

SPONSORSHIP PROPOSAL

TED^x Samaru
2026

Theme:
IGNITE – Creative Explosion

Prepared For:
Prospective Sponsors and Partners

Prepared By:
TEDxSamaru 2026
Partnerships Team

Executive Summary

This proposal invites individual sponsors to support TEDxSamaru 2026, themed IGNITE - Creative Explosion, a TEDx event created to bring people, ideas, and action into one space. Building on the success of Reinvent 2024 and Cigaba 2025, TEDxSamaru has continued to grow in attendance, reach, and relevance within the community. The purpose of this proposal is to present how individual support, whether financial or in kind, will help deliver key parts of the event such as production, branding, media, welfare, and audience experience, while giving sponsors visible recognition and a meaningful place in the story of this year's event. More than supporting a programme, this is a chance to help create an experience where ideas do not just land, but light something up.

About TED

TED (Technology, Entertainment, Design) is a global nonprofit organization that shares ideas through short talks on topics such as science, technology, business, and social issues. Since its founding in 1984, it has featured speakers from diverse fields, creating a platform for sharing perspectives that inform and challenge thinking. Its talks are widely shared, making it a recognized space for meaningful conversations.

About TEDx

TEDx is a global program that allows communities to organize independently run events under a TED license. Each event follows TED's guidelines while allowing room for local ideas and perspectives. These events feature talks that highlight innovation, leadership, and problem-solving, bringing forward voices that matter within the community and beyond.

About TEDxSamaru

TEDxSamaru is an independently organized event that brings together industry experts, professionals, students, changemakers, entrepreneurs, and business leaders to share impactful ideas around a central annual theme, encouraging fresh perspectives and meaningful conversations.

Our Past Editions

TEDxSamaru has quickly become a leading platform for bold ideas and meaningful conversations. In 2024, under the theme Reinvent, about 400 attendees joined us to hear **Mo Olumide** and **Hafsat Abdullahi**, igniting discussions that carried into classrooms and community initiatives. In 2025, Cigaba brought together over 800 participants, with talks from **Sarkin Mota** and **Seyi Bolaji** that energized the audience and demonstrated the event's growing influence. Our digital reach has also grown, connecting even more people to these ideas. Each edition has reinforced TEDxSamaru as a place where ideas inspire action, collaboration, and lasting impact in the community.

TEDxSamaru 2026: Our Vision

This year, TEDxSamaru aims to turn ideas into action, encouraging collaboration and meaningful outcomes. Our 2026 theme, IGNITE – Creative Explosion, captures this energy, marking the moment when potential becomes visible and ideas take shape. IGNITE builds on past themes, moving beyond thinking and progress to activation, where creativity drives shared progress. It calls on speakers and participants both to transform insight into concrete initiatives and united efforts.

1. Expected Attendance

CATEGORY	ESTIMATED NUMBER
Physical Attendees	300 – 500
Volunteers & Organizing Team	40 – 60
Speakers & Performers	10 – 15
Total On-Ground Participation	350 – 575

2. Target Audience Demographics

TARGET AUDIENCE DEMOGRAPHICS	DESCRIPTION	AGE RANGE
Students	Undergraduate and postgraduate students	18 – 35 (primary audience)
Young Professionals	Early to mid-career professionals	18 – 35
Entrepreneurs	Startup founders and business owners	18 – 35
Academics & Creatives	Lecturers, researchers, designers, and innovators	18 – 35

Proposed Speakers for 2026



Emeka Amafor



Bayo Omoboriowo



Olufukeji Ejimi Adegbeye



Salem King



Jamus Bashar Muhammad
(Jaybash)



Ahmed Yusuf (Ahmed XM)



Natasha Akpoti



Christopher Gwabin Musa



Shatu Sani Garko



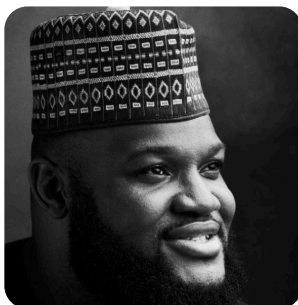
Dr. Gloria Dada Chechet



Zainab Buba Galadima



Prof. Williams Barnabas Qurix



Henry Oji



Khaleel Danladi Yakubu



E-Daniels



Aisha Augie

Organizing team



**Owolabi Ayodeji
Prince**
Organiser



**Prince-Michael "Miles"
Sagada**
Head, Branding & Design.



Amina Ismaila
Co-organiser



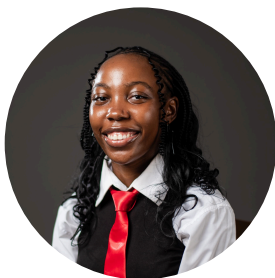
Tairat Suleiman "Aira"
PR Manager



Morgan Ufuoma
Project Manager



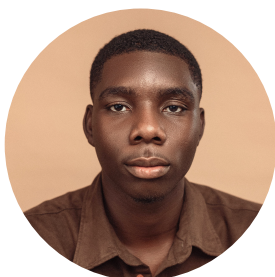
Ann Ene Agbo
Head, Email Marketing



**Babalola Oluwatosheye
Folakunmi**
Financial Secretary



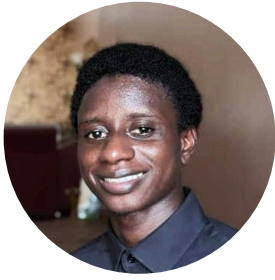
Khadija Musa
Head, Experience



**Olokoba David
Oluwadamilola**
Head, Technical



Asaolu Opemipo
Head, Sponsorship
& Partnership



Yusuf Shehu
Head, Tech Team



Mathilda Frank "Bola"
Head, Content Creation



**Peters Hephzibah F.
(Sapphire)**
Head, Sales



Abdullahi Nana Hauwa
Head, Welfare



Omiyale Fareedah
Head, Community
Management



Evan Lawi Isa
Head, Photography



Jonah Victor Tanko
Head, Videography

Be a Sponsor of TEDxSamaru 2026

Individual support directly contributes to delivering the event while providing visibility across on-ground and digital platforms.

Monetary Support

SUPPORT TIER	CONTRIBUTION RANGE (NGN)	BENEFITS
Ignite Partner	₦100,000 – ₦500,000	Recognition on event banners and digital platforms, 1 event ticket
Flame Supporter	₦500,000 – ₦1,500,000	All Ignite benefits + branded merchandise, VIP seating
Creative Champion	₦1,500,000 – ₦5,000,000	All Flame benefits + meet-and-greet with speakers, highlight on social media campaigns

In-Kind Support

TYPE OF CONTRIBUTION	EXAMPLES	BENEFITS
Event Materials	Branded merchandise, stage decor	Recognition on event banners and digital platforms, 1 event ticket
Refreshments & Catering	Snacks, drinks for attendees and speakers	Visibility at hospitality areas and acknowledgment in event communications
Technical Support	Audio-Visual equipment, Stage setup and technical crew assistance, Lighting setup for stage and audience areas	Brand mention during live sessions and post-event content

Partnering with TEDxSamaru

TEDxSamaru gives individual supporters a chance to be part of the event while gaining visibility and contributing to its delivery.

Event Access & Exclusive Experiences:

Receive tickets to the event, VIP sessions, and opportunities to meet speakers and thought leaders.



Brand Recognition:

Your support will be highlighted on event banners, digital platforms, and official communications, ensuring your contribution is visible to both on-ground and online audiences.

Branded Merchandise:

Sponsors can feature on select event merchandise, connecting their support to a tangible and memorable aspect of TEDxSamaru



Amplified Impact:

By supporting TEDxSamaru, sponsors help expand student initiatives, interactive sessions, and community engagement programs, contributing to the transformation of ideas into action.

Budget Snapshot

The proposed budget for TEDxSamaru 2026 is structured to ensure professional production quality, impactful audience engagement, and effective partner visibility. Every line item is designed to maximize return on investment and support the event's strategic objectives.

S/N	TEAM/UNITS	ITEMS	COST (NAIRA)
1	Sponsorship and Partnership	Printing and documentation, field welfare and logistics, subscription and fees	N500,000.00
2	Technical Team	Audio production & visual presentation, recording & livestreaming, lightning design, internet subscription, power & backup (diesel)	N6,000,000.00
3	Branding & Design	Subscription & fees (Jitter, Google workspace, data)	N213,000.00
4	Social Media/PR	Internet, subscription & fees, content items, PR	N290,000.00
5	Welfare	Attendee's, organizers, volunteers, & speakers welfare packages	N1,295,000.00
6	Email Marketing	ZOHO campaign, internet subscription	N30,000.00
7	Tech Team	Domain renewal & hosting	N28,000.00
8	Sales	Branded materials, ticketing	N3,940,000.00
9	Experience	Stage design & decoration, entrance & venue branding	N3,800,000.00
10	Media	Photography, videography, & equipment rental	N2,600,000.00
11	Venue	Venue rental & logistics	N300,000.00
TOTAL			N18,996,000.00

Acknowledgment & Call to Action

TEDxSamaru is driven by the individuals who choose to support it. Your contribution enables ideas to be shared and conversations to extend within and beyond the community.

As we prepare for TEDxSamaru 2026, we invite you to support an event that continues to expand in reach and impact. Your contribution, whether financial or in-kind, will directly shape the quality of this year's edition.

If you would like to partner with us, we would be glad to discuss the most suitable way for you to contribute. We look forward to building this experience with you.



Contact Information

Lead Organizer / Partnerships Lead

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Head of Partnerships & Sponsorships

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General Contact & social media

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tedxsamaru@gmail.com

Social Media:

@tedxsamaru

Website:

www.tedxsamaru.com

3. Media and Digital Reach

CHANNEL	PROJECTED REACH
Social Media Campaigns	5,000 – 15,000+ impressions
Speaker & Partner Promotions	Cross-platform amplification
Post-Event Content Distribution	Extended visibility beyond event day
Community Word-of-Mouth	Strong campus and local circulation

4. Student Engagement

ENGAGEMENT AREA	DETAILS
Volunteer Program	Student-led planning and operations teams
Campus Ambassadors	Peer mobilization and promotion
Interactive Sessions	Audience participation and live engagement
Post-Event Collaboration	Student initiatives and networking opportunities