



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.

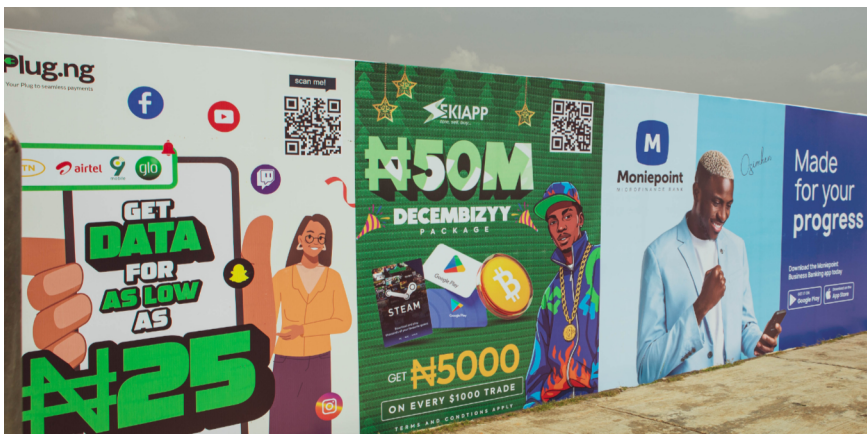


Event Snapshot - Date: 26 December 2026 - Venue:
International Conference Centre, University of Ibadan
(Second Gate) - Attendance: 10,000 guests - Audience:
Families, Gen-Z, young professionals

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

FMCG CATEGORY

**Category:**

FMCG (Food, Personal Care,
Home Care

Availability:

One (1) exclusive partner
per sub-category

WHY FMCG BRANDS WINS AT CHOCPARTY

FMCG discovery and trial at ChocParty is youth-led and socially driven.

Gen-Z and Millennials influence snack, beverage, personal care, and impulse FMCG consumption. Products are tried, discussed, and shared in real time.

Family presence reinforces household acceptance without turning the event into a formal family setting.

WHY CHOCPARTY CONVERTS BETTER THAN IN-STORE PROMOS

- In-store trials are brief and pressured
- Digital ads lack physical experience
- Retail environments dilute attention

ChocParty delivers:

- High dwell time
- Social proof through visible usage
- Positive emotional association



HOW FMCG BRANDS ACTIVATE

- High-volume sampling during games and social moments
- Product education through use, taste, or feel
- Take-home packs or follow-up incentives
- Feedback and insight capture



THE BUSINESS CASE FOR TRIAL AND REPEAT PURCHASE

- Thousands of real-world trials
- Strong youth-driven recall
- Increased likelihood of repeat purchase

RECOMMENDED FMCG PARTNERSHIP LEVELS

Category Lead Partner

Investment: ₦30m - ₦40m

Experience / Zone Partner

Investment: ₦15m - ₦20m

PREVIOUS SPONSORS AND PARTNERS

