31st May 2022

TO WHOM IT MAY CONCERN

Sir/Madam,

**REQUEST FOR SPONSORSHIP FOR ‘CAPITAL IN THE CITY’**

We are proud to introduce to you and your organization **THE CAPITAL IN THE CITY** slated to hold on the 27th of December 2022. The ‘Capital in the City’ has an estimated target audience of two thousand people (2,000) in attendance minimum. The venue is Mees Palace right in the heart of Rayfield, Jos.

**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, Jos and Kano.

For the upcoming Jos edition, we have partnered with Riverside Entertainment and Soundwave Festival to produce an event tagged ‘Capital in the City’ which will include all the elements that have been a part of our festival aesthetic over the years. It will be curated by Bigheadphones Entertainment as well as Urban Lifestyle Fest by extension.

The artist line up for the **‘Capital in the City’** is:

Jesse Jagz, Bella Alubo, Classiq, YNUG, BHP, BOC Madaki, Zilla Oaks, Eeskay, Odumodu Blvck, Reeplay, PsychoYP, 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 Jos is 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 pull off the ‘Capital in the City’ in Jos and thereby introducing the Urban Lifestyle Fest idea and Soundwave festival to the public.
2. To project the numerous business opportunities that exist in Jos.
3. To foster networking and educate people on the cultural values and diversity of Jos.
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 Jos and Nigeria at large.
6. To showcase the diverse entertainment values of Jos.
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 **Riverside Entertainment** **and Soundwave Festival**, an entertainment company that is versed in an array of services, from artiste management to event management. All partners share like vision of making the Jos and Northern Nigeria progressive and service driven.

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:**

* 5 VIP tickets
* Increased brand visibility and interaction with inhabitants of Jos.
* Brand Media placements on multiple platforms which includes Rhythm FM Jos and a one-month placement period on our official website. (www.urbanlifestylefestival.com)
* Brand recognition to locals and tourists/visitors.
* Access to new demography in Jos and event database.
* Exclusive access to the planning and implementation schematics of event.
* Online streaming brand logo ad on event day.
* Logo showcase on LED screens/banner and media wall at the event venue.
* Verbal public awareness campaign of humanitarian efforts on social media, TV and radio after the event.
* Allocated ushers to distribute Prixair Media flyers and publications at the venue.
* Allocated Prixair Media booth for customer interaction at the venue.
* 5-mins presentation from a Prixair Media representative during the event.
* Vendors and corporate partners of the event holding up placards endorsing Prixair Media.

**OUR REQUEST:**

With the understanding that has been struck up between both of our brands, we would like to formally request for a **40% discount** on the initial cost of your services that will be rendered, which includes the provision of the stage (roof included), 2 LED Screens, lights, sound and barricades for the event.

We are also proposing an arrangement in which we pay your company in instalments, with the first payment made before the event and the second one coming right after the event.

We believe it is a fair deal for both sides and we’re hoping we can achieve it with concerted efforts from the two parties involved.

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 2,000 people minimum, capture content that will be of value to your network and collaborate with Urban Lifestyle Festival on brand-affiliated activations.

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

Big Headphones Entertainment LTD/ Urban Lifestyle Festival LTD

Chief Operations Officer

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