



CANADA
EDITION



Proposal Issued
February, 2026

Naija Food Festival Canada 2026 Sponsorship & Partnership Proposal

PROPOSAL TO BRANDS

prepared by:
HunterTVAfrica

...celebrating nigerian cuisine, culture, and commerce on a global stage

Overview of HunterTVAfrica



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

20+ YEARS

50+ EVENTS

2M+ CUMULATIVE ATTENDANCE





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, while showcasing the richness of African creativity and heritage to the world.

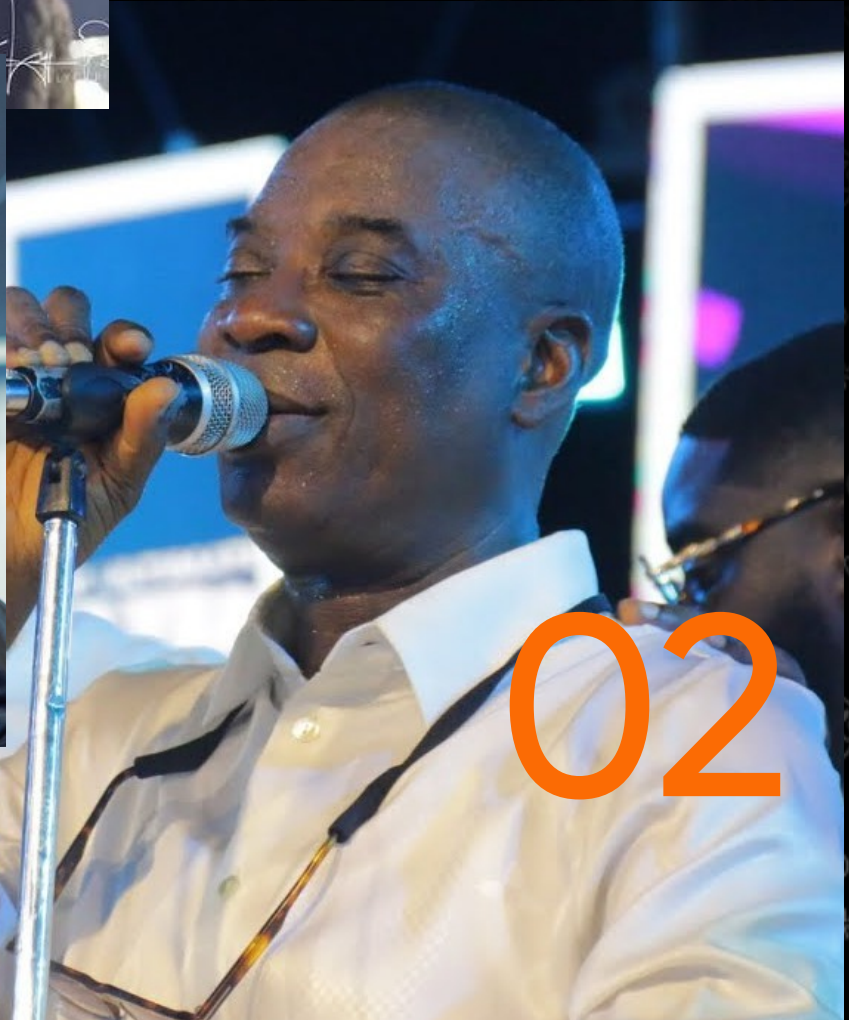
Our Mission

To elevate Nigerian music, food, lifestyle, and traditions onto the global stage through innovative storytelling, strategic partnerships, and world-class event production.



Our Track Record

Proven Track Record of Delivering
High-Impact Cultural Events



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Hunter TV Africa has successfully delivered major concerts, festivals, and cultural events across Nigeria, Canada, and other international markets, featuring some of Nigeria's most celebrated artists and entertainers.

**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 **Unguja, Tanzania, and Kenya**, as well as the **Fuji North American Takeover** 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**

**2024
Comedy Shows and
Concerts**

Promoted **Kenny Blaq's "In My Feelings"** as well as **Basketmouth North American Tour** as well as the **Fuji North American Take Over** with **K1, Pasuma,** and **Malaika.**

**2025
Concerts and Festivals**

K1 New Year Fest, Legendary Concert with **K1** and **Pasuma, Naija Food Festival 1.0** in **Canada,** **Olamide Live** in **Toronto.**

About The Naija Food Festival

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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 host its second edition in **September 2026**, 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.

The Naija Food Festival serves as a platform for cultural exchange, trade promotion, tourism development, and economic empowerment, connecting Nigerian-owned businesses with consumers, investors, and strategic partners across the global diaspora.

3.1 Strategic Benefits of Partnership.

Partnering with **Naija Food Festival** positions **your brand** at the heart of a vibrant cultural experience that attracts strong engagement and a diverse audience of food lovers, families, entrepreneurs, and professionals.

The festival offers increased visibility through strategic marketing campaigns, on-site brand exposure, digital amplification, and meaningful audience interaction. By aligning with a professionally organized, high-impact cultural event, your brand benefits from positive brand association, authentic community connection, and opportunities for long-term collaboration and market expansion.

This partnership goes beyond sponsorship – it’s a chance to integrate your brand into an experience that celebrates culture, drives engagement, and creates lasting impressions.

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Naija Food Festival 2025 Canada Edition – Key Results



Summary

The inaugural Canada edition exceeded expectations, validating the Naija Food Festival as one of the largest and most impactful Nigerian cultural events in North America.

ATTENDANCE

Over 30,000 attendees across two days

TICKET SALES

Both Day 1 and 2 sold out ahead of the event

VENDORS

100+ food vendors and exhibitors, many immigrant-owned businesses

CELEBRITY & MEDIA PRESENCE

Celebrity chefs, entertainers, influencers, Millions of digital impressions, strong digital reach, and extensive press and influencer coverage

PARTNERS & SPONSORS

Airline, payment platforms, logistics, and community partners

ECONOMIC IMPACT

Significant on-site transactions and local business exposure

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2026 Growth Projections and International Expansion

Building on last year's momentum in Canada, the 2026 editions are projected to scale significantly:

4.1 Canada Edition (September, 2026)



- **Expected Attendance:** 40,000–50,000+ over two days
- **Expanded Programming:**
 - Food & beverage experiences
 - Cultural showcases
 - Celebrity chef demonstrations
 - Live performances and brand activations

4.2 London Edition (to be announced)



- **Expected Attendance:** 40,000–50,000+ over two days
- **Expanded Programming:**
 - Food & beverage experiences
 - Cultural showcases
 - Celebrity chef demonstrations
 - Live performances and brand activations

4.3 Nigerian Edition (December, 2026)



- **Projected Attendance:** 100,000+
 - **Audience Reach:** National and international attendees
 - **Focus:** Large-scale vendor participation, tourism, and cultural export
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4.4 Proposed Dates – Canada Edition (September 2026)

Proposed dates for the Canada 2026 edition of the Naija Food Festival are:

5th - 6th September, 2026

4.5 Sponsorship Objectives

For 2026, we are seeking strategic brands and individual sponsors who align with our vision and can support:

- Meaningful audience engagement and brand activation
- Product sampling, experiential marketing, or on-site brand presence
- Amplified visibility through joint marketing and media exposure
- Long-term strategic collaboration and growth opportunities

We are open to discussing:

- Multi-year partnership/sponsorship agreements
 - Co-branding and integrated campaign opportunities
 - Customized activation concepts tailored to your brand objectives
- Cross-promotional strategies across digital and on-ground platforms

4.6 Next Steps

We would welcome the opportunity to:

- Discuss your brand's objectives and alignment with Naija Food Festival 2026.
- Explore sponsorship tiers and expected deliverables in the next page.
- Align on sponsorship structure, timelines, and performance metrics

Thank you once again for your interest in partnering with Naija Food Festival.

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SPONSORSHIP TIERS

PLATINUM SPONSOR

\$30k

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

GOLD SPONSOR

\$15k

- 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

\$10k

- 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

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Photo Speaks





Launch

The Naija Food Festival was officially launched in Ikeja on May 21, 2025, with distinguished attendance by senior government officials, including the Honorable Minister of Youth Development and key advisers on arts, culture, tourism, and the creative economy.

Press Conference

The Naija Food Festival was officially unveiled at a well-attended press conference featuring government officials, media representatives, and strategic partners, reinforcing its credibility and growing international profile.





Naija Food Festival Canada, 2025

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Contact



LET'S COLLABORATE

Naija Food Festival Canada 2026 presents a unique opportunity for visionary brands to connect authentically with one of the fastest-growing and most influential African diaspora communities in North America. By partnering with us, your organization will gain meaningful exposure, measurable engagement, and association with a premier cultural platform celebrating food, heritage, innovation, and commerce.

GET IN TOUCH



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