



# KYEGH SHA SHWA *Festival*

# #KSS2020

Dec 26-27  
**2020**



**Sponsorship Package**





# Kyegh Sha Shwa *Festival*



Kyegh Sha Shwa  
Means Chicken with Sesame. It is a choice  
delicacy of the Tiv people of Central Nigeria; a  
soup made by cooking roasted local chicken in  
thick sesame (benniseed) sauce.  
The Tiv people best savour this delicacy with  
pounded yam.

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A man who calls his kinsmen to a feast does not do so to redeem them from starving. They all have food in their own houses. When we gather together in the moon-light village ground, it is not because of the moon. Everyone can see it in his own compound. We come together because it is good for kinsmen to do so.

-Chinua Achebe



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# Kyegh Sha Shwa *Festival*

**Kyegh Sha Shwa Cultural Festival** fosters sustainable community building through cultural celebration to promote communality, reconciliation and coexistence. It began in 2015 and grows bigger each year.

## SUPER FALCONS PLAYER Francisca Ordega *KSS Ambassador*



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**WHY YOU SHOULD PARTNER**  
**#KSS2020**







# Kyegh Sha Shwa *Festival*

**REACH:** To access over 10 million physical and remote participants.

**EXPERIENCE:** Hosting the 6th KSS festival in 2020.

**TRACK RECORD:** Successfully hosted 5 consecutive editions of KSS festival - 2015, 2016, 2017, 2018, 2019 respectively

**FESTIVAL ACTIVITIES 2020:** KSS cultural carnival featuring bands/floats from the **14 Tiv speaking LGAs of Benue State**. Kwagh-hir theatre, dance competitions, Exhibitions, and lots more.



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## SPONSORSHIP CATEGORIES

### 10 MILLION PRESENTING SPONSOR

Access to over 10million Tiv people worldwide, including their friends and lovers of the festival

Logo on all publicity materials; TShirt, Face Caps etc.

Brand title/naming rights as the Cohost of the KSS 2020 Festival

Logo recognition on KSS 2020 festival invitation

Logo or name placement on the KSS 2020 festival banner backdrop

Logo or name placement on publication channels (Radio, TV, Print and Online/ Social Media)

Right to a cooperate stand throughout the KSS festival

Opportunity to have a panelist represent your organization at the Youth and Leadership Dialogue Session

Right to presentation/naming of awards

### 3 MILLION PLATINUM SPONSOR

Access to over 10 million Tiv people worldwide, including their friends and lovers of the festival

Logo on all publicity materials; TShirts, Face Caps etc

Logo recognition on KSS 2020 festival invitation

Logo or name placement on the KSS 2020 festival banner backdrop

Logo or name placement on publication channels (Radio, TV, Print and Online/ Social Media)

Right to a cooperate stand throughout the KSS festival

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## SPONSORSHIP CONFIRMATION

Sponsorship must be confirmed by **OCTOBER 30, 2020** for inclusion in print invitation, and by **NOVEMBER 15, 2020** for inclusion on event signage.







# Kyegh Sha Shwa *Festival*

## **KSS FESTIVAL DEC. 26 – 27, 2020 SPONSORSHIP COMMITMENT FORM**

Name: \_\_\_\_\_

(for individuals: as you would like it listed in print materials, limit 115 characters)

Company: \_\_\_\_\_

(as you would like it listed in print materials, limit 115 characters)

Address: \_\_\_\_\_

Location: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Yes, I would like to support the 2019 KSS Festival at the following level:

**5 MILLION PRESENTING SPONSOR**

**3 MILLION PLATINUM SPONSOR**

**2 MILLION GOLD SPONSOR**

**1 MILLION FOUNDING SPONSOR**

**N500, 000 BENEFACTOR SPONSOR**

**N400, 000 – N100, 000 PATRON SPONSOR**

Please accept payment in the form of:

Check payable to “Kyegh Sha Shwa Cultural Initiative”

**ACCOUNT DETAILS: FCMB 5782694017**

SIGNATURE: \_\_\_\_\_ Date: \_\_\_\_\_

For more information, contact Shadrach Ukuma at 0806-549-1970 or [st.ukuma@gmail.com](mailto:st.ukuma@gmail.com)

Completed forms can be sent to:

The Festival Director, Kyegh Sha Shwa Cultural Initiative  
56, Kashim Ibrahim Road, Opposite WAEC Office, Makurdi.  
[www.kssfestival.org](http://www.kssfestival.org), [kssfestival@gmail.com](mailto:kssfestival@gmail.com)

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# Kyegh Sha Shwa *Festival*

## CONTACT

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08088559777; 09059078147

#56, Kashim Ibrahim Road, Makurdi

[kssfestival@gmail.com](mailto:kssfestival@gmail.com) [www.kssfestival.org](http://www.kssfestival.org)

Twitter: @KSSFestival

Instagram:

@KyeghShaShwa, #KyeghShaShwa

[facebook.com/KSSFestival](https://www.facebook.com/KSSFestival)







FESTIVAL

# Kyegh Sha Shwa *Festival*



#KSSFESTIVAL#GBOKO2020  
**BE THERE!**