



# TEENAGE TALENT HUNT REALITY SHOW



## *Sponsorship* **PROPOSAL**

*ON*  
Broadcast of Reality Show, Tagged:  
**Teenage Talent Hunt (TTH)**

🌐 [teenagetalenthunt.com](http://teenagetalenthunt.com)

*Organized by:*  
**RHO-SIGMA LIMITED**  
(RC- 1325927)

(Suite 4, Plot 174, Obafemi Awolowo Way,  
Life-Camp, Abuja)

📞 08114300691, 08034769908



To be aired on

**DStv**

## *Marketers*

ProEdge Ltd Corporate Communications  
Suite A02, The Statement Hotel,  
Central Area, Abuja.

📞 08033345286

Fineliners Touch  
25, Adeniyi Jones Ikeja,  
Lagos.

📞 07088477526

## SPONSORSHIP PROPOSAL

Dear Potential Sponsor,

We put up this sponsorship proposal for interested sponsor of specially packaged reality show tagged: **Teenage Talent Hunt Reality Show.**

Many talents abounds in our teenagers, millions of students in senior secondary schools class 2 and 3 and other teenagers yet to be admitted into tertiary institutions: Universities, polytechnics and colleges of education. The Intelligent Quotient (IQ), Emotional Quotient (EQ) and Social Quotient (SQ) of the teenagers are to be measured over a period of six weeks where they shall be evaluated by large audience of viewership on television of their talents in:

Poetry, Essay writing, debate, quiz competition, miming, Sport, Cultural dance, beauty pageantry: represent your tribe inculcating values and heritage, cook out show for different delicacies, usage of home appliances: the nitty gritty of them all, health talk show, Mannerism & Etiquette in social nights.

It is our fervent belief that the show which shall be put together in a very careful manner devoid of immorality from the teenagers, but pursuance of the demonstration and showcasing to the whole world the positive values inherent in Nigerian youths, will no doubt attract a lot of viewers and followers on the television and social media.

The Teenage Talent Hunt Reality show will be aired daily on Pop Central Dstv Channel and Star times with daily and weekly (every Sunday) recap done on African Magic Channel and other major National TV stations. Consequently, we put together in this proposal modus operandi for staging and airing this reality show by pin pointing how your firm will benefit as one of its sponsors and how your products will be given a boost in terms of its marketability. From the Dstv dedicated Channel daily audience viewing data obtained from Multi choice, we are very confident that we shall in no small way help to promote your brand and products during the airing of the reality show which will ultimately help expand your customer base and launch your outfit into new markets across Africa. In the next pages of this document is more pieces of information

about the reality show and an outline of the benefits of the sponsorship deal for potential investors cutting across different forms of sponsorship deal available.

## OVERVIEW OF THE REALITY SHOW

Reality shows is the vogue in nearly all countries of the world now. It is a veritable tool to showcase the talents that abounds in the citizens of countries where the reality show is taking place. This is in addition to the fact that it is now a vehicle for entertainment of different form. In America, they have America got talent, in Britain, they have Britain got talent, and many other countries of the world have gotten their own form of reality shows through wish the talents inherent in their youths are showcased to the whole world.

Many youths around the world have been immensely positively impacted through these various form of reality shows and they continued to have their deeds and character sharpened therefrom the social veritable tool.

Quite unfortunately, the first popular reality show organized in our dear country, regrettably, the show was accompanied with immoralities epitomized by indecent dressing and behaviours that were broadcast live to the teeming Nigeria youths. The show which have been on for some years now continue to attract condemnation from many Nigerians.

Through this programme sadly, our country has been portrayed as that which it is not. Something urgent must be done to show the positive side of the millions of Nigerian youths, our talents in poetry, public speaking, essay writing, quiz competition, home training, ethics and etiquette, drama, decent beauty pageantry e.t.c. It is in pursuance of the demonstration and showcasing to the whole world the positive values inherent in Nigerian youths, that this our reality show tagged Teenage Talent Hunt (TTH) is being organized.

The major goal of putting up the reality show is to provide a veritable tool through which Nigerian youths can be encouraged to imbibe new orientations, demonstration and showcasing of Never-say-never and the



undying spirit of the average Nigerians to pursuing positive ideas and social ideals, that of "Omoluabi" as the Yoruba would say, that of "Ezigbo mmadun" as the Igbo would say and that of "Mutum kiriki" as the Hausa would say.

## OBJECTIVES OF STAGING AND AIRING THE REALITY SHOW

The major aim for organizing this reality show is to showcase to the world, abundance of talents that our teenagers are naturally endowed with.

The specific objectives for organizing this reality show are:

- (i) To use the show as a veritable tool to promoting camaraderie among teenagers and Nigerian youths in general.
- (ii) To promote cultural renaissance using the reality show as a tool
- (iii) Through various academic activities that the house mates are to engage in, it is envisaged that their skills in public speaking, usage of home appliances and their sycomotive skills will be greatly sharpened.

## Mode of Operation

The reality show tagged Teenage Talent Hunt (TTH) will be an house created for thirty teenagers put under the same roof for fourty two days (six weeks) of their long vacation. The teenagers will be called "house mates" during the period of their stay in the house. They will be of the two sexes and be given individual accommodation in the house networked by CCTV camera. They are to be engaging in some activities ranging from educative to entertaining as well informative programmes which is to be broadcast live through which Nigerian youths, youths from other African countries, Nigerians and other Africans in general can be adequately educated, entertained and informed.

### (i) Targeted audience:

Though the major targeted audience for the show is the millions of Nigerian youths and other Africans, the adults and the senior citizens of the nations of the African continent will not be left out too.

### (ii) Auditioning:

To select the talented teenagers which will be year two and year three students of the senior secondary schools in Nigeria and in diaspora.

All the teenagers in this category will be given equal chances of being selected in an auditioning that will take place in these Nigeria Major Cities:

*Lagos	*Port Harcourt	*Ibadan
*Kaduna	*Abuja	*Kano
*Gombe	*Benin City	*Owerri

The auditioning shall be for only those who must have applied to take part in the programme with the written consent of their parents.

### (iii) Accommodation of the Housemates:

For the accommodation of the housemates we have gotten a six three-bedroom flat building plus boys' quarters in an highbrow area of Abuja on lease for usage. The house have a reasonable expanse of land, well fenced with adequate security.

### Special appearances:

To spice up the activities in the house, the following special appearances will be made:

- An evening with Mr. President,
- An evening with some role models such as: Wole Soyinka, Chimamanda Adichie, Dangote, Otedola, Mike Adenuga, Mrs Alakija,
- An evening with some celebrities such as: Davido, Tems, Funke Akindele, Toni, Asa, Yemi Alade, Alli Nuhu, Regina Daniel, Moses Bliss, Asisat Oshoala, Kanu Nwankwo, Victor Osimen, RMD, Davido, Gbenga Elegbeleye, Babajide Kolade-Ototoju e.t.c.

**Remark:** The afore-listed eminent personalities will be invited to make special appearances in the house to have rapport with the house mates. It is believed that this will help mentor the house mates and make the reality show more popular and be a boost in its viewership.

## TEENAGE TALENT HUNT REALITY SHOW WINNING CATEGORIES PRIZES:

### 1st Prize - Most Talented teenager

Scholarship to study in university (to complete a 5 or 4-year course of study) worth 40 million Naira & cash prize of 10 million Naira to cover procurement of books & learning materials.

## **2nd Prize: First runner up of most Talented Teenager**

Scholarship to study in university (to complete a 5 or 4-year course of study) worth 33 million Naira & cash prize of 7 million Naira to cover procurement of books & learning materials.

## **3rd Prize: Second runner up of Most Talented Teenager**

Scholarship to study in university (to complete a 5 or 4-year course of study) worth 25 million Naira & cash prize of 5 million Naira to cover procurement of books & learning materials.

## **CONSOLATION PRIZES:**

There are lots of consolation prizes to be won by house mates weekly.

## **WHY PARTNERING WITH US:**

On agreeing to work with us to stage the reality show, you and your company will get adequate recognition as a sponsor in our programme guide, mailing lists, social media promotion through our various social media handles, contests, giveaways, product placement; sponsored posts as well as mentioning verbally during the broadcast of Teenage Talent Hunt Reality Show.

## **BRAND EXPOSURE & MARKET EXPANSION**

As a sponsor of a reality show of a very active TV audience participation of over 2 million daily across 20 African countries, you and your company can expect optimal visibility for your brand and products, engendering new markets expansion and increase in your international presence and steady rise in your professional profile.

## **BUILD RELATIONSHIP**

There is a presence of solid business networks to be established precipitating corporate and community relationships with an exposure of your brands and products to key entertainment markets.

## **BUSINESS IN THE SPOTLIGHT**

Your brand and products will be put in the spotlight through making the winner of the Teenage Talent Hunt reality show be your brand ambassador for a year after the show.

## **CORPORATE SOCIAL RESPONSIBILITY**

Partnering with us to stage the reality show will be a way to contribute to keeping our teenagers and the youths at large positively engaged and keep our streets safe, which will be a boost to your social corporate responsibility contribution to the society.

## **CATEGORIES OF PARTNERSHIP TITANIUM PARTNERSHIP VALUE : 500 Million Naira**

The sponsorship package content entails:

- Mentioning your products in all adverts on all media.
- Branding your products on all auditioning materials.
- In-house use of branded materials twice per week for 6 weeks.
- 1 minute advertorials airing twice in every 2 hours broadcast
- Credit at the beginning of each broadcast.
- Full screen tile advert at the end of each broadcast.
- Ability to embed and link videos on website,
- Credit in video descriptions.
- Recognition in all pre and post –event media marketing.
- Recognition at the event and opportunity to present awards to winners.
- Brand ambassadorship of one winner out of three.

## **PLATINUM PARTNERSHIP VALUE: 250 Million Naira**

The sponsorship package content entails:

- Mentioning your products in all adverts on all media,
- In-house use of branded materials once per week for 6 weeks
- 1 minute advertorials airing once in every 2 hours broadcast
- Credit at the beginning of each broadcast,
- Full screen tile advert at the end of each broadcast,
- Ability to embed and link videos on website,
- Credit in video descriptions,
- Recognition in all pre and post –event media marketing.
- Recognition at the event and opportunity to present awards to winners,
- Brand ambassadorship of one winner out of three.



### **DIAMOND PARTNERSHIP** **VALUE: 100 Million Naira**

The sponsorship package content entails:

- Mentioning your products in all adverts on all media.
- In-house use of branded materials once per weeks for 4 weeks.
- 1 minute advertorials airing once in every 2 hours broadcast for four weeks.
- Credit at the beginning of each broadcast.
- Full screen tile advert at the end of each broadcast.
- Ability to embed and link videos on website.
- Credit in video descriptions.
- Recognition in all pre and post –event media marketing.
- Recognition at the event and opportunity to present awards to winners.
- Brand ambassadorship of one winner out of three.

### **GOLD PARTNERSHIP** **VALUE: 50 Million Naira**

The sponsorship package content entails:

- Mentioning your products in all adverts on all media.
- In-house use of branded materials once per week for 3 weeks.
- 30 secs advertorials airing once in every 2 hours broadcast for 3 weeks.
- Credit at the beginning of each broadcast.
- Full screen tile advert at the end of each broadcast.
- Ability to embed and link videos on website.
- Credit in video descriptions.
- Recognition in all pre and post –event media marketing.
- Recognition at the event and opportunity to present consolation prizes to recognized talented teenagers.
- In-house games sponsorship.

### **RUBY PARTNERSHIP** **VALUE: 25 Million Naira**

The sponsorship package content entails:

- Mentioning your products in all adverts on all media.
- In-house use of branded materials once per week for 2 weeks.
- 30 secs advertorials airing once in every 2 hours

- broadcast for 2 weeks.
- Credit at the beginning of each broadcast.
- Full screen tile advert at the end of each broadcast.
- Ability to embed and link videos on website.
- Credit in video descriptions.
- Recognition in all pre and post –event media marketing.
- Recognition at the event and opportunity to present consolation prizes to recognized talented teenagers.
- In-house games sponsorship.

### **SILVER PARTNERSHIP** **VALUE: 10 Million Naira**

**The sponsorship package content entails:**

- Mentioning your products in all adverts on all media, In-house use of branded materials once.
- 30 secs advertorial airing once in every 2 hours broadcast for 1 week.
- Credit at the beginning of each broadcast.
- Full screen tile advert at the end of each broadcast.
- Credit in video descriptions.
- Recognition in all pre and post –event media marketing.
- Recognition at the event.
- In-house games sponsorship.

### **BRONZE PARTNERSHIP** **VALUE: 5 Million Naira (#5,000,000)**

**The sponsorship package content entails:**

- Mentioning your products in all adverts on all media.
- In-house use of branded materials once
- Recognition at the event.

## *Remarks:*

Sponsorship can be in kind, that is:

- 1). Universities can give scholarship value in kind to specific number of Teenagers for their chosen sponsorship partnership deal.
- 2). Shopping Malls, Supermarkets, Eatery & Confectionaries can have their chosen sponsorship partnership deal in kind in form of allowing house mates to visit their malls for shopping and sponsor what they buy at an appointed date.

3). Airlines, National Carriers and Hotels can have their chosen sponsorship deal be in kind in form of passage, air tickets and accommodation of housemates for holidays to western world and other tourist attractions centers.

4). Children Upkeep and beverages manufacturers can have their chosen Sponsorship deal delivered in kind too by supplying their products for distribution to the house mates.

5). Automobile manufacturers can have their chosen sponsorship deal delivered in kind by supplying their products to us.

6). Furniture and Mattress makers can have their chosen sponsorship deal delivered in kind by supplying their products to us.

### ► Live Streaming

**The Content of the reality Show  
Shall be broadcast live  
on Streaming Platforms Such as:  
Netflix, Showmax, Youtube & Facebook**

## *Conclusion:*

There is no doubt that there are lots of merits for organizing this reality show, apart from the fact that it will be a vehicle for promoting good moral values and ideals, it will go a long way to being a basis for educating, entertaining and informing the youths in addition to the fact that the reality show will help in no small way to be one of the basis for showcasing enormous talents of Nigerian teenagers.

Consequently, you are hereby invited to peruse carefully, the content of this sponsorship proposal document with a view to considering partnering with us to organize and broadcast it.

Yours faithfully,



teenagetalenthunt.com  
inquiry@teenagetalenthunt.com  
teenage talent hunt  
teenage talent hunt  
teenage talent hunt  
teenage talent hunt  
Teenage.Talent.Hun

*Prof. Bolarinwa Bolaji*  
*Project Manager.*

+234 811 430 0691, 08034995772

bolarinwa.s.bolaji@gmail.com