31st May 2022

**TO WHOM IT MAY CONCERN**

Sir/Madam,

**REQUEST FOR SPONSORSHIP FOR THE URBAN LIFESTYLE FESTIVAL**

We are proud to introduce to you and your organization **THE URBAN LIFESTYLE FESTIVAL** slated to hold on the 1st of October 2022, 17th December 2022 and 27th December 2022 respectively. The Urban Lifestyle Festival has an estimated target audience of three thousand people (3,000) in attendance minimum. The venue is Bamanga Tukur Gardens (BMT) right in the heart of Wuse 2, for Abuja, Mees Palace, Rayfield (for Jos edition) and Kaplore resort, barnawa (for Kaduna edition) respectively.

**ABOUT THE EVENT**

**THE URBAN LIFESTYLE FESTIVAL** is a series of concerts by Big Headphones (BHP). The preferred genre of music in the chosen locations for the festival is predominantly Hip Hop and we intend to fully exploit its reach.

Urban Lifestyle Festival has been in existence since 2016 with the start off point being Kaduna. It has been focused on giving emerging artists a platform to showcase their craft, as well as acting as a meet point for local businesses to tap into the convergence of youth demography of the city. The last edition was held in Abuja FCT for the first time and was a huge success. Urban Lifestyle Fest is currently gearing towards its 6th edition which will be taking place in the FCT once again. We have decided to expand the festival to three more locations under the review year with FCT, Abuja as the first stop under the review year. The other locations are Kaduna, Plateau State and Lagos.

The artist line up for the Urban Lifestyle Fest (ULF) are:

Rema, Bella Shmurda, Oxlade, Blaqbonez, MI Abaga, Jesse Jagz, Alpha Ojini, Paybac, Paper Corleone, BHP, BOC Madaki, Zilla Oaks, Eeskay, Tempo, Odumodu Blvck, Reeplay, PsychoYP, Badboy Timz, Ckay Yo and many more.

For the longest time, the North has served as a keen market for the consumption of Hip Hop in Nigeria especially with the emergence of rappers taking over the Hip Hop scene since 2008 with the likes of MI, Jesse Jagz, Ice Prince, Magnito, Classiq.

Urban Lifestyle Festival is majorly a musical concert aimed at a demography from the age of 16 and above. It is designed to be fun filled, energetic, memorable, insightful, educational, well planned and executed to leave a lasting and lingering impression on attendees. We believe that the permanent and temporary residents and even visitors crave for new experiences and this is an avenue to meeting their needs and justifying that the FCT and other states are ready for such events as well as reawakening the interest of potential investors, entrepreneurs and even sponsors by showcasing that the land is commercially viable and ready for the harvest.

**OUR OBJECTIVES**

1. To cement Urban Lifestyle Festival in the FCT.
2. To project the numerous business opportunities that exist in the FCT.
3. To foster networking and educate people on the cultural values and diversity of the FCT.
4. We intend to create overall awareness amongst the youth and the inhabitants on how rich the capital is with ripe and viable services to tend to their lifestyle and business needs and as a sector of the economy that can be a means of financial empowerment, job creation and youth productivity for them.
5. To boost tourism and encourage investment opportunity in the entertainment sector of the FCT and Nigeria at large.
6. To showcase the diverse entertainment values of the FCT.
7. To improve quality of life by contributing towards education and capacity building for children and youths.
8. To heavily support education through the power of quality entertainment.

**PARTNERSHIPS AND PARTICIPATIONS**

This event is packaged by BHP and will be executed in collaboration with interested parties open to the possibility of working together on this project. So far, we have struck up a collaboration with Switch Up Africa, an avant-garde entertainment company that is versed in an array of services, from Public and Media Relations to Bookings and Event Management. All partners share like vision of making the FCT and Northern Nigeria progressive and service driven.

Switch Up Africa has a portfolio that shows extensive work both locally and internationally and is intentional in its goal to be a full service, neoteric entertainment company. Artistes around Africa including Burna Boy, Buju, M.anifest, Stanley Enow are currently on their roster.

With multiple events already executed by tier companies at individual times, a collaboration will combine our shared experience and expertise in the entertainment, lifestyle and nightlife industry to give an experience second to none.

**PECULIAR BENEFITS INCLUDE:**

* 2 VIP Tables and 20 VIP tickets as giveaways to your loyal customers.
* Increased brand visibility and interaction with inhabitants of FCT.
* Media placements on multiple platforms.
* Brand recognition to locals and tourists/visitors.
* Access to new demography in FCT and event database.
* Exclusive access to the planning and implementation schematics of event.
* Corporate jingles and adverts included in event advertisement on all top radio and media outfits in the FCT.
* TV ads on either of MTV Base, Soundcity or TraceTV.
* Logo showcase on LED screens at the event venue.
* Verbal public awareness campaign of humanitarian efforts on social media, TV and radio after the event.
* Allocated ushers to distribute Moet Hennessy Nigeria flyers and publications at the venue.
* Allocated Moet Hennessy Nigeria booth for customer interaction at the venue.
* 5-mins presentation from a Moet Hennessy Nigeria representative during the event.
* Vendors and corporate partners of the event holding up placards endorsing Moet Hennessy Nigeria.

**OUR REQUEST:**

We would appreciate Moet Hennessy Nigeria’s full support and require your support in the best way your establishment deems fit for the year 2022. We humbly request that your organisation partakes in our event as our **“OFFICIAL SPONSOR”** to showcase what your organisation is all about in a capacity crowd of 3,000 people minimum, capture content that will be of value to your network and collaborate with Urban Lifestyle Festival on brand-affiliated activations. Through this drive, a percentage of sponsorship will go towards impacting the lives of over 5,000 children and beneficiaries of **The ULF Foundation**.

We will be very grateful for your organisation’s participation in this one-of-a-kind concert. We have nothing but good intentions and your support will go well. We have done our possible best to put this event together and with you on board we shall celebrate a beautiful event and expose our brands to limitless possibilities.

Please feel free to contact us via telephone or email. Thank you very much in advance for your time and kind consideration.

Yours Sincerely,



Louis Lumumba Adeh

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Chief Operations Officer

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