

Commissioner of Youth and Sport.

Block A1, First Floor, New Secretariat Complex.

Enugu State.

Dear Sir,

**PARTNERSHIP/SPONSORSHIP PROPOSAL FOR NAIJA
SHOPPING FESTIVAL TRADE FAIR 2024.**

INTRODUCTION:

The Naija shopping festival trade fair is a vibrant annual event which brings together a diverse range of Business owners and executives, manufacturers, vendors, shoppers, entertainers and fun lovers. This Trade festival showcases a variety of products and services from traditional craft and locally made goods to modern goods providing a unique shopping experience for locals and visitors alike. This event is marked with cultural and conventional displays and music performances, comedy, dance competitions, giveaways, business grants to deserving businesses, awards and recognition for entrepreneurs, business owners and individuals who has done well in their various fields, occupations and trade. This event is held in the choicest of locations in each state under very secure atmosphere with heavy security presence to ensure orderliness and safety of the participants and visitors too. This is not just a shopping event and business exhibition but also a celebration of each state's rich cultural heritage and values, creativity and each state government's commitment in boosting economic and commercial growth, trade and investments in the state. The shopping festival contributes to the local and state economy and fosters a sense of community engagement and human

capital development. This will further strengthen the ties between each state as the hosts will not limit this great experience to just Enugu state residents alone. They will further explore and introduce this event as a state Fair/Business tour to the other South Eastern and South Southern states which includes Abia state, Akwa-ibom state, Anambra state, Cross-river state, Delta state, Ebonyi state, Edo state, Imo state, Rivers state, Bayelsa state, Lagos state and the Federal Capital Abuja. Dates and Venues for the maiden editions of the above named states will be published and communicated accordingly.

We pride ourselves to say that in a space of 7 years of operation that we have been able to help over two thousand (2000) business owners in and around Enugu state to achieve huge sales and financial gains, massive visibility and brand awareness. This platform has given business owners and vendors exposure and the adequate avenue to thrive in their businesses.

The Trade fair is an offline exhibition platform established in year 2017 with maiden edition in Enugu State, Nigeria. The platform was created with the aim of giving MSMEs in Nigeria visibility in their businesses and has held several successful business exhibitions.

The Naija Shopping Festival Trade Fair this year 2024 will be collaborating with Youth Aid Society of Nigeria, a non-governmental organization whose goals are also built on empowering young people, women, upcoming and young business owners especially MSMEs through targeted empowerment programs and trainings, trade exhibitions/business fairs.

Established since 1996, the youth aid society of Nigeria has as its core values human capital development, discovery of talents through skill acquisition programs, promoting business excellence and sustainable enterprise development advocacy and they have since maintained and improved on this

till date. We fill the gap between a proactive mind and actualization of dreams with possibilities, we are the visibility platform businesses have been looking for, we bring customers to businesses and businesses to customers and clients, we create a platform where business owners and startups who are finding it difficult to establish themselves get seen and heard in a very convenient and seamless process, we promote talents and businesses by giving them exposure.

Enugu State being the capital of South East and a major business, tourism and tech hub in Nigeria has been one of the foremost states to aggressively promote economic growth, tourism, fashion and any socio-economic activity that promotes the well being of its citizens by strengthening businesses and establishments, helping businesses gain traction. This would go a long way in further putting the state and its citizens in the face of the nation and the world at large as an economic business hub, thereby improving the living standard of the state, its citizens and Nigeria in general.

Since the establishment of this organization, we have been able to:

- To give businesses/MSMEs visibility and brand awareness.
- Increase sales and financial growth.
- Reach out to and help MSMEs through our targeted business outreaches and business grants, through our quarterly trade fair we provide stalls for some of them who do not have and cannot afford to rent one thereby creating an avenue and open market place to showcase their goods and crafts. We host trade seminars to also teach them how best to channel their respective businesses so as to reach their target audience.

- Promote Craftsmanship and locally made goods ie made in Nigeria goods and services, giving local producers and artisans a platform to be seen and heard thereby promoting economic growth of locally made goods in Nigeria. This on the long run have encourages a spirit of entrepreneurship amongst the citizens, hence promoting their creativity and getting them engaged in things that would create more positive impact on them and the society at large.
- Promote and help businesses to meet, establish trust, build a relationship with online customers especially and meet new prospective clients.

THE NAIJA SHOPPING FESTIVAL TRADE FAIR 2024

The Naija shopping festival is a business/trade fair event customarily organized by Naija Shopping Festival with the Youth aid society of Nigeria during the festive periods; Easter and Christmas. It is a three day event where businesses are given the platform to exhibit their goods and services at a strategic, conducive and open location where customers can be reached easily. This is one of the ways by which the organization assist individuals and establishments with exposure and connection as the event venue is usually filled to the brim with citizens who are either there to patronize or be entertained. That is to say that we establish a buy, sell, eat, play and network atmosphere, where citizens come along, get some of their desired goods and services at a fairer price and also get entertained while at it.

Sequel to the turnout of events in the society lately, people find it difficult to acquire certain goods and services especially as their prices are sometimes at a very high rate, as people do not patronize businesses, business owners do not sell out which leads to stagnancy in the market, stagnancy derails economy and growth. This is also no fault of the business owner but through

this trade fair, citizens can get these goods and services at a subsidized amount and by so doing MSMEs and business owners are helped simultaneously.

Also, to be part of the events are kids. We create an atmosphere where kids can be allowed to also be a part of the event by creating a kid's corner where children can play games, solve puzzles, partake in kids' fun competitions, with beautiful prizes for the winners, this also helps to keep the environment friendly and natural. Parents who came with their kids but would also love to partake in other trade fair activities like patronizing and connecting with vendors and other citizens can do that with a relaxed mind as we normally have minders who are always on standby to watch over the kids.

All these would be going on while business owners and vendors also sell, render services and connect with old, new and potential customers.

We would love to work with your company, this will enable your brand to play a role in promoting the legacy and good works of the State/Federal Government to further encourage and develop the economic/socio-cultural growth of the State and Nigeria generally. It is with utmost humility that we propose to partner with you to bring this life changing event to life. Your good works in the society precedes you and we can't wait to work with you. Brands that do partner with us in this event also attain a very high level of exposure and recognition as they would be our face during the festival and state tours.

DATES FOR THIS EVENT: 1st, 2nd and 3rd MARCH 2024.

VENUE: MICHAEL OKPARA SQUARE, INDEPENDENCE LAYOUT, ENUGU.

We hope for a positive and timely response to facilitate the event planning, we are open for an invitation for physical meetings for more detailed explanation and clarification.

Thank you.

Enuma Anibueze

Convener