

# Sugar Valentine Fest



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Venue: Ikeja City Mall Friday 16th Feb, 2024 Time: 7:00 pm



TWIN STUDIOS MEDIA INTERNATIONAL  
**TSM NETWORK**  
CONSULTING & EVENTS  
*Your Events at Super Styles at Super Grands!*



# SUGAR BEACH VAL

LANDMARK BEACH: SUNDAY 18 FEB. 2024 TIME: 12 NOON

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*Valentine*

# Valentine Fest



## About

Valentine Fest is a full stack event that comprises numerous leisure activities happening simultaneously with an array of music performances - all orchestrated to engage every attendee to experience the vibes of love.

## The Goal

- ♥ To engage any personality type among our guests.
- ♥ To finely fuse the lovers music and valentine vibe.



*Fest* ♥♥♥

*Valentine*



# Major side attractions



Ticket sales  
(Table of 10, VIP, Regulars)

Daddy's & Mummy's  
Love Renewal

Marriage & Couples  
Love Renewal

Lover's Engagement  
Proposal

Best Dress Couple

Best Dressed Lover  
(Aged, Middle age, Young)

Best Lover's Dance

Multiple Location event production  
Oldies vibe & Genz vibe

Social interaction

Business connection

Couples gift bags

Comedy

Corporate table of 10 @ 500k

Brand table of 10 @ 500k

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# Target Audience

Age 18-45

Digital

Urban

Native

Pop Culture Enthusiasts



*Fest* 

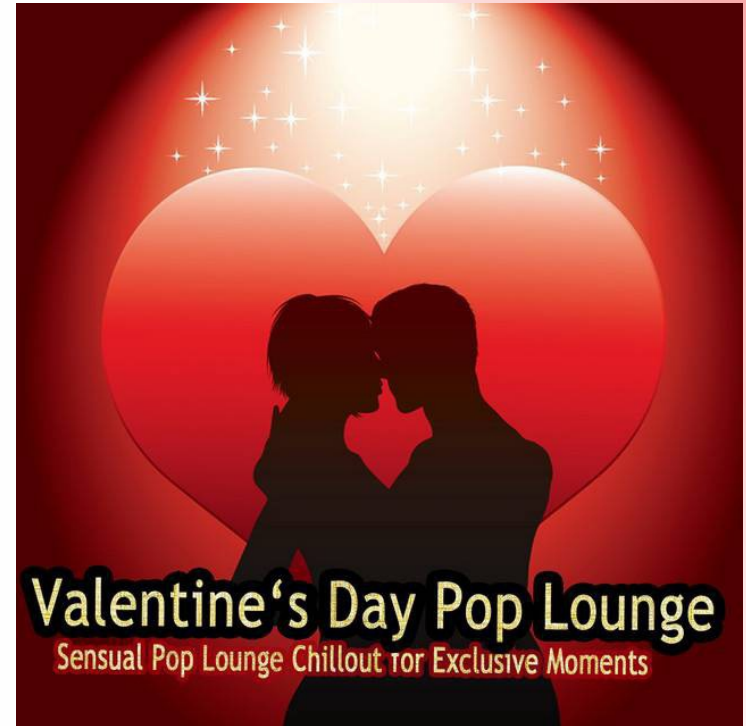
*Valentine*

# Valentines Day

Valentines Day is to celebrate romance and love and kissy-face fealty. It's a moment for lovers to express their affection in a gif and any lovely feelings to make lovers feel special and loved.

This year's valentine event brings the party offline fun and lovely moments and it promises to be bigger than ever.

*Fest* ♥♥



Valentine



# Here For the Vibes

This year's Valentine est is creaaatina kind of vibe that initi te memories that will linger long in the mind and part of atendees.

With an amazing turnout of about 1,000 VIP guests and 10, 000 beach guests all engage in a wide array activities.

Fest 

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# Proposed moments at Valentine est 2024

*Fest* 



*Valentine*



# Couples Dinner

Here couples get a reserved table for a romantic dinner, enjoy each others company and basking in the warm glow of love on a pleasant night amidst arties celebritiesand other l ve seekers.



*Fest* 

*Valentine*

# Romantic Proposal Booth

Your proposal story will be told over and over again in the presence of friends, families and colleagues and make it special with some romanti and create input by celebs arties and the master of ceremony, also you get the opportunity of making your proposal and presenting our love one a special gift.

*Fest* ❤️❤️



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# karaoke station Sing with the artist

Have a Karaoke Booth where lovers can sing a love song of their choice and have themselves recorded or sing with the artist and dance with their lover. Guest can also get recordings of their sessions at station.

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## Photo Moments

We know the importance of “Instagramable Moments” at any events in Naija to generate UGC. We have several areas developed around the venue to create these spaces. Branding opportunities will be available within these spaces for our partner brands.



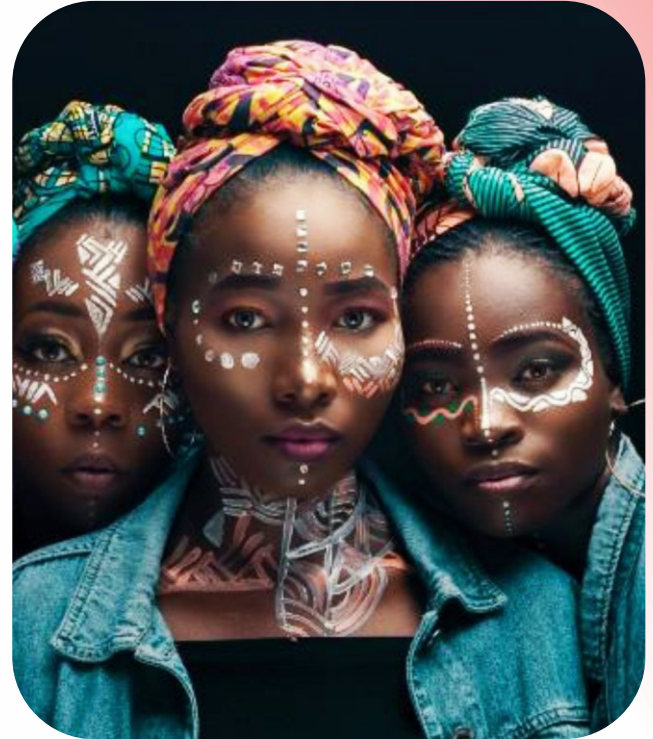
*Valentine*

# Body Art Sessions

Part of our major side attraction is a booth for body art sessions conducted by art experts.

At the booth, guests will avail themselves of various kinds of arts such as face painting, body painting, temporary/permanent tattoo drawing and many other kinds of body art.

*Fest* ♥♥♥





# Beauty & Fashion Pop-Up Shops

Beauty and fashion station where items like makeup, Clothes, Perfumes / Oils, Accessories, and other fashion items in display and sales.

Guests that buy makeup products can access free makeup sessions where they experience the use of the products they purchased real-time.



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# Gele Tying/ Tie knotting Competition

The Event Is Going to feature revitalization of marriages with gele tying competition and knotting of ties which draws the attention of couples to the need to be vast with their spouses fashion accessories.



*Fest* ♥♥♥

*Valentine*

# Unlimited Free Meat

The unlimited free meat vibe is available as most event attendees love to take good meat to their saatsffaction.

- ♥ And so, we have the eat till ou are ted opopption.
- ♥ Also saving the best meat for the last will be played out to attendees.



*Fest* ♥♥♥





## DJ Sets

Create stages at the venue, one stage for the artists to perform and one or two where our DJs can be positioned to thrill guests.

This will give our guests the freedom to choose whichever side of the venue they want to be.





# Dance Breakout Sessions

Within the course of the event guests will be thrilled to dance breakout sessions where professional dancers will orchestrate freestyle sessions among guests.



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# Artistes Lineup

## SUGAR VALENTINE FEST

**Venue: Ikeja City Mall**

**Date: Friday, 16th February 2024.**

Position your brand in the spotlight by partnering with Sugar Valentine Fest - an unforgettable celebration where love meets entertainment. This sensational event at ICM Ikeja boasts a star-studded lineup featuring:

**Asake**

**Ayra Starr**

**Poco Lee**

**Sugar Beast**

**Kenny Blaq**

**DJ Mytymike" (TBC)**



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# Artistes Lineup

**SUGAR BEACH VAL**

**Venue: Landmark Beach**

**Date: Sunday, 18th February 2024.**

Unlock the Rhythm of Success: Sponsor Sugar Beach Val Extravaganza! Elevate your brand to center stage by partnering with Sugar Beach Val, where the sands meet the beats, and the stars align for a spectacular musical experience. This is your exclusive chance to associate your brand with an unforgettable event featuring top-tier artists:

**Teni**

**Seyi Vibes**

**Sugar beast**

**Poco Lee**

**DJ Wannie n Handi**

**Seyi Law.(TBC)**



*Fest* ❤️❤️



**SO.**

### BRAND EXPOSURE

Between 16 Nigerian newspaper digital footprints and our strategic approach, event sponsors will get significant media exposure through the event promotions.

Also we can work with your gimmick for a targeted marketing promotions.



**MANY**

### CONSUMER

#### INTERACTION FOR BRAND AFFINITY

Brand Experience Booths the event will provide 1-on-1 interactions with your target audience, creating opportunities of direct brand engagement & affinity.



**BENEFITS**

### DATA COLLECTION


Title Sponsors will also have access to all user data collected during ticket sales for further post-event marketing opportunities!

SPONSORSHIP CATEGORIES (SUGAR VALENTINE FEST)	Headline (N50,000,000)	Premium (N35,000,000)	Standard (N25,000,000)	Exhibitor (N10,000,000)
<b>Deliverables</b>				
<b>Naming Rights (Powered By)</b>	Y	Y	-	-
<b>TVC/Ad Played on LED Screens Throughout Event</b>	Y	Y	-	-
<b>Inclusion on Radio Spot Ads</b>	Y	Y	Y	-
<b>Post Event Brand Videos</b>	Y	Y	Y	Y
<b>Logo on all pre-hype and post promotions</b>	Y	Y	Y	Y
<b>Logo on Event Photowall</b>	Largest	Largest	Medium	Small
<b>Acknowledgment During Event</b>	Y	Y	Y	Y
<b>Branding at Event</b>	Y	Y	Y	Y
<b>Space for Brand Experience Booth</b>	Y	Y	Y	Y
<b>Free Ad Slots On Event Social Media Page</b>	20	17	15	10
<b>Branding Customization based on sponsor requests</b>	Y	Y	Y	Y
<b>60 Nigerian news website PR</b>	16	12	8	5
<b>Expected Reach (Digital)</b>	10,000,000+			
<b>Expected Reach (Offline)</b>	10,000+			

SPONSORSHIP CATEGORIES (SUGAR BEACH VAL)	Headline (N25,000,000)	Premium (N15,000,000)	Standard (N7,500,000)	Exhibitor (N5,000,000)
<b>Deliverables</b>				
<b>Naming Rights (Powered By)</b>	Y	Y	-	-
<b>TVC/Ad Played on LED Screens Throughout Event</b>	Y	Y	-	-
<b>Inclusion on Radio Spot Ads</b>	Y	Y	Y	-
<b>Post Event Brand Videos</b>	Y	Y	Y	Y
<b>Logo on all pre-hype and post promotions</b>	Y	Y	Y	Y
<b>Logo on Event Photowall</b>	Largest	Largest	Medium	Small
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# COMMERCIAL OPPORTUNITIES

## External Glass Entrance




	<b>12000+</b> Impressions daily
	Middle income earners and HNIs
	This is an advertising billboard deployed on the entrance of the supermarket
	<b>N32,000,000</b> per 6 months <b>N 64,000,000</b> Per Annum



Balloon N4,000,000 Each Per Month



## 2 Entrance LED Screens



	<b>15000+</b> Impressions daily
	Middle income earners and HNIs
	This is an advertising billboard deployed on the entrance of the supermarket
	<b>N5,200,000</b> Monthly



## Car Park Lamp Poles



	<b>15000+</b> Impressions daily
	Middle income earners and HNI's
	This is an advertising billboard deployed on the entrance of the supermarket
	<b>N105,000</b> each Monthly 30 Available

## Indoor LED Shoprite store Entrance



	<b>15000+</b> Impressions daily
	Middle income earners and HNI's
	This is an advertising billboard deployed on the entrance of the supermarket
	<b>N3,600,000</b> Monthly



**Giant Balloon Bottles**  
13ft - N3,600,000  
20ft - N5,000,000

# Events @Superstyles @Super grands

For more information, Sponsorships and Reservations

## Contact

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