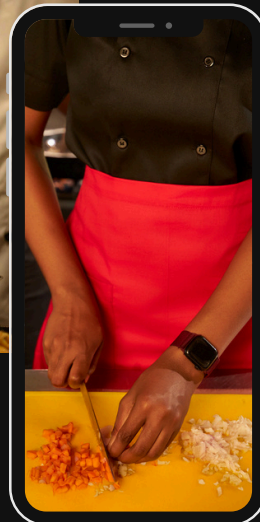
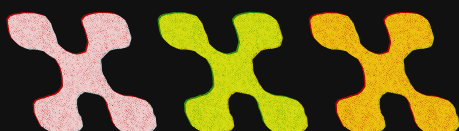


# NAIJA FOOD FESTIVAL

2025 SPONSORS 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 THE NAIJA FOOD FESTIVAL

The Naija Food Festival is a unique cultural event aimed at celebrating Nigeria's rich heritage through its most flavorful element – food . More than just a culinary showcase, it is a multi-sensory experience featuring authentic Nigerian cuisine, live cooking demonstrations, vibrant cultural performances, and family-friendly entertainment.

Set to take place in Lagos from 20th–21st December 2025 , the festival is designed to bring together the best of Nigerian gastronomy, music, and community spirit. Through an immersive and dynamic environment, attendees will be introduced to the true essence of Nigerian culture — one plate, one rhythm, and one story at a time.



<b>2</b> Days	<b>120,000</b> Attendees	<b>500</b> Vendors
<b>2</b> Concert Stages	<b>10</b> Afro-beat Artistes	<b>6</b> Master Chefs



## 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

Nigerians **visiting from key diaspora hubs** (e.g., UK, USA, Canada, Europe) and those residing in Nigeria who maintain strong diaspora connections. They have a deep connection to Nigerian **culture**, seeking **authentic tastes of home** and new interpretations of Nigerian **cuisine**.

## 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

In addition to the exciting array of food offerings and experiences at this year's Naija Food Festival, we are incredibly proud to announce a groundbreaking initiative: the Naija Food Festival Cooking Competition!

This isn't just a contest; it's a launchpad designed to empower a young, talented chef to transform their culinary dreams into reality.

We believe in the immense potential within Nigeria's burgeoning food scene, and this competition is our commitment to nurturing that talent.

The stakes are high, and the opportunity is transformative: the winner of the Naija Food Festival Cooking Competition will receive an incredible **₦10,000,000** (Ten Million Naira) to kickstart their very own restaurant business. This substantial investment goes beyond prize money; it's a foundational capital designed to equip a passionate chef with the resources needed to build their enterprise from the ground up, covering everything from equipment and rent to initial staffing and inventory.



## 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 +

Channel	Format / Platform	Duration / Frequency	Reach (%)	Target Audience
TV	Prime time ads on major channels	30-sec spots, 3x/day for 4 weeks	65%	Urban and semi-urban adults
OOH	Billboard ads in Lagos, Abuja, PH	4-week campaign	50%	City dwellers
Radio	Spots on top FM stations	Morning drive-time slots, 3x/day for 4 weeks	60%	Commuters, youth
TV	Sponsorship of food/cooking shows	1 episode/week for 4 weeks	40%	Home cooks, foodies
OOH	Transit ads (Lagos BRT, Abuja Metro)	4-week campaign	35%	Daily commuters
Radio	Weekend jingles and event reminders	Weekly for 4 weeks	30%	General public





## Title Sponsor – N150,000,000

- Naming rights to the festival
- Access to a diverse audience
- Logo across all festival assets
- 60s brand informercial
- 20 feather banners
- Stage branding
- Custom acquisition campaign
- Media and PR mentions
- Naming rights to a major street at the festival
- Exclusive rights to collections mechanism
- 4 Booths, and 2 VVIP Tables

## Platinum Sponsor – N70,000,000

- 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
- Naming rights to a major street at the festival
- 2 Booths, VVIP and VIP Table

## Gold Sponsor – N50,000,000

- Logo across all festival assets
- 7 feather banners
- Media and PR mentions
- 4 branding placements
- 2 newsletter campaigns
- 2 Booths
- Booth, VVIP, and VIP Table

## Silver Sponsor – N30,000,000

- Logo across all festival assets
- 7 feather banners
- Media and PR mentions
- 4 branding placements
- 2 newsletter campaigns
- Booth and 2 VIP Table

## Bronze Sponsor – N10,000,000

- Logo across all festival assets
- 2 feather banners
- Media and PR mentions
- 1 branding placement
- 1 newsletter campaigns
- Booth and VIP Table





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.



## 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



CONNECT WITH US



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