



BBL FIESTA 2026

SPONSORSHIP AND PARTNERSHIP PROPOSAL

Saturday 12 December 2026 | Port Harcourt

Barbecue. Beer. Liquor. Music.

THE INVITATION

Partner with BBL Fiesta 2026

We invite food, beverage and lifestyle brands to partner with BBL Fiesta on Saturday 12 December 2026 in Port Harcourt. Our one-day festival brings barbecue, beer and liquor together with live music, games and social experiences.

The partnership opportunity is practical: create product encounters, build memorable experiences and connect with the adult audience the event is designed to attract. We propose an agreed activation plan and documented delivery for every partner.

Event essentials

Date: Saturday 12 December 2026

City: Port Harcourt, Nigeria

Format: food, drink and music festival

Venue: to be announced

Opening time and tickets: to be announced

PARTNERSHIP ROUTES

Gold, Silver, Bronze and bespoke partnerships.

The atmosphere is already part of the story



A festival that comes alive after dark.



Food, conversation and familiar faces.

BBL Fiesta, 15 December 2024. Photographs by NEJ from the supplied Pixieset gallery. Past-edition imagery illustrates the atmosphere; it does not confirm 2026 sponsors or attendance figures.

AUDIENCE AND VALUE

Meet people through an experience they choose

The intended audience

Young professionals and nightlife enthusiasts, primarily ages 21 to 40; adult food and drink consumers; creatives and lifestyle communities.

For beverage partners

Create structured tasting encounters, product discovery and a distinctive bar experience. Pair the product with food and a relevant social occasion.

For food and lifestyle partners

Put products in use through the grill village, games, hospitality and photo moments. Agree the touchpoints and reporting before delivery.



2024 edition / NEJ

BARBECUE

Make the grill a destination

Smoky skewers, sizzling chicken, grilled fish and generous sharing platters set the visual and culinary direction for 2026.

The proposed grill village

Curated vendors, visible cooking, clear menus and opportunities for food and beverage pairings.

Vendor selection and the final menu will be announced separately.



Fire on the grill. Flavour on the table.

AI-generated campaign concept

Give every pour its own place



Cold beer

A crisp, chilled contrast to the grill.



Spirit discovery

Whisky, rum, gin and tequila concepts.



Cocktail craft

Thoughtful serves with flavour and detail.

Proposed beverage experiences include beer bars, spirits discovery and cocktail serves. Final participating brands and products will be announced following agreement. All three visuals are original AI-generated campaign concepts with unbranded glassware and packaging.



THE FESTIVAL EXPERIENCE

Six spaces with a clear purpose

01 Grill village

Barbecue vendors and live cooking with room to explore and eat.

02 Beer and liquor bars

Product discovery, planned serves and food pairing opportunities.

03 Music stage

DJs, hosts and live performances, subject to final bookings.

04 Games and chill lounge

Interactive games, relaxed seating and social moments.

05 Premium tables

Hosted group experiences with packages announced separately.

06 Photo and content spaces

Distinctive event settings for memories and creator content.

Proposed experience plan. The final site layout, capacity and programme will follow venue selection.



PROGRAMME DIRECTION

From the first grill to the final set

- 01** **ARRIVE** Discover the grill village, meet the vendors and settle into the festival.
- 02** **CONNECT** Games, hosted moments and product discovery bring people together.
- 03** **TURN UP** Live music and DJ sets carry the experience into the evening.
- 04** **AFTER DARK** A late programme can extend the atmosphere, subject to the venue and operating plan.

Suggested programme sequence. Opening time, closing time and performer announcements remain unconfirmed.



BRAND PARTICIPATION

Build an activation people want to enter

A signature bar

Create a serve menu and a staffed discovery space with agreed branding.

A grill pairing experience

Pair selected food vendors with a drink experience and clear product information.

A social or game moment

Design a simple interactive experience that encourages participation and sharing.

Hospitality and content

Host selected guests or creators in an agreed setting with a defined content brief.

Headline naming rights, category exclusivity, stage branding and premium lounge partnerships are available for separate negotiation; they are not automatically included in a tier.

PROPOSED SPONSORSHIP

Choose the level of participation

Proposed benefits	Gold / NGN 30m	Silver / NGN 17m	Bronze / NGN 7m
Activation space	Premium location	Exhibition / activation	Activation opportunity
Stage mentions	Frequent mentions	Stage mentions	Stage mentions
Screen time	20 minutes total	10 minutes total	5 minutes total
Product showcase	45 minutes before after-dark programme	Not specified	Not specified
Logo placement	Sponsor wall and digital / print assets	Sponsor wall and selected materials	Sponsor wall and event communications
Promotional recognition	Press releases and promotions	Press releases and social promotion	Digital / social mentions

Rates and core benefits are retained from the supplied proposal and presented as proposed NGN investments. All inventory, fees, payment terms and delivery details are subject to agreement.



Turn the package into an agreed scope

Confirm the inventory

Agree booth size and position, permitted sales or sampling, branding locations, access passes, utilities and installation responsibilities.

Define the content

Confirm the number of stage mentions, social deliverables, press inclusion, screen formats and approval deadlines. Screen minutes are total event time.

Separate additional rights

Document naming rights, exclusivity, hospitality, production costs and any optional upgrades in the agreement. Check whether taxes are included.

Plan delivery and evidence

Appoint a contact on each team, approve the activation plan and capture proof of agreed placements, appearances and activities.

Suggested commercial framework for the final sponsorship agreement. No sponsorship rights are reserved until an agreement is completed.



PROPOSED MARKETING PLAN

Build interest and give it a clear next step

OCTOBER	Announce the date	Refresh the website, reveal the visual direction and introduce the partnership opportunity.
NOVEMBER	Show the experience	Vendor stories, grill content, creator collaborations and partner reveals as confirmed.
1 TO 11 DECEMBER	Help people plan	Publish confirmed venue and entry details, ticket information, programme highlights and FAQs.
12 DECEMBER AND AFTER	Capture and report	Event coverage, partner proof, recap content and a proposed post-event reporting window.

Channels proposed: Instagram, TikTok, Snapchat, creator partnerships, community promotion and radio where budget permits.



MEASUREMENT

Make sponsor delivery visible

Attendance	Unique entry scans or reconciled check-in records.
Activation engagement	Tasting or participation counts and time-stamped activation logs.
Brand visibility	Photographs of approved placements, screen logs and stage records.
Digital performance	Platform reach, engagement, video views and tracked referral traffic.
Commercial response	Partner-recorded sales or enquiries and consent-based leads where agreed.

Agree numerical targets once capacity, media budget and historic records are verified. Suggested report delivery: within 10 working days of the event. Sales and reach are not guaranteed.



Support the experience with a sound plan

Venue and guest movement

Complete a site survey, define capacity and plan entry, circulation, queues, seating and exit routes.

Food and beverage operations

Onboard vendors, agree hygiene and storage requirements, separate open-flame cooking areas and plan water and waste services.

Production and response

Confirm power, stage requirements, security, first aid, weather provisions and an incident response lead.

Responsible adult experiences

Plan age checks for alcohol service, trained bar staff, water availability and clearly communicated guest guidance.

Proposed operating priorities to be finalised with the selected venue, suppliers and relevant authorities.

THE NEXT CONVERSATION

Let us build your BBL Fiesta partnership

Tell us the audience you want to reach and the experience you want to create. We will develop a partnership scope that fits the festival and gives your team a clear delivery plan.

SATURDAY 12 DECEMBER 2026

Port Harcourt, Nigeria

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bblfiesta.com

PARTNERSHIP CONTACTS

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Contact details carried over from the supplied proposal.