

SPONSORSHIP DECK · EDITION 2026

IBOM CHRISTMAS FESTIVAL

Unity Park, Uyo · Akwa Ibom State, Nigeria

1 December 2026 → 1 January 2027 · 32 consecutive days

32

FESTIVE DAYS

31

LGAS

150+

FOOD BOOTHS

100%

FREE ENTRY

Prepared for prospective sponsors and partners.

Enquiries: 0905 187 6113 · 0816 055 5554 · ibomchristmasfest.com

One month of Akwa Ibom Christmas

The Ibom Christmas Festival turns Unity Park in Uyo into a Christmas park for 32 straight days, from 1 December 2026 to 1 January 2027. It is organised as an open, free-entry programme that brings together music, carols, food and the cultural output of all 31 local government areas of Akwa Ibom State.

WHAT RUNS ON SITE

- Main Arena — headline sets, live bands, carols and nightly closes
- Cultural Village — one LGA takes the stage each day
- Food Boulevard — 150+ booths of native Akwa Ibom cooking
- Kids Zone — family programming through the afternoon

THE DAILY RHYTHM

10:00	Park opens — cultural village, food boulevard and kids zone begin
Daytime	LGA showcases, market trading, guided park visits
Evening	Main Arena sets, carols and featured performances
23:59	Park closes

A NOTE ON FIGURES

Audience, reach and media figures are supplied on request and are not estimated in this deck. Site occupancy counts are published on the festival site only when they come from counting equipment on site.

Where your brand appears

ON SITE AT UNITY PARK

Stage & zone naming

Main Arena, Cultural Village, Food Boulevard and Kids Zone signage

Park map

Branded pins on the interactive 3D Unity Park model

Wayfinding & banners

Entry gates, walkways and food boulevard fronts

Daily LGA showcase

Sponsor recognition on the day's cultural programme

ON THE FESTIVAL DIGITAL PLATFORM

- + Homepage hero and quick-stats band
- + 32-day schedule and personal itinerary planner
- + 31 LGA cultural showcase directory
- + Vendor & Food Guide listings
- + Visit Akwa Ibom travel, hotels and transport pages
- + Safety, SOS and Lost & Found boards
- + Sponsors & Partners logo carousel

Placement mix is agreed per partner; nothing is listed here as automatically included.

Ways to be involved

Roles below describe what each partner receives. Investment figures and remaining availability are sent on request — contact 0905 187 6113.

Headline Partner

ONE PARTNER

Naming association across the park and the festival's digital platform, stage presence on the Main Arena programme, and first position in the sponsors carousel.

Category Partner

ONE PER CATEGORY

Exclusive in your sector — banking, telecoms, brewing, aviation, construction, hospitality or travel — with branded presence in the area your customers use.

Cultural Partner

SEVERAL

Recognition attached to a specific LGA showcase day, a Kids Zone programme or a carols session.

Hospitality & Travel Partner

SEVERAL

Rooms, transfers or tours listed on the Visit Akwa Ibom travel pages and offered to visiting guests.

Community Supporter

OPEN

Goods, services or in-kind support delivered to the festival with logo recognition in the partners row.

Confirmed sponsors

- U & K
- Zenith Bank
- Nigerian Breweries
- Ibom Air
- Bulletine Construction
- MTN
- Access Bank
- Guinness
- Karossy Travels & Tours

NEXT STEPS

1. Call 0905 187 6113 or 0816 055 5554 to confirm which roles are still open.
2. We send the availability sheet with figures, deliverables and dates.
3. We agree the placement mix, artwork and logo usage in writing.
4. Your logo goes live in the sponsors carousel and on the agreed on-site items.

WHAT WE ASK OF A PARTNER

Print-ready logo files in PNG or SVG, plus any brand guidelines we should follow.
A named contact for approvals and a sign-off date before the 1 December opening.
Confirmation of the role, deliverables and artwork in writing.
For hospitality and travel partners: the rooms, fares or tours you are offering.

32 days. 31 LGAs. One park.

Let's talk.

Sponsorship enquiries: 0905 187 6113 · 0816 055 5554
ibomchristmasfest.com
Unity Park, Uyo, Akwa Ibom State