

SPONSORSHIP PROSPECTUS

COWRIES DO CRY

An Original Stage Play by Special Planners

Sponsorship Payment Details

To proceed with a sponsorship package, please make payment to:

Account Name: Special Planners Ltd

Account Number: 8167741430

Bank: Moniepoint MFB

After payment, please send your payment confirmation to:

specialplannersng@gmail.com

Our team will confirm receipt and share the next steps for sponsorship activation.

About the Production

Cowries Do Cry is an original stage production presented by **Special Planners Ltd**, exploring the timeless questions of purpose, legacy and the choices that define our lives.

Set against the backdrop of Nigeria's rich cultural heritage, the production combines humour, compelling storytelling and powerful performances to create an unforgettable theatre experience that entertains while inspiring reflection.

Event Details

Date: Sunday, 20 September 2026

Venue: Shell Hall, MUSON Centre, Lagos

Show Times: 2:00 PM & 6:00 PM

Sponsorship Opportunities

Package	Investment
Heritage Sponsor	₦5,000,000
Legacy Sponsor	₦7,500,000
Crown Sponsor	₦10,000,000

Sponsorship Benefits

Benefits	Heritage	Legacy	Crown
Exclusive Table (10 Guests)	✓ (Diamond)	✓ (Platinum)	✓ (Platinum)
Dedicated exhibition stand	✓	✓	✓
Logo on promotional materials	✓	✓	✓
Recognition on official social media platforms	✓	✓	✓
On-stage acknowledgement during the event	✓	✓	✓

Priority exhibition stand location	✓	✓	✓
Logo on official event backdrop	✓	✓	✓
Opportunity to display corporate roll-up banner	✓	✓	✓
Priority logo placement		✓	✓
Featured sponsor spotlight on social media		✓	✓
Recognition as Crown Sponsor			✓
Largest logo placement across campaign materials			✓
Exclusive photo opportunity with cast & production team			✓
Priority consideration for future productions			✓

Product Sponsorship Opportunities

In addition to our cash sponsorship packages, *Cowries Do Cry* welcomes organisations that wish to support the production through the provision of quality products that enhance the audience experience and event hospitality.

Product sponsorship provides brands with a meaningful opportunity to engage our audience while showcasing their products within a premium cultural experience.

Eligibility

To qualify, product sponsors are required to provide:

- A minimum of **250 units** of a single product (or an equivalent quantity approved by the organisers); and
- Products with an agreed market value corresponding to one of the sponsorship categories below.

Category	Product Value
Standard Product Sponsor	₦1,000,000 – ₦1,999,999
Premium Product Sponsor	₦2,000,000 – ₦3,999,999
Elite Product Sponsor	₦4,000,000 and above

All product sponsorships are subject to the organisers' approval based on the relevance, quality and suitability of the products for the event.

The organisers reserve the right to determine the applicable sponsorship category based on the verified market value of the products provided.

Benefits	Standard	Premium	Elite
Exhibition stand	✓	✓	✓

Recognition on official social media platforms	✓	✓	✓
Product showcase opportunity	✓	✓	✓
Logo on official event backdrop	✓	✓	✓
Logo on selected promotional materials		✓	✓
Priority logo placement			✓
On-stage acknowledgement during the event			✓

Why Sponsor Cowries Do Cry?

Sponsoring **Cowries Do Cry** is more than supporting a stage production.

It is an opportunity to:

- Demonstrate your organisation's commitment to arts and culture.
- Connect with a discerning audience of professionals, business leaders, families and culture enthusiasts.
- Position your brand alongside a premium cultural experience.
- Support the growth of Nigeria's creative industry while increasing your brand visibility.