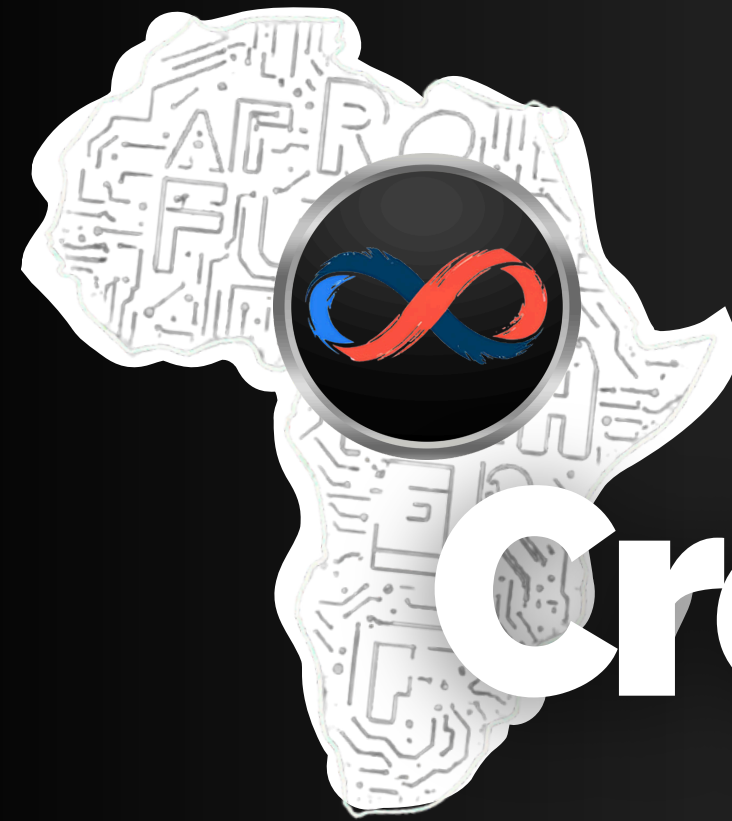




AFROFUTURETECH®
Creatathon

NIGERIA'S NATIONAL YOUTH SAAS ACCELERATION PROGRAM

An Initiative Endorsed by the Office of the Speaker,
House of Representatives
Owned & Produced by Scepters Corporate Media Ltd

From Idea → SaaS → Funded → Incubated → Pan-African Finals

Sponsorship & Partnership Prospectus 2026

GLOBAL Issues

Nigeria has:

- 100M+ youth under 35
- Massive creativity
- Limited structured startup launch platforms
- Low early-stage funding access for students

Most hackathons:

- End at certificates
- Offer no capital
- Provide no structured incubation
- Create no continuity

Talent is abundant. Structured pathways are not.

WHY THE SPEAKER'S OFFICE?

The Office of the Speaker (currently led by Abbas Tajudeen) gives:

1. Legislative legitimacy
2. National coordination access
3. Federal & state mobilization leverage
4. Policy amplification

Creatathon is a Legislative-Backed Youth Innovation Drive designed to industrialize Nigeria's student SaaS pipeline.

UNNIFIED Platform

Nigeria's digital economy projected at \$18B+ by 2026 (as highlighted in iFest deck).

If we:

- Activate 1,000 high-potential youth yearly
- Convert 5–10% into viable SaaS startups
- Provide real funding + structured incubation

We build a pipeline of 50–100 fundable startups per cycle.

This is not an event.

This is a national startup factory.



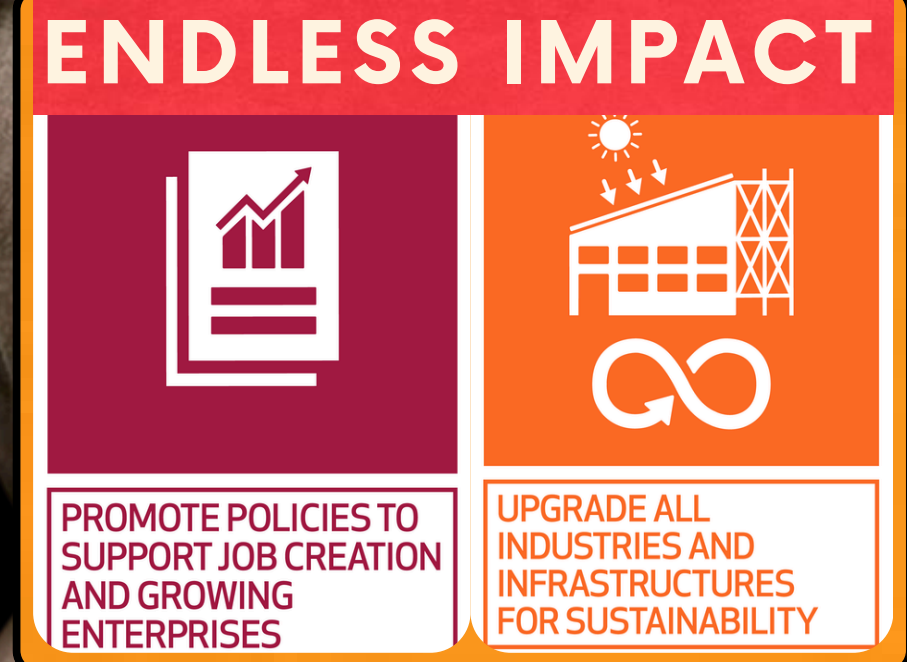
AFROFUTURETECH®
Creatathon

FIVE MONTHS

ENDLESS IMPACT

ONE PAN-AFRICAN MOVEMENT

Creatathon is an immersive, fast-paced innovation sprint designed to unlock the creative and entrepreneurial potential of young Nigerians. It's a 48-hour competition for teams of 4 to 7 students or recent graduates, offering them a chance to build a SaaS startup from scratch. They apply, pitch to a panel of judges, and compete for seed funding—~~₦~~100,000—plus mentorship, incubation, and a direct route to building a scalable business. Winners go on to compete at a Pan-African level, aiming to scale their ventures across the continent. It's a blend of national policy, real funding, and a media-driven platform that positions young talent to be Africa's next tech leaders.



UNMATCHED MOMENTUM

Building year-on-year momentum: each cycle compounds, drawing more talent, more media buzz, and more investment. The momentum is palpable—it's an innovation wildfire that spreads from campus to city to continent.

SPONSORSHIP ROI IS AMPLIFIED

- One partnership.
- Five SAAS Startups Created.
- Continental activation.
- Global visibility.

From digital impressions to on-ground SDG deployment, your brand moves from exposure to measurable impact.

THE WORLD IS WATCHING AFRICA

Investors and global media are seeing Africa as the future epicenter of innovation. With Creatathon, we're helping Africa lead, showing the world that this is where the next generation of global tech giants will emerge.



THE

EXPERIENCE



MAY - OCTOBER

RE - IMAGINED

A 22-WEEK GLOBAL MOVEMENT

OVER 25 MULTI-CHANNEL ACTIVATIONS

THE LOCAL & INTERNATIONAL MODELS

TECH, FASHION, ACTIVISM, CAMPUS INFLUENCERS, COMMUNITY ADVOCATES, SOCIAL MEDIA MICRO-INFLUENCERS

IMMERSIVE BRAND ACTIVATIONS

UNMATCHED MEDIA REACH

CALENDER



Month/Week	Date Range	Phase/Activity	Day(s) of Week
Month 1	July 1 – July 31	National Call: Applications Open	Mon – Fri
Month 2–3	Aug 1 – Sept 30	Regional Roadshows: Zonal Bootcamps	Weekends
Month 4	Oct 1 – Oct 31	Finalist Prep: Training & MVP Refinement	Mon – Fri
Month 5	Nov 1 – Nov 30	Grand Sprint at iFest: 48-Hour Build	Fri – Sun
December	Dec 6	Winners Announced @ iFest Awards Night	Sat

AfroFutureTech

CREATATHON PROGRAM

The AfroFutureTech Creatathon is a key event of the AfroFutureTech iFest, featuring a 48-hour innovation sprint for teams of students and recent graduates to design and pitch SaaS startups. The initiative begins with a nationwide application call, followed by regional boot camps in Nigeria's six geopolitical zones. Selected teams then compete at iFest for seed funding of ₦100,000, along with mentorship and scaling opportunities. Winners gain the chance to represent Nigeria in a Pan-African competition, highlighting Africa's potential in tech and innovation.

Creatathon Program | Nominations & Voting - on aftifest.com/Creatathon | Process Starts - 01 July 2026

Marketing & Promotion

Radio

A fully integrated radio campaign that spreads across major Radio stations

Bill Board

70(Digital & Static) Billboards across Nigerian.

Live Streaming

Live Broadcast And Live Stream To A Global Audience Of 25Million Eyeballs.

MediaHouse Coverage

- Interviews and mentions on Online TV Channels.
- Media mentions in the pre-event and post-event press coverage, both locally and internationally.

Digital

- Digital media promotion across 1000 online channels. including Youtub, Instagram, Facebook updates. Post 2 min social media highlights.
- Social media tags by @Creatathon



Audiennce Snapshot

Audience Segment	Description	% of Total Audience	Key Engagement Channels
Students & Recent Grads	University or polytechnic attendees, early-career	40%	Campus outreach, digital ads
Tech Innovators	Aspiring developers, engineers, designers	30%	Hackathons, tech hubs, social media
Investors & Mentors	Angel investors, startup advisors, seasoned entrepreneurs	15%	Investor matchrooms, networking events
Corporate Sponsors	Tech companies, financial institutions, CSR teams	10%	Corporate partnerships, branding opportunities
Policymakers & Government	Government officials, legislative bodies	5%	Official endorsements, policy forums
Global Diaspora	Young African talent from abroad, investors	5%	Diaspora networks, digital channels

PRIZE ARCHITECTURE

Ignite Ideas, Launch Africa



Winner Benefit	Description	Value (USD Equivalent)
Seed Funding	₦100,000,000 cash prize (approx. \$220,000)	\$220,000
Mentorship Access	Ongoing sessions with startup founders and industry experts	\$5,000+
Incubation Program	6-month accelerator support: workspace, legal, cloud credits	\$10,000+
Investor Network Access	Direct introductions to angel investors, DFI capital	\$7,000+
Pan-African Competition	Entry to the Pan-African finals, media exposure	\$3,000+
Business Legal Support	Company registration, IP protection, early legal advice	\$2,000+
Media & Exposure	Features in the Creatathon documentary, press coverage	\$3,000+

SPONSORSHIP

INTEGRATION OPPORTUNITIES



PLATINUM / TITLE SPONSORSHIP

Naming rights + full brand integration across the entire Creatathon program and iFest.

GOLD / CATEGORY EXCLUSIVITY

Official Category Partner – exclusive in your sector (e.g., AI, Fintech, Impact) for Creatathon 2026.

SILVER / ONSITE & DIGITAL ACTIVATIONS

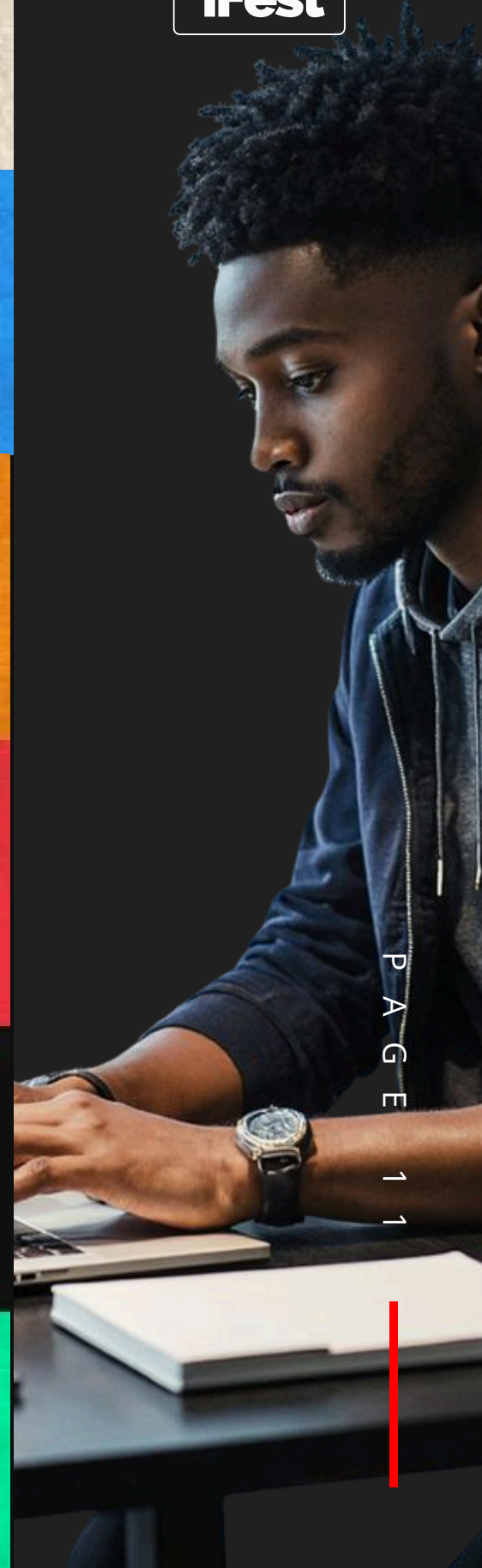
Branded zones, interactive experiences, product demos, and strong digital visibility at Lagos iFest.

BRONZE / CONTENT & SAMPLING

Co-branded reels, live-stream mentions, product sampling, and sponsor wall features.

PRODUCT SAMPLING

Moment where Top 5 Global Fellows are crowned and celebrated. Drinks, Tech demos, high- tech – fashion pop



PLATINUM / TITLE SPONSORSHIP

\$150,000



STRATEGIC BRAND ALIGNMENT

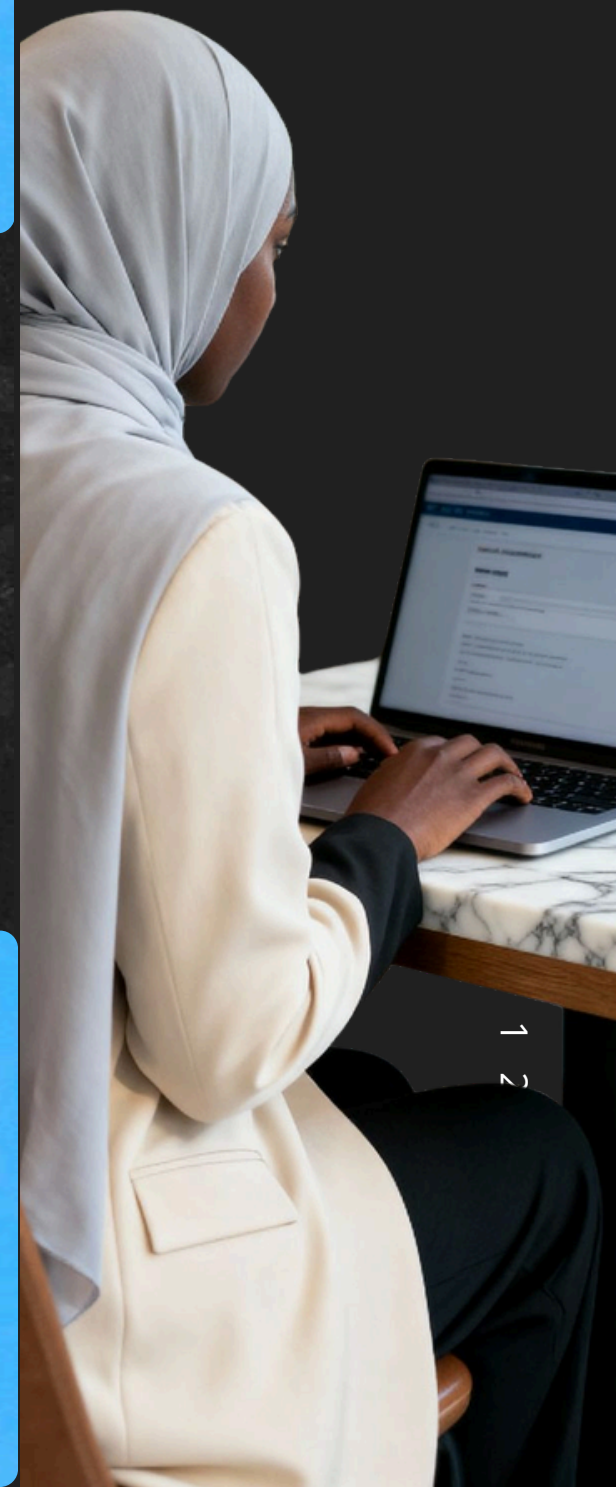
- Identification with Africa's emerging tech leaders and innovators
- Strengthening brand position as a visionary, purpose-driven partner
- Positioning as an enabler of youth empowerment, sustainability, and Afrofuturism

LEVERAGING RIGHTS

- Category Exclusivity: No competing brand in your sector
- Tier Exclusivity: No other brand at this premium level
- Naming rights – Creatathon 2026 presented by [Your Brand]
- Powered by / Sponsored by [Your Brand] across all program elements
- "Powered / Sponsored by [Your Brand]" usage in all official communications
- Right to create co-branded ATL campaigns and consumer engagement activations
- Right to run application giveaways and ambassador-led promotions

CUSTOMER ENGAGEMENT & ACQUISITION

- Category Exclusivity: No competing brand in your sector
- Tier Exclusivity: No other brand at this premium level
- Naming rights – Creatathon 2026 presented by [Your Brand]
- Powered by / Sponsored by [Your Brand] across all program elements
- "Powered / Sponsored by [Your Brand]" usage in all official communications
- Right to create co-branded ATL campaigns and consumer engagement activations
- Right to run application giveaways and ambassador-led promotions



PLATINUM / TITLE SPONSORSHIP

\$150,000

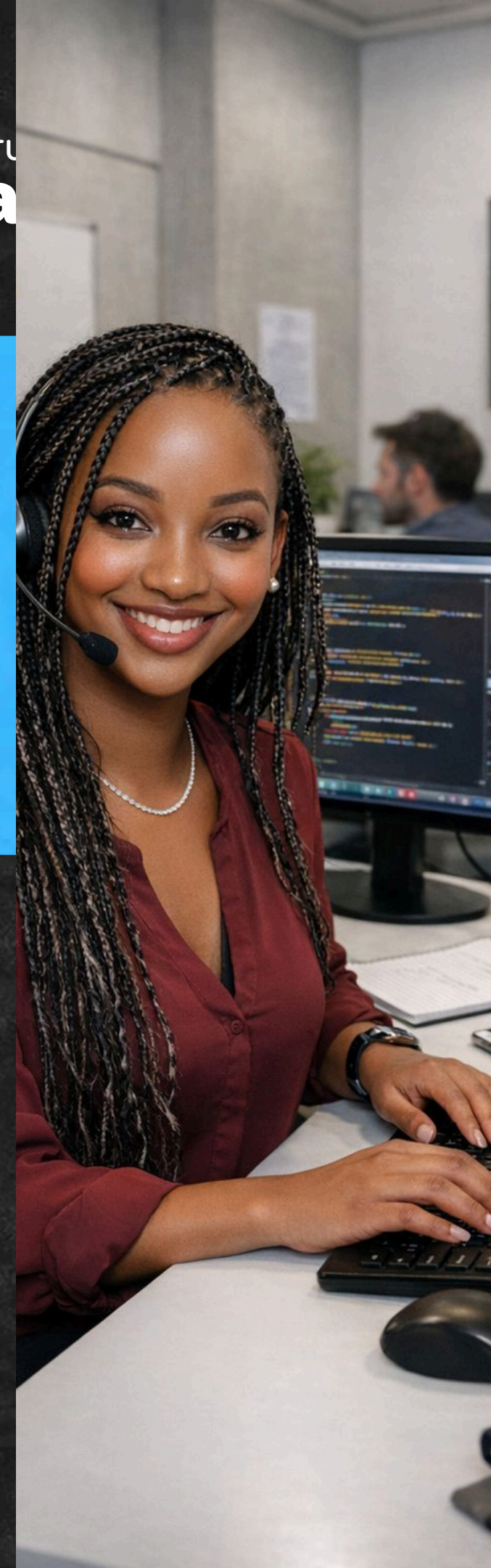


BRAND VISIBILITY – EVENT

- Branded Lounge & Activation Zones: Interactive, gamified spaces for Gen Z and Millennials, designed around brand storytelling
- On-site Branding – VIP area branding, perimeter branding with own materials
- Red Carpet Branding – 40% of available inventory
- Prime positioned Brand activation experience spaces at the venue
- Brand logo placement on Invitation ticket
- Product placement: in-use during the event

PR & MARKETING

- Rich Brand storytelling through Co-branded content series: Pre-event teaser videos, behind-the-scenes interviews, fellow vlogs
- Brand Integration into our 12-week intense campaign on OOH, TV, Radio and dedicated Social Media
- Video – Logo placement on dedicated slide sharing only with festival and Voice over
- Radio – VO mention according to naming rights
- Images – visible logo placement
- Media plan to be shared



GOLD / CATEGORY EXCLUSIVITY

\$75,000



STRATEGIC BRAND ALIGNMENT

- Exclusive association with a key Creatathon pillar (e.g., AI Innovation, Fintech Empowerment, SDG Impact)
- Positioning as sector leader driving Africa's tech-culture fusion

LEVERAGING RIGHTS

- Category Exclusivity in chosen vertical
- Naming rights to major award/activation (e.g., AI Storytelling Excellence Award presented by [Your Brand])
- Powered by / Sponsored by in select communications

CUSTOMER ENGAGEMENT & ACQUISITION

- VIP access & branded perks for customers
- Analytics access + fellow endorsement opportunities



GOLD / CATEGORY EXCLUSIVITY

\$75,000



BRAND VISIBILITY – EVENT

- Branded interactive zone or lounge
- On-site branding (VIP area, perimeter)
- Logo on select invitations & digital assets

PR & MARKETING

- Co-branded content features (teasers, interviews)
- Integration into select campaign channels (social, radio mentions)
- Visible logo placement in key visuals



SILVER / ONSITE & DIGITAL ACTIVATIONS

\$30,000



STRATEGIC BRAND ALIGNMENT

- Association with emerging African talent & innovation ecosystem
- Positioning as supporter of youth-driven change

LEVERAGING RIGHTS

- Tier exclusivity at Silver level
- Co-branded digital shout-outs

CUSTOMER ENGAGEMENT & ACQUISITION

- Access to select VIP networking
- Basic analytics summary

SILVER / ONSITE & DIGITAL ACTIVATIONS

\$30,000



BRAND VISIBILITY – EVENT

- Branded activation zone or demo space
- Logo placement on sponsor wall & event app
Perimeter / lounge branding

PR & MARKETING

- Inclusion in co-branded reels & live-stream mentions
- Logo in select pre-event teasers

How to Become a Sponsor

TO BECOME A SPONSOR OF THE CREATATHON AMBASSADOR ONLINE CONTEST, PLEASE CONTACT OUR SPONSORSHIP TEAM USING THE DETAILS PROVIDED BELOW.

WE WILL BE DELIGHTED TO DISCUSS THE AVAILABLE OPPORTUNITIES AND TAILOR A SPONSORSHIP PACKAGE THAT SUITS YOUR ORGANIZATION'S OBJECTIVES.

 aftfest  aftfest  aftfest  aftfest  aftifest.com

  +234 802 324 7569 | +234 813 712 5473 | +234 909 050 0088





Terms & Conditions

 **All sponsorship should be made on or before April 20th, 2026, through any of these payment methods:**

- Bank Transfer
- Paystack
- Flutterwave
- Cheque
- Cash Fund Transfer

WE SINCERELY THANK YOU FOR CONSIDERING THIS SPONSORSHIP OPPORTUNITY. TOGETHER, LET'S MAKE A DIFFERENCE AND CONTRIBUTE TO A BRIGHTER FUTURE FOR ALL.

Upon confirmation as a sponsor for AfroFutureTech iFest's Creatathon, your partnership spans the full project lifecycle — from pre-launch activations in May 2026 through the festival (December 3–6, 2026) to the conclusion of the 12-month Global Fellowship impact phase in December 2027.

Your package benefits — may including on-site activations, digital/online visibility (social campaigns, website features, live streams, ambassador endorsements, AI-enhanced content), and post-event legacy recognition — continue in full as agreed, extending your brand's association with Africa's tech-culture revolution.

Termination & Refund Policy: Sponsorship obligations conclude only after December 2027. In the unlikely event of cancellation or material alteration due to force majeure (circumstances beyond our control), pro-rated refunds will be issued promptly based on deliverables achieved. Robust planning and risk mitigation make disruption highly improbable. On-Site & Digital Activation Rights Sponsors may promote products, services, and innovations at the event venue and across digital channels (e.g., co-branded social posts, online spotlights, virtual activations) in line with their package tier, provided activities align with the festival's flow and mission.

Account Number: 0109669204

Bank: Access Bank

Account Name:: Scepters Corporate Media Ltd.



CONTACT



Kolade Olaniyi
DIRECTOR OF BUSINESS DEVELOPMENT
kola@aftiFest.com

Ambassador Elajoe
GLOBAL HEAD OF PARTNERSHIPS
ambassadorelajoe@aftiFest.com

Dr. Samuel Abiola-Jacobs
STRATEGIC PARTNERSHIPS
partnerships@aftiFest.com

Adebowale Jeff Johnson
DIRECTOR OF GLOBAL
SUPPORT SERVICES
support@aftiFest.com

Francis Adeshina
DIRECTOR OF KIDS TECH UNIVERSE
kidse@aftiFest.com

Dr. Sherry A. Davis
DIRECTOR OF PROJECTS
projects@aftiFest.com

Lanre Effiong
DIRECTOR OF MARKETING
AND PUBLIC RELATIONS
marketing@aftiFest.com

Hon. Hamza Abdulsalam
DIRECTOR, AFTX
PROGRAM/NORTHERN REGIONAL
COORDINATOR
nzones@aftiFest.com

Comr Israel Amadi-Emina jnr
AFRICA REGIONAL COORDINATOR
regional@aftiFest.com

Dr. Shola Johnson
AWARDS AND RECOGNITION
awards@aftiFest.com

Gbenga Oruku
DIRECTOR OF OPERATIONS
operations@aftiFest.com

Henry Igbokwe
DIRECTOR OF
HOSPITALITY AND
ACCOMMODATION
fest@aftiFest.com

Joshua Afolabi
DIRECTOR OF SUSTAINABILITY AND
CORPORATE SOCIAL RESPONSIBILITY (CSR)
csr@aftiFest.com

Chuks Azubuike (A.C.A)
DIRECTOR OF FINANCE AND
BUDGET MANAGEMENT
cfo@aftiFest.com

Moore Ayodeji
DIRECTOR OF FASHION TECH &
RUNWAY
fashiontech@aftiFest.com

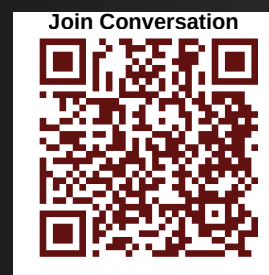


Sponsorship/Enquiries



+234 802 324 7569

+234 813 712 5473



ORGANIZED BY SCEPTERS CORPORATE CONSULTING, WE BUILD AND ENGAGE AUDIENCES THROUGH EVENTS AND PUBLISHING. OUR BUSINESSES OPERATE AT THE INTERSECTION OF ENTERTAINMENT, MEDIA, MARKETING, AND TECHNOLOGY.