



August 2019

PROPOSAL FOR PARTNERSHIP ON IMPLEMENTATION OF EDUCATIONAL INITIATIVES [2019]

We are pleased to formally inform your highly esteemed enterprise of our work on PositiveNaija and to equally explore the possibility of collaboration on the implementation of relevant corporate initiatives online with value proposition of excellence, strategic visibility and sustainability.

PositiveNaija

PositiveNaija is a multimedia platform and *institution*, reliably focused on documenting the positive progress and excellence of Nigeria and Nigerians globally with the vision to inspire hope and pride in every Nigerian. The aim is to gradually but firmly establish in the consciousness of Nigerians the practicability and possibility of their aspirations and prosperity by adhering to the principles of courage, truth, love, respect, accountability, competence, critical thinking, hardwork and other relevant positive values. Consistent with our mission as a human-centered enterprise to develop impactful activities towards a good and well-informed society, we seek for your kind consideration of collaborating with us.

PositiveNaija launched in January 2015, is a trademark of United Green Stars Worldwide Limited (RC: 1381988) registered with the Nigeria Trademarks, Patents and Designs Registry of the Federal Ministry of Industry, Trade and Investment (FMITI).

Core Values: Truth, reliability (*commitment, courage, competence & consistency*), respect, valid sense of judgement and excellence.

PositiveNaija Educational Programmes

PositiveNaija offers reliable online implementation of initiatives, which includes: essay or other written competitions; video contests/events; quizzes; etc. The aim of the PositiveNaija educational initiatives is to promote: the respect, self-worth, creativity, competitiveness and critical-thinking of Nigerians; to encourage Nigerian patriotism, nation building and serve as a platform for impactful scholarship and excellence. It is the goal of our competitions to be the most rewarding in Nigeria – not just financially but in the process hinged on transparency and accountability for all related stakeholders.

PositiveNaija Annual Essay Competition [2017 - present]

- 2017 PositiveNaija Essay Competition themed "How Great is Nigeria!" with 46 entries received, was organised to reveal what genuinely makes Nigeria a great country today, which every Nigerian and Non-Nigerians should be proud of.
- 2018 PositiveNaija Essay Competition themed "The Love of a Nigerian!" with 77 entries received, was organised to reveal what genuinely makes Nigeria and Nigerians *kind, cooperative, tolerant and well-meaning* towards one another and humanity today.
- 2019 PositiveNaija Essay Competition themed "The Value of the Life of a Nigerian!" (currently ongoing) is organised to reveal how the lives of Nigerians are genuinely being *respected, protected and empowered* today in good conscience and as required by the constitution.

PositiveNaija Video Event [2019]

Themed: *Nigerians, Work and Dignity*, the event focused on promoting the self-value of Nigerians; the dignity of legitimate work undertaken by Nigerians; and visionary/sustainable enterprises.



Value Proposition

It is our goal to be the most consistent, objective and reliable information sharing and educative platform for promoting positive values and outstanding contributions of Nigeria and Nigerians globally. We are pleased that we have a growing and responsive community of currently, over 3,000 monthly unique visitors per month, over 7,000 monthly number of visits, over 85,000 monthly hits on our website as well as active presence on social media platforms with over 28,000 follows.

We believe that partnering with us would be beneficial for your enterprise in the following ways:

- It will assert and boost the awareness/strategic visibility of your enterprise and its reputation of quality in Nigeria and internationally – making it a preferred choice to present and future stakeholders in a competitive *environment*.
- It will enhance your brand identity/image as well as organisational vision as an advocate of positive values, impactful scholarship, sustainable development and excellence.
- It can serve as a focal point of constructive interactions, research, knowledge transfer, etc.
- Enhances your work as a major contributor to social empowerment and responsible journalism.
- It will create awareness of your activities among the young demographic who predominantly use social media and have an online presence.

Proposed Educational Programmes/Initiatives [For International Organizations]

We propose to offer the following owned, customized and flexible services to your enterprise.

A. Essay, Video, Photo and Ideation Competitions/Contests or Events

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦735,000	Four (4) months	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, public release/update, publicity, logistics, voting, certificates, feedback to non-winners, report.
Prizes <i>[Could be for Top 3 or Top 5 or Top 10]</i>	₦200,000	-	<ul style="list-style-type: none"> ▪ Could be more but not less, which is the standard base for our own initiatives. ▪ Could be in form of services (e.g. scholarships).
Total cost	₦935,000	Four (4) months	70% of the total cost is required before start.
<p><i>*For more specialised subject/topic areas, we would require judges, which would increase the total cost.</i></p> <p><i>*For adverts on other websites or platforms of the contest/event (if desired), additional funding is required.</i></p> <p><i>*Essays (maximum of 1,000 words); Videos (maximum of 5 minutes)</i></p> <p><i>*Your enterprise should have an online presence (e.g. website or social media accounts)</i></p> <p><i>*Participants do not pay any fee to take part in these programmes/initiatives.</i></p> <p><i>*Participants from your enterprise are free to take part in these programmes/initiatives.</i></p>			



B. Quiz or Puzzle Contests

This could be executed daily (minimum of five days), weekly (minimum of four weeks) or monthly (minimum of 3 months).

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦180,000	Per single execution (in a day)	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, public update/release, publicity, logistics, certificates, feedback to non-winners, report.
Prizes <i>[Could be for 1st position or Top 3]</i>	₦15,000	Per single execution	<ul style="list-style-type: none"> ▪ Could be more but not less, which is the standard base for our own initiatives. ▪ Could be in form of services (e.g. scholarships).
Total cost	₦195,000	Per single execution	70% of the total cost is required before start.

**PositiveNaija is responsible for the questions and answers.*
**PositiveNaija is responsible for the puzzle words and hints.*
**For more specialised subject/ areas, we would require resource persons, which would increase the total cost.*
**For adverts on other websites or platforms of the contest/event (if desired), additional funding is required.*
**Your enterprise should have an online presence (e.g. website or social media accounts).*
**Participants do not pay any fee to take part in these programmes/initiatives.*
**Participants from your enterprise are free to take part in these programmes/initiatives.*

While we look forward to hearing from you and thank you in anticipation for your positive response, please accept the assurances of my highest regard.

Sincerely,

Toju Micheal Ogbe

Founder and Editor-in-Chief, **PositiveNaija**