



October 2020

PROPOSAL FOR PROMOTING, CELEBRATING AND HONORING THE DREAMS AND LEGACIES OF ORGANIZATIONS, BUSINESSES AND 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 promoting, celebrating and honouring the dreams and legacies of your estimable organization, business and/or loved ones online in a personalized (in their name), educative and engaging manner. Value: personalisation, strategic visibility, and sustainability.

The service is aimed at providing a lifetime value of strategic visibility and publicity to legacy or dreams by empowering others through the principles of competitiveness, sustainability and excellence.

This can be used in various ways and not limited to the following:

- Individuals: as gifts for birthdays, appreciation, anniversaries, memorials, etc.
- Organizations and businesses: to show activities or programmes, values, services/products, etc.
- Countries: to celebrate cultures, diplomatic relations, independence/anniversaries, etc.

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, 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 Programmes [some 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 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

Some programmes we have successfully implemented are listed as follows:

- 2020 PositiveNaija Essay Competition themed "The Purpose of Nigeria!"
- 2020 NanaBytez Cakes & Edibles Crossword Food Puzzle Event
- Citadel of God Almighty (COGA) Cathedral Monthly Bible Quiz (2018 – present).



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 unique visitors per month, over 12,000 number of visits per month, over 130,000 monthly hits on our website as well as active presence on social media platforms with over 28,000 follows.

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 (with a valuable Search Engine Optimization, SEO).

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.

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, Poetry or Ideation Competitions/Contests/Events

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦450,000	Four (4) months	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, publicity, logistics, voting, certificates, feedback to non-winners, report.
Prizes [Could be for Top 3 or 5 or 10]	₦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	₦600,000	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 or Debate Competitions/Contests/Events

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	₦135,000	Per single execution	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, 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	₦150,000	Per single execution	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)

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦50,000	Per single execution	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, publicity, logistics, report.
Prizes <i>[1st position only]</i>	₦10,000	-	<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 or products.
Total cost	₦60,000	Per single execution	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, Poetry or Ideation Competitions/Contests/Events

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦650,000	Four (4) months	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, publicity, logistics, voting, certificates, feedback to non-winners, report.
Prizes [Could be for Top 3 or 5 or 10]	₦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	₦800,000	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 or Debate Competitions/Contests/Events

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦185,000	Per single execution	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, publicity, logistics, certificates, report.
Prizes [Could be for Top 3, 5 or 10]	₦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	₦200,000	Per single execution	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)

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦50,000	Per single execution	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, publicity, logistics, report.
Prizes [1 st position only]	₦10,000	-	<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 or products.
Total cost	₦60,000	Per single execution	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 Countries and International Organizations

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

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦1,250,000	Four (4) months	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, publicity, logistics, voting, certificates, feedback to non-winners, report.
Prizes [Could be for Top 3, 5 or 10]	₦250,000	-	<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	₦1,500,000	Four (4) months	80% 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 Debate Competitions/Contests/Events

Activity	Cost (₦)	Timeline	Comment
PositiveNaija administrative fee	₦250,000	Per single execution	Planning, advisory, content management, designs, telecommunications, monitoring and evaluation, public update/release, publicity, logistics, certificates, feedback to non-winners, report.
Prizes <i>[Could be for 1st position or Top 3]</i>	₦50,000	-	<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	₦300,000	Per single execution	80% 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.)"			

Requirements for execution

The following are required to assist us carry out the service:

- The name of the person, organization or business.
- Photograph or logo as applicable.
- Brief information about the person, organization or business including core values).
- Date of execution.
- Payment of applicable service fee.

We look forward to hearing from you and please accept the assurances of our highest regard.

Thank you.

Sincerely,

PositiveNaija Management