

Naija Food Festival 2025

Get ready for the Biggest Food Festival
in Africa





Naija Food Festival 2025

Get ready to embark on a flavorful journey as the Naija Food Festival brings the essence of Nigeria to life.

From August 9th, 2025, Lagos will transform into a vibrant hub of culture, flavor, and rhythm.

Immerse yourself in the rich aromas of authentic Nigerian dishes, groove to the beats of top Afrobeats stars, and experience the vibrant culture and ethos of Nigeria like never before.

This is more than just a festival—it's a celebration of heritage, pride, and identity. With over 100,000 attendees expected across three days, the Naija Food Festival is the ultimate platform to connect with a diverse audience of food lovers, music enthusiasts, and cultural explorers.



Our Vision

Our vision is to create an iconic gathering where the rich beauty and cultural aesthetic of Nigeria are brought to life through its vibrant culinary traditions.

We aim to celebrate the unity that food can foster, transcending the nation's diverse cultures, and drawing in the global Nigerian diaspora and food lovers alike.



Why Sponsor the Naija Food Festival?

The Naija Food Festival is an exceptional opportunity for brands to align with an event that celebrates culture, community, and creativity.

As a sponsor, you will gain direct access to a vast, engaged audience and tap into the growing appetite for diverse cultural experiences in Canada.

Massive Reach: Over 100,000 attendees in one day.

Diverse Audience: Food lovers, Afrobeats fans, families, and tourists.

Cultural Impact: A celebration of Nigerian heritage, pride, and identity.

Media Exposure: Extensive coverage across digital, print, and social media platforms.

Brand Visibility: High-impact branding opportunities across the festival grounds.

Food Bank: As part of the festival, we will feed 5,000 people as a gesture of goodwill and celebration of our community.



Naija Food Festival

Cooking Competition

In addition to the exciting food offerings, we are proud to announce the Naija Food Festival Cooking Competition!

This competition will empower a young, talented chef to take their passion to the next level, offering N10,000,000 to start their own food business!

It's an opportunity to discover and elevate fresh culinary talent while celebrating the next generation of Nigerian chefs.



Why Sponsor the Naija Food Festival?

Event Highlights

250+ Food Vendors: A culinary village showcasing the best of Nigerian cuisine.

Afrobeats Performances: Daily performances by top Afrobeats artists.

Children's Park: Family-friendly activities for all ages.

Cultural Immersion: A complete festival experience celebrating Nigeria's vibrant culture.

Talent Roster

- Tiwa Savage
- Kiss Daniel
- Don Jazzy
- Adekunle Gold
- Seyi Vibe
- Phyno
- 9ice
- Falz
- Adekunle Gold
- Teni
- Pasuma
- Peller
- Jarvis
- Lateef Adedimeji.

Sponsorship Tiers

We offer tailored sponsorship packages designed to maximize your brand's visibility and impact.

Title Sponsor N100,000,000

- ✔ Naming rights to the festival.
- ✔ Logo across all festival assets.
- ✔ 60s brand infocommercial
- ✔ 20 feather banners.
- ✔ Stage branding.
- ✔ Acquisition campaign.
- ✔ Media exposure.
- ✔ Naming rights to a major street.
- ✔ Exclusive rights to collections mechanism.

Platinum Sponsor N50,000,000

- ✔ Logo across all festival assets.
- ✔ 60s brand infocommercial
- ✔ 10 feather banners.
- ✔ Acquisition campaign.
- ✔ Media exposure.
- ✔ 8 branding placements.
- ✔ Naming rights to a major street.

Gold Sponsor
N30,000,000

- ✓ Logo across all festival assets.
- ✓ 7 feather banners.
- ✓ 4 branding placements.
- ✓ 2 newsletter campaigns.
- ✓ Media exposure.

Silver Sponsor
N20,000,000

- ✓ Logo across all festival assets.
- ✓ 4 feather banners.
- ✓ 2 branding placements.
- ✓ 1 newsletter campaign.

Bronze Sponsor
N10,000,000

- ✓ Logo across all festival assets.
- ✓ 2 feather banners.
- ✓ 1 branding placement.

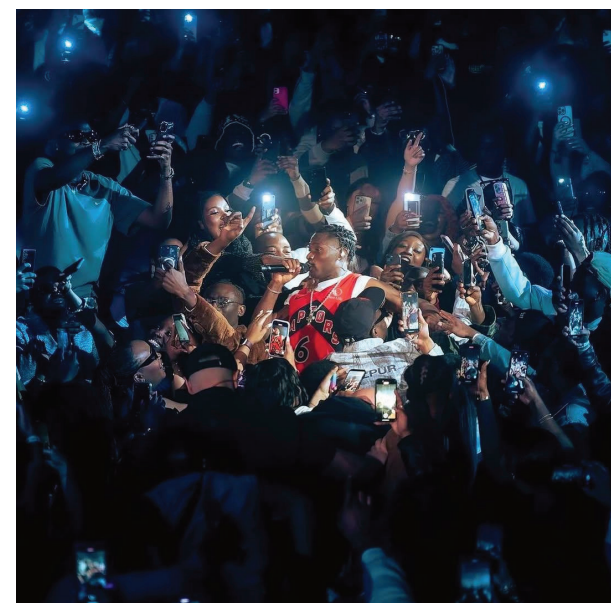
Teaser

“More Food is Coming”



Past Event

"Asake In Canada"



Past Event

“Basketmouth’s Cancel Culture Canada & US Tour”



Past Event

“K1’s 2025 All White Party”



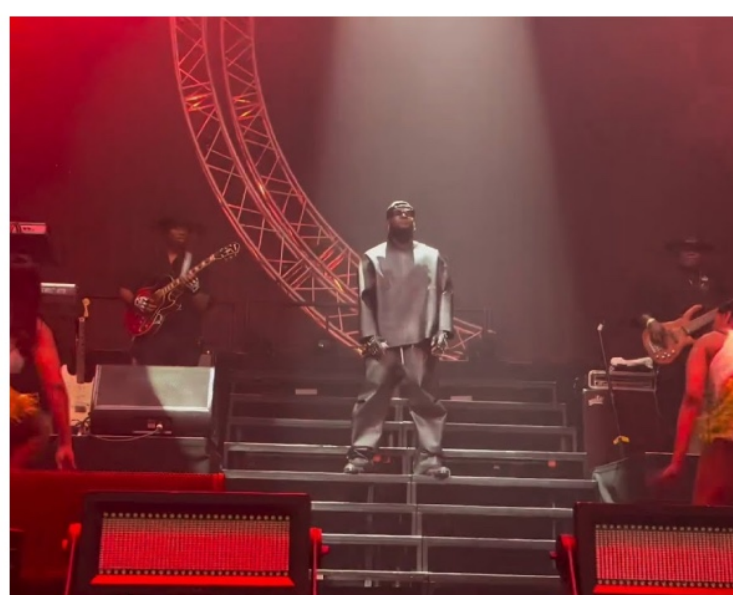
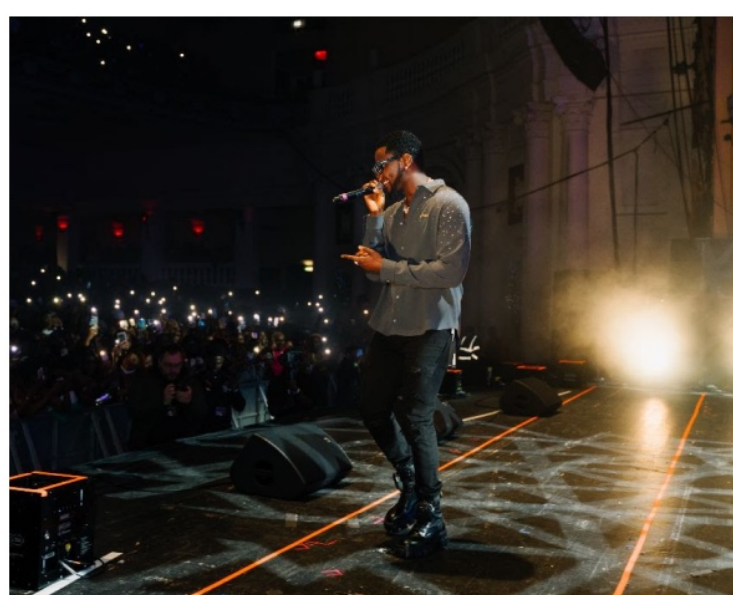
Past Event

“K1 De Ultimate’s Canada Invasion”



Past Event

“Kiss Daniel in Canada”





About **Hunter** **TV Africa**

The Naija Food Festival is proudly organized by **Hunter TV Africa**, a leading organization specializing in crafting extraordinary African experiences.

With a successful track record including high-profile events such as **Kiss Daniel Live in Canada** and the **Asake North American Tour**, we bring unmatched expertise, creativity, and passion to every project we undertake.

Join Us in Celebrating Nigeria's Heritage

The Naija Food Festival is not just an event; it's a movement. By partnering with us, you'll not only elevate your brand but also help share the spirit of culture, community, and connection with a wider audience in Canada.

Media Partners

- Trace
- MTV Base
- Hip TV
- CTV2
- BNN Bloomberg

Contact Us

Phone: +234 903 394 1745

Email: info@naijafoodfestival.com

