



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.

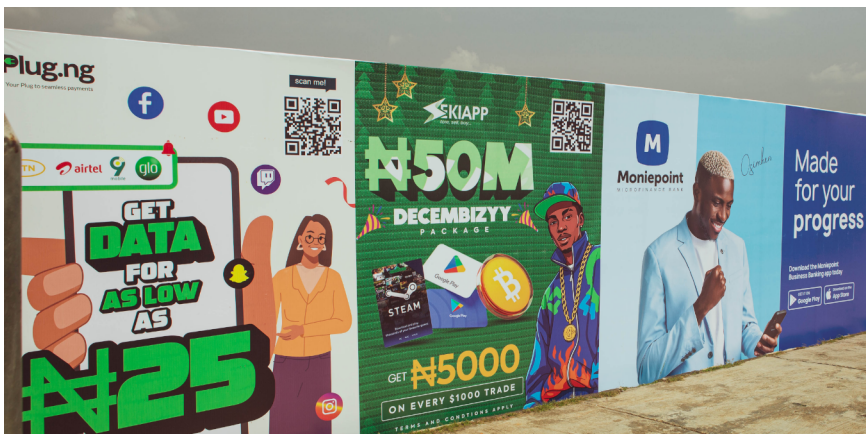


Event Snapshot - Date: 26 December 2026 - Venue:
International Conference Centre, University of Ibadan
(Second Gate) - Attendance: 10,000 guests - Audience:
Families, Gen-Z, young professionals

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

FINTECH CATEGORY

**Category:**

Financial Services / Fintech

Availability:

One (1) exclusive partner

WHY FINTECH WINS AT CHOCPARTY

Fintech adoption at ChocParty is driven primarily by **Gen-Z and Millennials**, the most digitally fluent and experimentation-ready audience segment.

These attendees are open to trying new platforms, completing onboarding, and making first transactions when the environment is social, guided, and low-pressure.

ChocParty creates that environment. Guests are relaxed, spend hours on site, and engage in activities that naturally require payment, access, or verification. This allows Fintech brands to move beyond explanations into **assisted real-world usage**.

HOW FINTECH BRANDS ACTIVATE

- Assisted onboarding through account creation, wallet setup, and app downloads
- Cashless event moments where selected activities or payments run through the platform
- Gamified usage with rewards tied to completed actions
- Social validation through group onboarding and shared experiences

THE BUSINESS CASE FOR LONG-TERM VALUE

- Faster first-transaction completion
- Lower drop-off after onboarding
- Stronger lifetime value compared to digital-only acquisition

This is quality adoption at scale, not volume chasing.

Family presence adds an additional layer of social validation for products tied to payments, savings, or longer-term use, but adoption and momentum remain youth-led.

WHY CHOCPARTY CONVERTS BETTER THAN DIGITAL ADS OR ROADSHOWS

Many Fintech campaigns struggle because:

- Digital ads drive installs without trust or understanding
- Roadshows attract rushed or incentive-only sign-ups
- Mall activations suffer from low dwell time

ChocParty performs better because:

- Users remain on site for hours, not minutes
- Onboarding is guided by real people
- First transactions happen immediately
- Peer influence reinforces confidence and usage

This results in higher quality users and stronger post-event retention.



RECOMMENDED FINTECH PARTNERSHIP LEVELS

Category Lead Partner (Fintech)

Investment: ₦30m - ₦40m

Experience / Zone Partner

Investment: ₦15m - ₦20m

PREVIOUS SPONSORS AND PARTNERS

