



CHOC PARTY 2026

SPONSORSHIP &
BRAND PARTNERSHIP
PROPOSAL

10,000+ Gen Z & Young Professionals. One Day.
High-Dwell Brand Engagement.

EXECUTIVE SUMMARY

ChocParty is a premium, family-centric experiential festival held annually in Ibadan. For over 14 years, it has consistently brought together families, Gen-Z, and young professionals in a safe, high-energy environment designed for deep engagement.

In 2026, ChocParty adopts a **premium & controlled partnership model** — fewer brands, deeper integrations, and category exclusivity — to deliver measurable outcomes for partners.

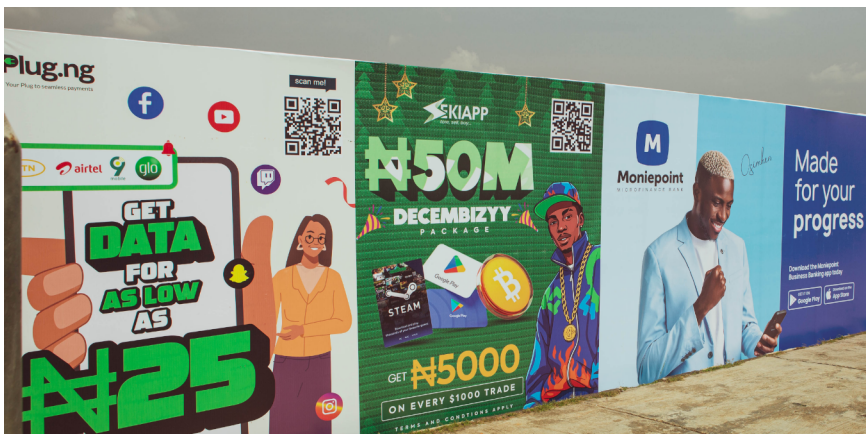


Event Snapshot - Date: 26 December 2026 - Venue:
International Conference Centre, University of Ibadan
(Second Gate) - Attendance: 10,000 guests - Audience:
Families, Gen-Z, young professionals

ChocParty is not about impressions. It is about **participation, trust, and recall.**

THE BRAND PROBLEM WE SOLVE

Brands increasingly struggle to: - Reach families and Gen-Z together - Achieve meaningful dwell time - Convert awareness into action - Build trust in cluttered environments.



ChocParty solves this by placing brands **inside the experience**, not beside it — enabling interaction, trial, onboarding, and memory creation in one day.

ABOUT CHOCPARTY

14+

Consecutive Editions

10,000+

Consistent Attendance



Strong Family and Youth Positioning



High Dwell-time Event Format



Proven Operational Delivery

AUDIENCE PROFILE

- Parents & families (household decision-makers)
- Children & teenagers
- Gen-Z & student
- Young professionals

Average spend per guest: ₦10,000 – ₦20,000

Audience mindset is relaxed, social, and highly receptive.



HOW BRANDS WIN AT CHOCPARTY (CATEGORY LOGIC)

ChocParty partnerships are structured around **business outcomes**, not generic exposure.

PRIORITY CATEGORIES



Fintech / Financial
Services



Telecommunications



Beverage



FMCG



EdTech

Each category is offered **exclusive partnership rights**.

RETURNING SPONSOR ADVANTAGE

Returning partners receive:

- First right of refusal in their category
- Priority access to upgrades
- Faster onboarding and execution
- Added value instead of discounts

Continuity is rewarded without diluting brand equity.

SPONSORSHIP PACKAGES & INVESTMENTS

Title Partner –

¥60,000,000

- Event-wide and category exclusivity
- Naming rights association
- Maximum visibility and integration

Category Lead Partner –

₹30,000,000 - ₹40,000,000

- Full category exclusivity
- Large activation footprint
- Deep consumer engagement

Experience / Zone Partner –

₹15,000,000 - ₹20,000,000

- Ownership of a major event zone
- High dwell-time engagement

Brand Activation Partner –

₹5,000,000 - ₹8,000,000

- Dedicated activation booth
- Sampling, sign-ups, demos

All packages are customisable by category and brand objective.

OPERATIONAL ASSURANCE

ChocParty provides:

- Secure venue and crowd control
- Ticketing and access management
- Structured activation zones
- Health and safety oversight
- Dedicated partner liaison team





WHY PARTNER WITH CHOCPARTY

- Proven track record
- Premium family-safe environment
- High dwell time and engagement
- Strong local credibility
- Clear upgrade paths

NEXT STEPS

Category slots are limited and allocated on a first-confirmed basis. We welcome a conversation to:

- Confirm category availability
- Align on brand objectives
- Design a tailored activation

BEVERAGE CATEGORY

**Category:**

Beverage (Soft drinks, water, Juice, Energy)

Availability:

One (1) exclusive partner

WHY BEVERAGE BRANDS WINS AT CHOCPARTY

Beverage consumption at ChocParty is **natural, repeated, and social.**

The audience is predominantly Gen-Z and Millennials who consume beverages during movement, games, dancing, and social interaction. Guests return to refreshment points multiple times throughout the day.

Family presence broadens household relevance, but consumption volume is driven by youth activity and energy.

WHY CHOCPARTY CONVERTS BETTER THAN SAMPLING CAMPAIGNS

- In-store sampling is rushed
- Digital ads create awareness without trial
- Retail promos compete with many brands at once

ChocParty offers:

- Multiple consumption moments in one day
- Cold, contextual sampling
- Strong visual and social reinforcement



HOW BEVERAGE BRANDS ACTIVATE

- Event-wide beverage exclusivity
- Branded hydration and chill zones
- Cold sampling and on-site sales
- Photo and social moments tied to refreshment



THE BUSINESS CASE FOR VOLUME AND RECALL

- Thousands of cold consumption moments
- Repeat exposure within one day
- Strong association with fun and energy

RECOMMENDED BEVERAGE PARTNERSHIP LEVELS

Category Lead Partner (Beverage)

Investment: ₦30m - ₦40m

Experience / Zone Partner

Investment: ₦15m - ₦20m

PREVIOUS SPONSORS AND PARTNERS

