### Street Activations

Creating engaging, live brand experiences in high-traffic public areas across Lagos to generate direct buzz, offer a taste of the festival, and drive immediate interest and attendance



Channel	Format / Platform	Duration / Frequency	Target Audience	Estimated Impressions
Facebook Ads	Feed, Stories, Reels targeting foodies	Run over 6 weeks	Adults 18-45	40M+
Instagram Ads	Carousel and video ads	Run over 6 weeks	Young urban professionals	4M+
Google Display Ads	Banner ads on food blogs and news sites	Run over 6 weeks	General web users	12M+
YouTube Ads	Pre-roll and mid-roll ads	Run over 6 weeks	Broad audience	15M+
Influencer Marketing	Partner with food influencers (micro to macro)	Sponsored posts, reels, reviews	Followers of influencers	Influencer reach
TikTok Ads	In-feed video ads and hashtag challenges	4-week campaign	Youth, Gen Z	100M+
Website/Banner	Landing page + retargeting	Run over 6 weeks	Previous visitors	Retargeted traffic
Social Media Boosting	Boosted organic posts across platforms	Throughout campaign	Existing followers	Organic reach +



## Platinum Sponsor - \$20,000

- Designated Stand Space
- 2 Booths, VVIP and VIP Table
- Access to a diverse audience
- Logo across all festival assets
- 60s brand informercial
- 10 feather banners
- Custom acquisition campaign
- Media and PR mentions
- 8 branding placements

## Gold Sponsor - \$15,000

- Designated Stand Space
- Booth, VVIP and VIP Table
- Logo across all festival assets
- 7 feather banners
- Custom acquisition campaign
- Media and PR mentions
- 4 branding placements
- 2 newsletters campaign

## Silver Sponsor - \$10,000

- Designated Stand Space
- Booth, and 2 VIP Table
- Logo across all festival assets
- 5 feather banners
- Custom acquisition campaign
- Media and PR mentions
- 4 branding placements
- 2 newsletters campaign





We generated buzz and raised awareness for the festival across Lagos by engaging residents in high-traffic areas of Ikeja and Victoria Island, featuring collaborations with prominent streamers Peller and Jarvis, celebrated comedian Kenny Blaq, and esteemed actor Odunlade Adekola.



We launched the Naija Food Festival in Ikeja, Lagos, on May 21st, an occasion graced by the presence of the Honourable Minister of Youth Development; the Special Adviser to the President on Arts, Culture, and Creative Economy; and the Special Adviser to the Governor on Tourism, Arts, and Culture.





We obtained the endorsement of the Honourable Minister of Youth Development; the Director-General of the National Council for Arts and Culture; the Special Adviser to the President on Arts, Culture, and Creative Economy; the Special Adviser to the Governor on Tourism, Arts, and Culture; and the Nigerian Police Force.





The Naija Food Festival 2025 Press Conference held on Thursday, 19th June 2025 at the prestigious Oriental Hotel, Victoria Island, Lagos. It set the tone for Africa's biggest celebration of Nigerian cuisine, culture, and creative enterprise, with upcoming editions in Toronto, Lagos, and Abuja. The occasion was graced by the Deputy High Commissioner of the Canadian Embassy, the SA to the President on Art, Culture and Creative Economy represented, the Minister for Youth Development represented, the Chairperson, Nigerians in Diaspora Commission represented among many other dignitaries affirming government and diplomatic support, positioning Nigerian creativity on the global stage.



## LET'S COLLABORATE

We'd love to discuss how we can tailor this collaboration to fit your brand's business objectives. Let's create something unforgettable together!



GET IN TOUCH



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