

POKY EVENT HUB

Creating Unforgettable Experiences

pokyevent.hub@gmail.com | +233 (0) 243 444 544 | @PokyEventHub

Ref: PEH-SPN-2026-020

Date: October · CONFIDENTIAL

POKY EVENT HUB

ANNUAL SPONSORSHIP & PARTNERSHIP PITCH

Partner with Ghana's Most Exciting Event Management Company · 2026 – 2027

SUBMITTED TO

Prospective Sponsors & Partners

Guinness Ghana Breweries PLC,
P.O. Box 3610,
J.A. Kuffour Avenue, Achimota,
Accra, Greater Accra, Ghana.

SUBMITTED BY

Executive Director Poky Event Hub
pokyevent.hub@gmail.com
+233 (0) 243 444 544



Stain Your White · Colour Festival · University of Cape Coast · Poky Event Hub

01 · WHO WE ARE

Poky Event Hub is a Ghana-based professional event management company dedicated to producing vibrant, culturally resonant, and commercially impactful experiences for young Ghanaian audiences. Founded and led by Team, Poky Event Hub has established itself as one of the Central Region's most trusted and energetic names in live event production.

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We do not just organize events. We build experiences meticulously planned, precisely executed, and designed to leave every attendee, every partner, and every sponsor with something they cannot forget.

Our mission: to create unforgettable experiences that connect brands with Ghana's most engaged young consumers authentically, memorably, and at scale.



Stain Your White · Colour, Music & Culture · University of Cape Coast

02 · WHAT WE DO

Poky Event Hub operates across a growing portfolio of event formats, each designed to serve a specific audience need while delivering consistent brand value to our partners:

EVENT FORMAT	DESCRIPTION & AUDIENCE
Outdoor Festivals	Large-scale immersive outdoor events combining music, culture, and live activations. Flagship: Stain Your White (SYW) a colour and music festival targeting 500–2,000+ students and young professionals per edition.
Campus Events	On-campus activations, freshers' events, aerobic sessions, and lifestyle programmes delivered in partnership with university JCRCs across Ghana's Central Region.
University Expos	The Poky University Expo a structured exhibition and engagement platform connecting students directly with brands, employers, and institutions.
Brand Activations	Bespoke brand activation events designed and executed for corporate clients seeking to engage Ghana's youth market through experiential, on-ground campaigns.
Wellness Events	Community-focused fitness and wellness activations including aerobic sessions and health campaigns in a positive, health-centred environment.

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03 · OUR FLAGSHIP EVENT - STAIN YOUR WHITE

Stain Your White (SYW) is Poky Event Hub's signature property and Ghana's most visually distinctive campus lifestyle festival. Guests arrive dressed in white-top and spend the night being transformed through non-toxic paint, colour powder, live music, and shared human energy.



Colour Powder Action · Live Stage & Performances · Outdoor Crowd Energy

SYW AT A GLANCE	DETAIL
Concept	Guests arrive in white. They leave transformed. Non-toxic colour powder, body paint, and water blasters set to a full live music and DJ programme.
Audience	Students and young professionals aged 18–35. Fashion-forward, socially active, brand-aware.
Scale	500 – 2,000+ guests per edition. Growing year-on-year.
Location	University of Cape Coast, Central Region. Campus expansion planned.
Social Reach	50,000+ combined pre-event impressions. Thousands of organic posts per event night.
Brand Value	Every photo and video from SYW carries your brand into Ghana's most active social media ecosystem organically.

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The Stain Your White Experience · Colour, Celebration & Community

04 · OUR AUDIENCE

Every Poky Event Hub event is built around a single, commercially valuable demographic: Ghana's young, socially active, brand-engaged consumers the people who discover brands at events, share them online, and carry that association for years.

AUDIENCE PROFILE	DATA
Age Range	18 – 35 years (primary). Students, young professionals, campus-adjacent communities.
Behaviour	High social media activity. Early adopters. Trend-conscious. Highly responsive to experiential brand placements.
Spending Power	Mid-to-upper disposable income. Active consumers of food, fashion, tech, telecoms, and lifestyle products.
Event Attendance	Repeat attendees across multiple Poky Event Hub events throughout the year.
Social Footprint	Instagram · TikTok · Snapchat · X · Facebook · WhatsApp. High-volume content creators.
Annual Reach	5,000 – 15,000+ unique individuals across all Poky Event Hub events in 2026.

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Our Audience · Ghana's Most Engaged Young Consumers · 2,000+ Per Event

05 · WHY PARTNER WITH POKY EVENT HUB

A Poky Event Hub Annual Partnership puts your brand in front of Ghana's most commercially active young demographic repeatedly, authentically, and memorably across every event we produce throughout the year.

WHY IT MATTERS	WHAT YOUR BRAND GAINS
Year-Round Brand Visibility	Your brand is present across every Poky Event Hub event in 2026–2027 not just one night, but a full calendar of touchpoints in different contexts, moods, and environments.
Multi-Format Activation	From large-scale outdoor festivals to campus events to structured expos multiple formats, each delivering a different dimension of audience engagement.
Authentic Cultural Connection	Poky Event Hub is a genuine, Ghana-grown cultural brand. Our audience trusts us and that trust transfers to the brands that partner with us. Sponsorship here is cultural alignment, not advertising.
Organic Social Amplification	Our events generate thousands of organic social posts with every edition. By being present, your brand becomes part of the content your audience creates and shares organically delivering authentic exposure that traditional advertising cannot replicate.
Exclusive Category Protection	Annual partners enjoy category exclusivity across all events, ensuring that no direct competitor activates alongside your brand within our event environment.
Dedicated Account Management	Every Annual Partner is assigned a dedicated Poky Event Hub contact across every event we produce together.
Measurable Post-Event ROI	Gold and Platinum Annual Partners receive a post-event analytics report per event attendance data, social metrics, estimated media value, and a professional photography package.

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First-Refusal on New Events

Annual Partners are always first to the most exciting new opportunities in our growing portfolio.



Live Stage Production · Stain Your White · Poky Event Hub

06 · ANNUAL PARTNERSHIP PACKAGES

All packages run for 12 months from Agreement execution and cover every Poky Event Hub event produced during the partnership period.

PACKAGE	ANNUAL VALUE	BRAND GETS	ACROSS ALL PEH EVENTS
ASSOCIATE	GHS 25,000 / year	Logo on digital flyers for all events Brand name in all event communications 2 social posts per event 2 complimentary passes per event Certificate of Annual Partnership	All PEH events 2026–2027 First-refusal on all new events Annual partnership review meeting
SILVER	GHS 55,000 / year	Premium logo placement all materials Dedicated social feature per event On-stage MC mention per event 5 complimentary passes per event Event programme feature (full colour) Certificate of Annual Partnership	All PEH events 2026–2027 Pre-event WhatsApp campaign inclusion Post-event photo package per event First-refusal on new events Annual planning session

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GOLD	GHS 75,000 / year	Co-branded title placement per event Branded activation zone per event 10 complimentary passes per event Unlimited social posts per event MC mentions throughout each event Category exclusivity per event Post-event analytics report per event Professional photography per event Certificate of Annual Partnership	All PEH events 2026–2027 Co-branded pre-event campaign per event Dedicated account manager First-refusal on all new events Annual brand summit
PLATINUM	GHS 100,000 / year	Title naming rights per event 20 VIP passes per event Full digital + physical branding suite Exclusive category rights all events Bespoke activation concept per event Headline billing on all materials Stage + backdrop title sponsorship Post-event analytics + EMV report Dedicated account manager Certificate of Annual Partnership	All PEH events 2026–2027 Quarterly brand strategy sessions Co-development of new event concepts First-refusal on all new events Annual brand summit + media briefing Priority access to all future properties

All packages are negotiable. Bespoke, sector-specific, or hybrid (cash + in-kind) arrangements are welcomed and structured on a case-by-case basis.

07 · MUTUAL COMMITMENTS

Poky Event Hub operates with one standard: we do exactly what we say we will do, when we say we will do it. In return, we ask our partners for the same.

WHAT POKY EVENT HUB DELIVERS	WHAT WE ASK OF YOU
✓ All agreed deliverables, on time and to standard ✓ Dedicated account contact for your brand ✓ Full brand integration across every event ✓ Formal Annual Partnership Agreement ✓ Post-event analytics report per event ✓ Professional photography assets per event ✓ Certificate of Annual Partnership ✓ First-refusal on all new Poky events	→ 50% deposit on signing of Agreement → Brand assets submitted 21 days before each event → One authorised contact person for all queries → Written co-brand approval within 3 days → Balance of payment per agreed schedule → Renewal confirmation 30 days before expiry → Compliance with event branding guidelines

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08 · UPCOMING EVENTS - 2026 CALENDAR

Annual Partners gain access to Poky Event Hub's full 2026–2027 event calendar. Below is our current confirmed and planned pipeline.

EVENT	DETAILS
Stain Your White 2026	Flagship outdoor colour and music festival · University of Cape Coast · Target: 2,000+ guests · [Insert Date]
Poky University Expo 2026	Campus exhibition and engagement platform · University of Cape Coast · [Insert Date]
Oguaa Hall Aerobic Session	Wellness and fitness activation · Oguaa Hall, UCC · 12 th September 2026
Valco Hall Aerobic Session	Wellness and fitness activation · Valco Hall, UCC ·
Freshers' Welcome Activations	Campus brand activations at UCC freshers' welcome events · Multiple halls · 5 th September to 19 th September
[New Event TBC]	Additional event to be confirmed · Annual Partners receive first-refusal ·



Poky Event Hub Portfolio · Colour Festivals · Campus Activations · Community Events

09 · NEXT STEPS

- Review this proposal and identify the Annual Partnership package that best aligns with your brand's objectives and investment level.
- Contact Us via pokyevent.hub@gmail.com or +233 (0) 243 444 544 to confirm your interest and discuss any bespoke requirements.
- Receive and review the formal Annual Partnership Agreement detailing all deliverables, timelines, exclusivity terms, and payment schedule.
- Execute the Agreement and submit your 50% deposit to formally confirm your partnership and secure category exclusivity.
- Your brand is integrated from the very next Poky Event Hub event after Agreement execution.

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Gold and Platinum packages are offered on a first-confirmed, first-served basis. Category exclusivity is guaranteed only to the first confirmed partner in each sector.

10 · CONTACT US

For all enquiries, expressions of interest, and partnership discussions:

CHANNEL	DETAILS
Email	pokyevent.hub@gmail.com
Telephone	+233 (0) 243 444 544
Social Media	@PokyEventHub · @StainYourWhite
Availability	Monday – Saturday · 8:00 AM – 8:00 PM GMT

11 · DECLARATION & AUTHORISATION

I, the undersigned, being duly authorised to act on behalf of Poky Event Hub, confirm that the information contained in this proposal is accurate and that this request is made in good faith with the full intention of honouring all commitments set out herein.

For Poky Event Hub Name: Ofori Prince Yonkopah Title: Executive Director Signature: _____ Date: _____	For [Partner Organisation] Name: _____ Title: _____ Signature: _____ Date: _____
Witness: _____ Signature: _____	Witness: _____ Signature: _____

Thank you for your time and consideration.

We look forward to building something exceptional with your brand.