



TABUL DETTY DECEMBER EXPERIENCE '25

Sponsorship Proposal

Transforming how people experience food, events, and entertainment
across Nigeria through our proprietary QR-powered platform.





About Tabul: Access to Premium Consumers



Seamless Platform

Proprietary QR-powered platform for digital menus, access control, and ticketing.



Data-Driven Engagement

Connects brands, venues, and consumers in measurable, data-driven ways.



Valuable Demographic

Direct access to upwardly mobile professionals, diaspora returnees, and high-spending lifestyle consumers in Lagos.



The Opportunity: Detty December Event Series

From December 1st to 20th, 2025, Tabul will host a curated portfolio of premium social experiences designed to capture Nigeria's highest-spending season.



Soccer Watch Party

Live match screenings with premium bar service and interactive betting.



Chill & Games Night

Intimate lounge experiences featuring interactive games and social networking.



Boat Cruise & Vibes

Exclusive waterfront experiences with live entertainment and premium dining.



Afro Luxe House Crawl

Multi-venue party featuring Africa's hottest music and VIP access.



Audience Profile: High-Value Spenders

Primary Demographics

- Diaspora Nigerians (UK, US, Canada) returning for holidays.
- Nigerian professionals and entrepreneurs aged 23-45.
- High-income lifestyle spenders and cultural trendsetters.
- Decision-makers in fintech, banking, and entertainment.

Scale & Reach

1,500+

Physical Guests

Total expected attendance across the event series.

500K+

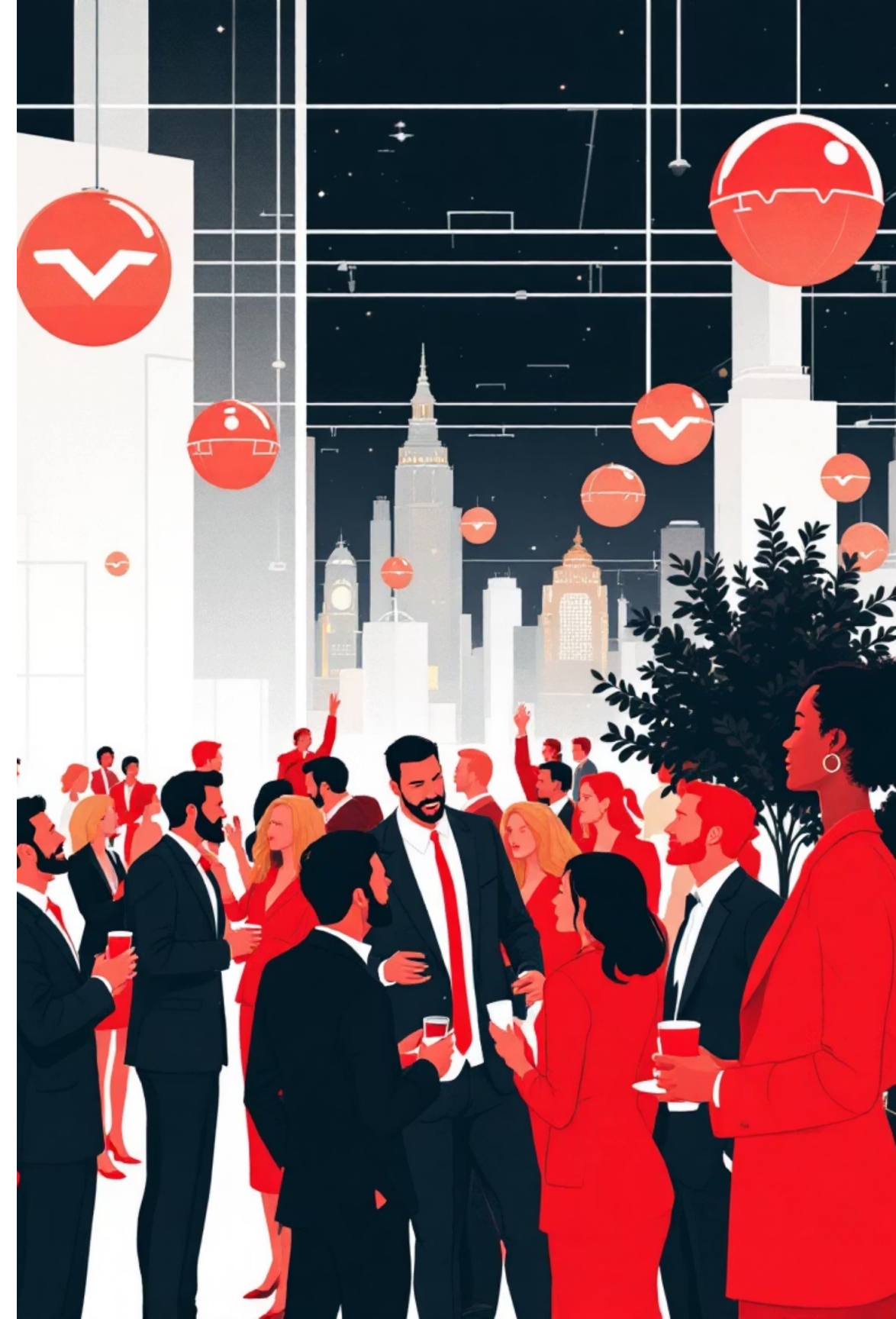
Digital Impressions

Cumulative reach across all digital platforms.

~~N~~25K-~~N~~75K

Average Event Spend

High propensity for premium product trial and adoption.



Why Sponsor? Active Brand Integration

This is active brand integration into the lifestyle moments that define consumer behavior for the entire year ahead.

Direct Consumer Access

Physical presence during high-engagement moments for product sampling, activations, and immediate conversion pathways.

Guaranteed High-Impact Visibility

Integration across the complete customer journey: naming rights, QR ticket branding, photo walls, and influencer content.

Category Exclusivity

Guaranteed one sponsor per industry vertical per event, ensuring undiluted brand messaging.





Data Growth & Digital Amplification

Qualified Lead Capture

Tabul's QR technology enables sophisticated audience data collection with consent. Sponsors receive:

- Opt-in contact information for retargeting.
- Behavioral data on product interaction and engagement.
- Integration opportunities with brand CRM.
- Trackable conversion pathways.

Social Media Amplification

Every event generates substantial digital content, extending exposure far beyond physical attendance:

- Professional photography and videography for brand use.
- Influencer-generated content (50+ creators, 2M+ followers).
- User-generated content via branded photo opportunities.
- 90+ days of branded content circulation post-event.



Sponsorship Partnership Tiers

Flexible structures designed to align with your brand objectives and budget.

1

TITLE SPONSOR (PLATINUM)

Investment: ~~¥~~5,000,000 per event

- Exclusive event naming rights.
- Complete category exclusivity across all events.
- Dedicated 10x10ft activation space.
- First priority access to attendee database.

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CO-SPONSOR (GOLD)

Investment: ~~¥~~3,000,000 per event

- Secondary brand positioning.
- Category exclusivity within industry segment.
- 6x6ft branded activation booth.
- Access to condensed attendee insights.

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PRODUCT PARTNER (SILVER)

Investment: ~~¥~~2,000,000 per event

- Product sampling or utility integration.
- Brand visibility in curated guest touchpoints.
- Inclusion in event communications.
- Access to basic attendee demographics.



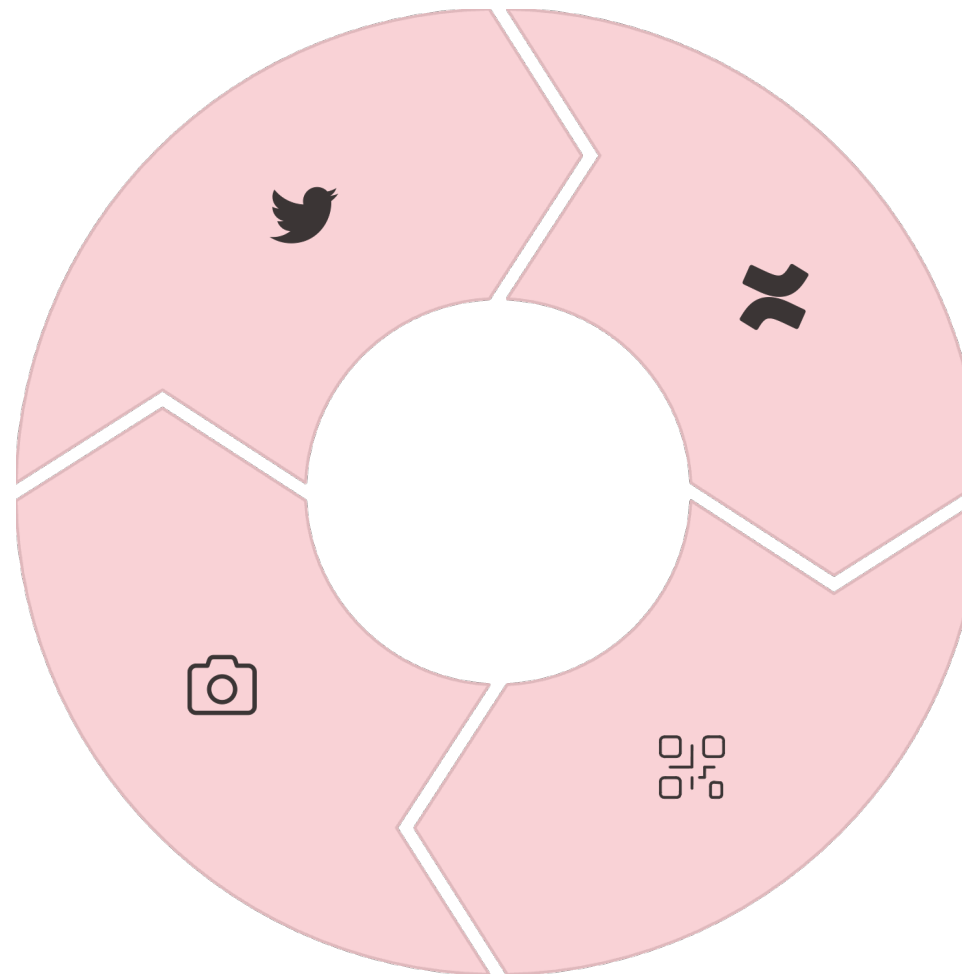
Marketing & Media Amplification Strategy

Digital Marketing

Instagram, TikTok, Twitter, WhatsApp broadcasts (10k+ subscribers), and email marketing (25k+ contacts).

Content Creation

Professional photo/video, Instagram-ready packages delivered within 48 hours, with extended rights for sponsor use.



Influencer Partnerships

Collaboration with 20-30 Lagos-based lifestyle influencers for sponsored content and live coverage.

Technology Integration

QR-powered RSVP, digital tickets with embedded branding, and real-time engagement metrics.





Investment Rationale: Why Now?

Peak Commercial Season

Detty December is Nigeria's peak consumer spending period. Diaspora returnees inject an estimated ₦500 billion, seeking quality experiences.

Experiential Marketing Advantage

Consumers aged 23-45 avoid traditional ads. Experiential engagement delivers measurable results and creates lasting brand advocates.

Unprecedented Data & Measurement

Tabul's technology provides concrete data on engagement, brand perception, and conversion pathways—unlike traditional event sponsorships.





Call to Action: Secure Your Position

Detty December is Nigeria's premier lifestyle convergence moment. Tabul has engineered the exact environments where Nigeria's most valuable consumers will gather, celebrate, and make brand decisions.

□ This proposal is extended to a select group of brands whose values align with our audience expectations for quality, authenticity, and innovation. We are prepared to begin discussions immediately.

TABUL

Digitizing Experiences. Powering Connections.

Contact us [temi@serve with tabul.com](mailto:temi@servewithtabul.com).

