



February 2020

PROPOSAL FOR HONORING/CELEBRATING ORGANIZATIONS, BUSINESSES & LOVED ONES

We are pleased to inform your esteemed enterprise or person of our work on PositiveNaija and to equally explore the possibility of collaborating on honouring your organization, business or loved one(s) online with value proposition of personalisation, strategic visibility, excellence 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, hard work and other positive values.

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

Consistent with our mission as a human-centred enterprise to develop impactful activities towards a good and well-informed society, we seek for your kind consideration of collaborating with us.

PositiveNaija Educational Programmes [which are also open for sponsorships]

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.

Some programmes we have successfully implemented are listed as follows:

- 2017 PositiveNaija Essay Competition themed "How Great is Nigeria!"
- 2018 PositiveNaija Essay Competition themed "The Love of a Nigerian!"
- 2018 PositiveNaija Video Contest themed "The Power of the Nigerian Self-Esteem"
- 2019 PositiveNaija Essay Competition themed "The Value of the Life of a Nigerian!"
- 2019 PositiveNaija Video Event themed "Nigerians, Work & Dignity"
- 2019 Dr. Freedom Griffith Akinjide Ogbe Birthday Event
- 2019 PositiveNaija Newscast Contest themed "Nigeria, Nigerians & Excellence"
- Citadel of God Almighty (COGA) Cathedral Monthly Bible Quiz (2018 – present).
- 2020 Martha Ameh Crossword Event



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 6,000 monthly unique visitors per month, over 10,000 monthly number of visits, over 100,000 monthly hits on our website as well as active presence on social media platforms with over 28,000 follows.

Our proposal is aimed at publicizing and giving visibility to the legacy of an entity by empowering others through the principles of scholarship, sustainability and excellence.

Collaborating with us would be beneficial for you and/or enterprise in the following ways:

- It will assert and boost the awareness/strategic visibility and commendable reputation in Nigeria and internationally – as an exemplary reference to present and future stakeholders/generations.
- It will enhance brand identity/image as well as 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.
- It serves as an avenue to increase leads into your enterprise as well as revenue generation.
- Positioned 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.

Offer: For Businesses, NGOs (local) and Educational Institutions (Schools, Universities, etc.)

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

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

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦350,000	Four (4) months	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, public updates/release, publicity, logistics, voting, certificates, feedback to non-winners, report.
Prizes <i>[Could be for Top 3 or 5 or 10]</i>	₦150,000	-	<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 or products).
Total cost	₦500,000	Four (4) months	80% of 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 Contests

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

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦95,000	Per single execution	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, press update/release, publicity, logistics, certificates, report.
Prizes <i>[Could be for Top 3 or 5 or 10]</i>	₦15,000	-	<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 or products)
Total cost	₦110,000	Per single execution (in a day)	Full payment is required before start.
<p><i>*PositiveNaija is responsible for the questions and answers.</i></p> <p><i>*For more specialised subject/ areas, we would require resource persons, 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>*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>			

C. Puzzles (Word or Number)

This could be executed or administered having multiple sponsors of similar subject/topic areas.

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦20,000	Per single execution (in a day)	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, public update/release, publicity, logistics, report.
Prizes <i>[1st position only]</i>	₦5,000	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 or products.
Total cost	₦25,000		Full payment is required before start.
<p><i>*PositiveNaija is responsible for the puzzle words and hints.</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>			



Offer: For Individuals (All nationalities)

We propose to offer the following services for individuals (appreciation, birthday, memorial, etc).

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

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦550,000	Four (4) months	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, public updates/release, publicity, logistics, voting, certificates, feedback to non-winners, report.
Prizes <i>[Could be for Top 3 or 5 or 10]</i>	₦150,000	-	<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/products).
Total cost	₦700,000	Four (4) months	80% of total cost is required before start.
<i>*See notes under same activity in "Offer: For Businesses, NGOs (local) and Educational Institutions (Schools, Universities, etc.)"</i>			

B. Quiz Contests

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦150,000	Per single execution	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, press update/release, publicity, logistics, certificates, report.
Prizes <i>[Could be for Top 3, 5 or 10]</i>	₦15,000	-	<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/products)
Total cost	₦165,000	Per single execution (in a day)	Full payment is required before start.
<i>*See notes under same activity in "Offer: For Businesses, NGOs (local) and Educational Institutions (Schools, Universities, etc.)"</i>			



C. Puzzles (Word or Number)

This could be executed or administered having multiple sponsors of similar subject/topic areas.

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦20,000	Per single execution (in a day)	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, public update/release, publicity, logistics, report.
Prizes [1 st position only]	₦5,000	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 or products.
Total cost	₦25,000		Full payment is required before start.
*See notes under same activity in "Offer: For Businesses, NGOs (local) and Educational Institutions (Schools, Universities, etc.)"			

Offer: For International Organizations

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

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦800,000	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 [Could be for Top 3, 5 or 10]	₦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/products).
Total cost	₦1,000,000	Four (4) months	70% of the total cost is required before start.
*See notes under same activity in "Offer: For Businesses, NGOs (local) and Educational Institutions (Schools, Universities, etc.)"			



B. Quiz or Puzzle Contests

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦185,000	Per single execution	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, public update/release, publicity, logistics, certificates, feedback to non-winners, report.
Prizes [Could be for 1 st position or Top 3]	₦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/products).
Total cost	₦200,000	Per single execution (in a day)	70% of the total cost is required before start.
*See notes under same activity in "Offer: For Businesses, NGOs (local) and Educational Institutions (Schools, Universities, etc.)"			

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,

PositiveNaija Management