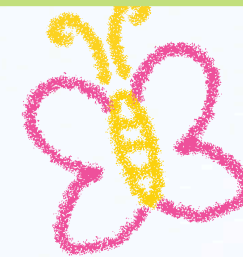




# SPONSORSHIP PROPOSAL



**A TRUSTED CHILDREN'S & FAMILY EXPERIENCE ECOSYSTEM**



[kiddiesfontaine.com](http://kiddiesfontaine.com)



# ABOUT KIDDIES FONTAINE

Children are possibility in motion. They are naturally creative, curious, and capable. Yet many lack spaces where imagination is nurtured, confidence is built, and learning feels joyful rather than pressured. We believe childhood should be experienced, and all the possibilities within reach. Kiddies' Fontaine was created to fill that gap.

We are a children and family platform designing trusted, enriching experiences for families with children aged 3-12. By blending experiential entertainment, creative learning, and intentional community building, we create high-impact environments where children thrive and families connect.

Our flagship event, **Kiddies' Fontaine Fair**, anchors a scalable lifestyle ecosystem expanding across programs, partnerships, and cities, offering sponsors meaningful, immersive access to a growing family demographic built on trust and long-term engagement.

## OUR VALUES

### Safety First, Always:

Every program, partnership, and decision passes through our safety lens first.

### Community Over Crowd

We measure success by connection and continuity, not attendance.

### Trust as Currency

Parents' trust is earned through consistency, transparency, and delivery.

### Intentional Design

Programming is developmental, age-appropriate, and thoughtfully curated, not random fun.

### Quality Over Scale

We grow sustainably, never compromising standards for size.

### Continuous Improvement

We listen, learn, iterate, and evolve with the families we serve.

# THE FAIR

Kiddies' Fontaine Fair is more than an event, it is the foundation of a trusted family ecosystem in Lagos, Nigeria.

This inaugural edition presents forward-thinking brands with an opportunity to engage 500–700 guests through experiential marketing, value-aligned partnerships, and meaningful community building.

- Kiddies Fontaine Fair
- Saturday, 30th May 2026
- 12noon - 8pm
- Federal Palace Hotel, VI
- Target Audience: Children aged 3–12 years and their parents/guardians
- Expected Attendance: 500–700 guests



# WHY KIDDIES FONTAINE

## The Gap Identified:

- Curated children's recreational spaces.
- Lack of trusted, recurring family platforms.
- Disconnect between offline play and Gen Alpha children.
- Parent anxiety around safety and quality at events
- All year-round children's community ecosystem
- Brands seeking ethical family engagement channels

## The Impact Intended:

- Developmental experiences that build confident, creative children
- Community connections that reduce parenting isolation
- All year-round access to trusted platform
- Model for ethical, high-quality children's entertainment in Nigeria
- Safe spaces where parents can truly relax



# AGE SEGMENTATION



**The Explorers**

**3-5yrs**



*all*

**The Creators**

**6-8yrs**

*all*



**The Champions**

**9-12 yrs**

*all*

# ACTIVITY ZONES

**ZONE 1**  
PLAY & ADVENTURE  
(THE "HIGH ENERGY" HUB)

**ZONE 2**  
CREATIVE & LEARNING  
(THE "STEAM" HUB)

**ZONE 4**  
GAMES & COMPETITION  
(THE "SKILL & PRIZE" HUB)

**ZONE 6**  
PARENT LOUNGE  
(THE "NETWORKING" HUB)

**ZONE 3**  
STAGE & PERFORMANCE  
(THE "COMMUNITY HEART")

**ZONE 5**  
FOOD &  
REFRESHMENTS  
(THE "REFUEL" HUB)



# ACTIVITIES

## ZONE 1 PLAY & ADVENTURE

1. BALL PITS
2. GIANT INFLATABLE SLIDE
3. MINI BOUNCY CASTLES
4. CLIMBING WALL
5. INFLATABLE OBSTACLE COURSE
6. DUAL DRIVING SIMULATOR
7. INFLATABLE POOL

## ZONE 2 CREATIVE & LEARNING

1. GUIDED CANVAS PAINTING
2. FACE PAINTING
3. T-SHIRT DECORATING
4. SCIENCE EXPERIMENT
5. BAKING CLASS
6. STEAM ACTIVITIES
7. FINANCIAL LITERACY ACTIVITIES
8. MINI-STUDIO RECORDING SESSIONS

## ZONE 3 STAGE & PERFORMANCE

1. MASCOT MEET & GREET
2. KARAOKE
3. KIDS TALENT SHOWCASE
4. FAMILY TRIVIA
5. PERFORMING ARTS

## ZONE 4 GAMES & COMPETITION

1. RING TOSS
2. TARGET THROWING CHALLENGE
3. EGG AND SPOON RACE
4. FOOTBALL SHOOTOUT
5. BASKETBALL FREE-THROW CONTEST
6. TUG-OF-WAR
7. JENGA
8. CHESS

## ZONE 5 FOOD AND REFRESHMENT

1. FOOD VENDOR BOOTHS
2. DRINKS VENDOR BOOTHS
3. POPCORN STATION
4. WATER STATION
5. NOODLE BAR ETC.

## ZONE 6 PARENT LOUNGE

1. SHADED RELAXATION SEATING
2. MISTED COOLING FAN AREA
3. HIGH-SPEED WI-FI WORKSPACE
4. PARENT-TO-PARENT NETWORKING
5. SPONSOR ENGAGEMENT DESK
6. GAMES

# SPONSORSHIP CATEGORY



IN-KIND SPONSOR / SUPPORTING PARTNER: 1,000,000 & ABOVE

# SPONSORSHIP BENEFITS

Benefits	Headline	Zone	Activity	In-Kind
Investments (NGN)	N100,000,000.00	N50,000,000.00	N12,000,000.00	N1,000,000.00 plus
Event Naming Rights	✓	✗	✗	✗
Marketplace Naming Rights	✓	✗	✗	✗
Entrance Dominance	✓	✗	✗	✗
Stage & Main Program Integration	✓	✓	✗	✗

# SPONSORSHIP BENEFITS

Benefits	Headline	Zone	Activity	In-Kind
Event Tickets Logo Placement	✓	✓	✗	✗
Staff Clothing Logo Placement	✓	✗	✗	✗
Directional Signages Logo Placement	✓	✓	✗	✗
Media Wall & Press	✓	✓	✓	✓
Digital Logo Placement (Website, social media etc.)	✓	✓	✓	✓

# SPONSORSHIP BENEFITS

Benefits	Headline	Zone	Activity	In-Kind
Parent Lounge Branding Rights	✓	✓	✗	✗
Zone Branding Rights	✓	✗	✗	✗
Activity Branding Rights	✓	✓	✗	✗
Complimentary Tickets (Family of 4)	5 Families	2 Families	1 Family	✗
Post Events Visibility and Engagement	✓	✓	✓	✗

# HOW WE PROMOTE THE EVENT

- 1 SOCIAL MEDIA STRATEGY
- 2 INFLUENCER & PR APPROACH
- 3 TRADITIONAL MEDIA / OOH



# **IN-KIND SUPPORT**



## **ACCOUNT DETAILS**

**PROVIDUS BANK**

**1304767110**

**MALIUM ADVISORY LIMITED**

**GTB**

**0011821464**

**OMOLOLA A OLADIPO**

# OUR TEAM



**Lola Oladipo**  
Founder & Community Convener



**Atim Ukoh**  
Partnership



**Wendy Abah**  
Community Engagement



**Anya Attah**  
Early Child Dev. & Psychology



**Wale Abba**  
Technology



**Bose Ukonga**  
Partnership

Kiddies Fontaine is led by a team that blends technology, community leadership, early childhood development, and large-scale brand execution.

We have worked in high-growth environments, built products within structured systems, supported child development initiatives, and collaborated with major brands and institutions. We understand what it takes to design experiences that are safe, joyful, well-organized, and commercially valuable.

Kiddies Fontaine is powered by heart, structure, and experience.

# THANK YOU VERY MUCH

**For sponsorship:**

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**TEJIRI 234 805 599 7793**

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