

SPONSORSHIP PROPOSAL



URBAN LIFESTYLE FEST 20 STYLE ST 22

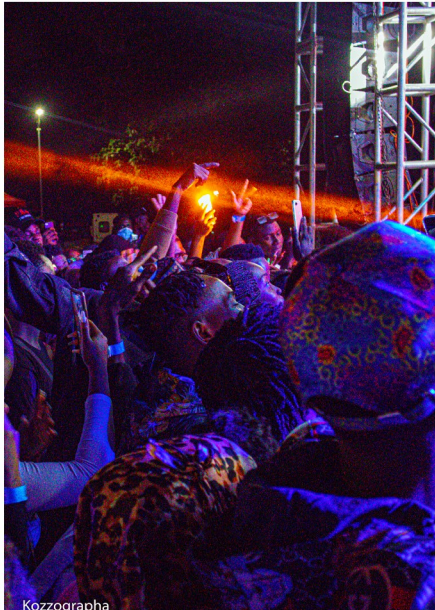
BigHeadPhones Entertainment
09073543070, urbanlifestylefestival@gmail.com

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AFRICA



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ABOUT the Festival

Urban Lifestyle Fest is a music and lifestyle/culture festival which originated in the city of Kaduna in 2016 and has successfully held five editions over the past five years, with the last edition taking place in Abuja in April 2021. An annual fest in its formative years, it maintained a fixed date, taking place on the 27th of December for the first four editions.

The fest has grown steadily since its inception and has been able to attract a crowd of over 7000 people cumulatively. The festival provides a 3-way point of contact involving the artist, the audience and the business reps (investors, record companies, management agencies and major influencers). There have been diverse reactions by different groups to the festival experience; as to businesses it's a boom, to music, a soulful salute to the music that brings the youth to life, to attendees, its where to meet friends and to culture, it's a chance to stretch its horizon, learn and showcase.

The festival is centered around celebrating the culture of Hip Hop but also pays a great deal of attention to other genres of music, and also to the other elements of urban lifestyle which include fashion and arts/crafts.





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OUR vision

Our vision over the last five years of operation has been to create a platform that will serve as a springboard for artistes, both new and old to advance their music careers and expand their reach through a working system that provides a requisite entertainment bussiness foundation and an outlet to showcase their artistry and showmanship.

OVERVIEW

Urban Lifestyle Fest is set to hold its next edition in March/April 2022, targeting the summer break which is an ideal period for outdoor events. The high-energy performance set list will last for 10 hours with the event flow planned to keep the audience engaged all through. New activities and possible fill ups are added every year to maximally utilize the running time and create more memories for the attendees.

Aside from a top quality headlining artist line-up, a rich collection of artists ranging from musicians, DJ's, hypemen and graffiti artists are to participate in this year's festival, alongside a host of entrepreneurs/vendors providing necessary items to keep people comfortable at the venue all day while others showcase products that culturally appeal to the attendees in fashion and lifestyle.



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A main stage will be provided for the major musical performances while smaller set ups will be created for minor activities taking place simultaneously as side attractions to keep the place alive for different participants at the same time. A highlight of the component activities includes; musical performances from major and upcoming acts, green room, body art, art exhibition, graffiti, photo booth, foodcourt and bar.

Once again, the festival will take place in BMT African Garden [BAMANGA TUKUR AFRICAN GARDEN] allowing us to provide banner space, sponsorship marketing stations, vendor stations as well as arts and crafts exhibitions. This venue has proven to be a unique location for the gathering in terms of accessibility, security and overall outlook.



OUR Team

Urban Lifestyle Fest is brought to you by Bigheadphones Entertainment as an annual festival experience. Our agents at BHP have been in charge of coordinating the festival for five (5) consecutive years on full time basis, alongside individuals or groups serving as volunteers or paid operatives supporting the management team.

OUR GROWTH

Since the festival began in 2016, Urban Lifestyle Fest has achieved incredible growth driven by an effective marketing and a high acceptance rate among the target audience because of the memorable experiences that come with it. The Festival continues to evolve and grow year after year and the 2022 attendance is expected to exceed 5,000 visitors at a combination of ticketed and free entries.



OUR EXPANSION

Urban Lifestyle Fest has till date held five (5) consecutive editions, with four of them occurring in Kaduna (ULF 2016, ULF 2017, ULF 2018, ULF 2019), and the other one in Abuja (ULF 2021) - for the first time - earlier this year.

We plan to continue the tradition of holding the fest annually in its original host city Kaduna, as an end of year event, and also keeping the Easter weekend date for our annual Abuja edition.

It has always been our goal to take the fest to other cities/music hubs to celebrate the culture with a new audience and still hold on to the ethos of the festival.

With advanced funding and the availability of a dedicated work force, there's always the possibility for the continued expansion of the fest to more states around the country. Cities in the North like Jos, Kano, Bauchi, Yola and Zaria come to mind first as places where we wield influence within our immediate society. By utilizing the right network the fest can also be taken to major cities in the south like Port Harcourt, Ibadan, Lagos and Enugu.

Once we are able to pilot the fest in a new city, we intend to keep the format of running it annually in said location, as that is the best way to inculcate the festival culture and leave an imprint for many years to come.



A man is performing on stage, wearing a bright blue blazer over a white pinstriped shirt. He is wearing a gold and silver beaded hat and sunglasses, and is holding a microphone to his mouth. In the background, there are other people and stage equipment. At the bottom of the image, there is a logo for "CMP Community Market Place" and a circular logo for "CROSSROADS OF THE SOUTH" featuring a heart shape.



2016

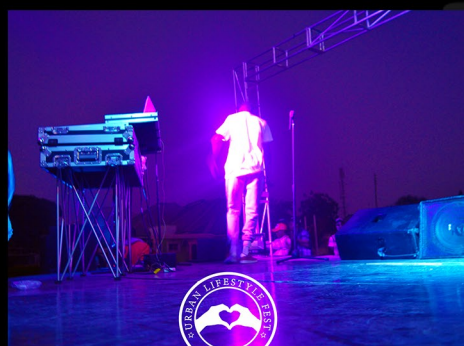




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HISTORY IN PHOTOS

2017





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HISTORY IN PHOTOS

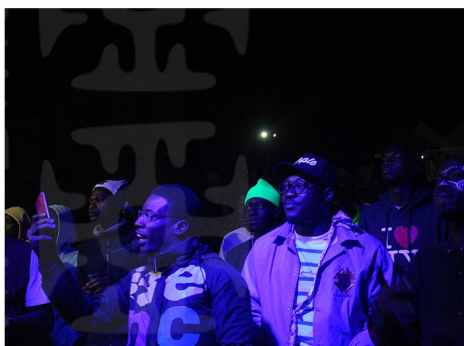


||||| 2018 |||||



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HISTORY IN PHOTOS



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HISTORY IN PHOTOS



- PRESIDENT ZIK BHP



- ROSS BHP



- PSYCHO YP



- EESKAY



- ZILLA OAKS



- BHP



- MOJO

2021





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HISTORY IN PHOTOS



2021

Kozzographa





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TARGET audience

Audience research suggests that;

- Previous Urban Lifestyle Festivals have proven fans loyalty.
- Over 60% of the attendees have attended more than one of the festival events.
- 60% of the audience is male and 40% female.

70% of the audience are 17-30 year olds, while 30% are 30+

Therefore, our marketing campaign is aimed at the following demographic and psychographic groups:

Identity: Hip-Hop culture (artists and fans), high status, good careers & jobs, brand conscious, strong collective influence and power, cultural drivers, connected, leaders, innovators, trailblazers, role models and mentors.

Attitudinal: Open minded, cutting edge, liberal, independent, opinionated and knowledgeable.

Behaviors and Beliefs: Technology savvy, adequate disposable income, enthusiasts with a zest for Hip Hop and such. Sociable, self-aware, self-conscious, community support.



INFLUENCER network

The demographic of young, attractive music lovers ensures natural high quality content. Not just millennials, but the millennials that influence today's trends. ULF has strong relationships with some of the industry's emerging and established influencers providing an organic landscape for brand and influencer partnerships.



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MARKETING mix

ULF's marketing is primarily done via social media, including Facebook, Twitter, WhatsApp and Instagram. It also advertises on other websites and blogs and via media partners. Youth and adult organizations are also approached and given incentives to participate in the festival to increase both the grassroots awareness of the event, and local inclusion.

Printed promotional materials such as posters, flyers and banners are distributed around the city, and media houses are engaged either as collaborators or just service providers. A communication team will assist with the development of branding and marketing tactics following the examples set by the previous media team. They will also ensure a professional approach to PR and media.

PRESS

ULF has been covered by some of the most viewed digital publications in Kaduna, Abuja and northern Nigeria with over one million views a year.

WHAT to expect at ULF 2022

With renewed focus on the 2022 Urban Lifestyle Festival, we intend to collaborate locally and otherwise in mutually beneficial relationships to add value on both sides and achieve the following set of goals:

1. ULF 2022 will be held as a tour in the following cities; FCT Abuja, Kaduna, Port-Harcourt, Jos and/or Lagos.
2. Secure funding for higher caliber talents and major headliners for the event.
3. Increase programming in the heart of each city to substantially improve foot traffic by attracting new attendees.
4. Increase the number of opportunities for local performers and entrepreneurs.
5. Re-capture the essence of the festival and bring people of different backgrounds together through the general appeal of music.
6. Begin the shift away from reliance on ticket sales to planning individual contributions as revenue sources.
7. Introduce new activities and sections to improve the festival experience.
8. Gain national recognition through extensive press.



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SPONSORSHIP

- WHY SPONSOR

ULF does not just look for sponsors. Instead, the Festival looks for partners that will support and be a part of the Festival. This is done with a strong emphasis on customer service and building relationships. Based on the client's objectives, a tailor-made proposal will be created to ensure efficiency in achieving organizational goals.

- BRAND EQUITY

BHP Entertainment being the parent company of Urban Lifestyle Fest is a full fledged entertainment outfit which has been in operations since 2012, and is involved in audio and video production as well as artist management. It is a well recognized brand in the budding entertainment industry in this part of the country. We believe our brand has a lot to offer in terms of value and would be a beneficial brand association for any company/organization.

- BRAND VISIBILITY

Urban Lifestyle Fest has successfully held six editions till date and has amassed a cult following with an average of 1500 people in attendance at each edition. As such our brand has been able to also grow a thriving social media fan base with over 10,000 followers across all social media platforms. A collaboration with our brand will guarantee access to our fan base and will provide your company an opportunity for sales.

- RIGHT TARGET FIT

Our audience has a good blend of youth and enthusiasm for forward thinking, and are the ideal crowd to promote cutting edge and new products and spread information through both physical and digital channels.

The benefits of sponsorship includes but are not limited to;

- Image and brand recognition targeted by sponsor's need
- Retail incentives/channels and cross-brand promotions
- Media and social media engagement for higher exposure
- Product showcasing through sampling and demonstrations



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SPONSORSHIP Levels and Benefits

DIAMOND SPONSOR (N50,000,000)

- 1) An exclusive right to have the festival presented in sponsor name (i.e STAR Urban Lifestyle Fest)
- 2) An exclusive right to solely handle the sales of drinks (alcoholic) at the festival.
- 3) Sponsor logo on media wall display at the venue
- 4) Space will be provided at the venue to set up a stall by sponsor
- 5) Sponsor logo on promotional posters and flyers
- 6) Sponsor logo featured on video adverts
- 7) Sponsor logo display on mainstage screen during festival
- 8) Sponsor to be mentioned on audio adverts
- 9) Audio recording mentioning sponsor to play as interlude between festival performances
- 10) 10 VIP Lounge access passes
- 11) 5 backstage access passes

PLATINUM SPONSOR (N30,000,000)

- 1) An exclusive right to have the festival main stage named after sponsor (i.e Jameson stage)
- 2) Space will be provided at the venue to set up a stall by sponsor
- 3) Sponsor logo on promotional posters and flyers
- 4) Sponsor logo featured on video adverts
- 5) Sponsor logo display on mainstage screen during festival
- 6) Sponsor to be mentioned on audio adverts
- 7) Audio recording mentioning sponsor to play as interlude between festival performances
- 8) 5 VIP Lounge access passes
- 9) 3 backstage access passes

GOLD SPONSOR (N20,000,000)

- 1) An exclusive right to have the festival VIP Lounge named after sponsor (Tiger Lounge)
- 2) Space will be provided at the venue to set up a stall by sponsor
- 3) Sponsor logo on promotional posters and flyers
- 4) Sponsor logo featured on video adverts
- 5) Sponsor logo display on mainstage screen during festival
- 6) Sponsor to be mentioned on audio adverts
- 7) Audio recording mentioning sponsor to play as interlude between festival performances
- 8) 5 VIP Lounge access pass & 2 backstage access passes



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TENTATIVE BUDGET FOR 'URBAN LIFESTYLE FEST' 2022

	Item	Amount (Naira)
1.	Venue: BMT Garden	N800,000
2.	<i>Stage x Sound:</i> <ul style="list-style-type: none">- 4 extended walkways- Sound X Backlines- Screens (2 large Screens - size 14 x 8)- Lights (Ambience)- Special Effects (Pyro fireworks x Fire flames x Smoke machine)- Live Music (Music Culture Generator X Fueling)	N3,000,000
3.	Stage Management	N300,000
4.	<i>PR and Bloggers</i>	N500,000
5.	Merchandise	N1,000,000
6.	<i>Deejays/Hypemen</i>	N500,000/N200,000
7.	VIP setup (Seats and Tables)	N300,000
8.	Media walls	N500,000
9.	Vendor Setup (Canopies, Tables, Chairs, Bulbs)	N200,000



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	Item	Amount (Naira)
10.	Influencers	TBD
11.	Green Room Area	N500,000
12.	Media Coverage [Navajo Multimedia]	N300,000
13.	TV Stations [MTV, TRACE, Soundcity]	N500,000
14.	Radio	N400,000
15.	<i>Billboards</i>	N1,000,000
16.	Flights	N1,000,000
17.	Accommodation	N1,000,000
18.	Car Rentals	N700,000
19.	Security & Hostesses	N650,000
20.	Drinks	N1,000,000
21.	Miscellaneous & Logistics	N1,000,000



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TENTATIVE BUDGET FOR 'URBAN LIFESTYLE FEST' 2022

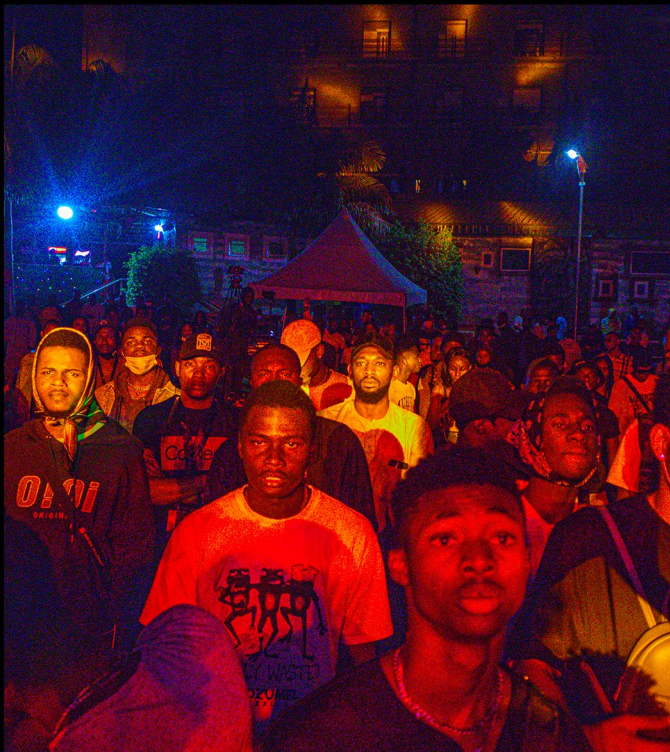
	Item	Amount (Naira)
22.	Guest Artists i. Cavemen ii. SDC iii. Burna Boy iv. Brymo v. Phyno vi. Davido vii. 2face viii. Blaqbones ix. Buju X. Falz xi. Brymo xii. Omah Lay xiii. Jesse Jagz xiv. Harley Panam Percy Paul xv. Cheso xvi. Anti-World Gang xvii. Ajebo Hustlers xviii. Hotyce xix. BHP xx. Zilla Oaks xxi. President Zik xxii. Mayourkun xxiii. Oxlade xxiv. Bella Shmurda xxv. Foreign Act e.g. J Cole	TBD
	TOTAL	N 0.00



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All matters relating to
Urban Lifestyle Fest sponsorship
should be directed to:



urbanlifestylefestival@gmail.com
bhpurbanlifestylefest@gmail.com
bhpulf@gmail.com
bigheadphonesentertainment@gmail.com

 09073543070

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In Association with



SWITCH UP
AFRICA

 Urbanlifestylefest  ulf_vibes
Urbanlifestylefestival@gmail.com



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