

POKY EVENT HUB

WHERE EVERY EVENT LEAVES A
MARK

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REF: SYW-SP-2026-001

DATE: 2026 · **CONFIDENTIAL**

STAIN YOUR WHITE

SPONSORSHIP PROPOSAL

A Night of Color, Culture & Celebration · , Ghana · 2026

SUBMITTED TO

Prospective Sponsors & Partners

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

SUBMITTED BY

Ofori Prince Yonkopah

Executive Director

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01 · EXECUTIVE SUMMARY

STAIN YOUR WHITE is an immersive outdoor colour, culture, and music event organised by **Poky Event Hub**, one of Ghana's most innovative and fast-growing full-service event management companies, based at the University of Cape Coast, Central Region.

Guests arrive dressed in white-top attire, a deliberate, powerful blank canvas and spend the night being transformed through non-toxic paint, colour powder, live music, and shared human experience. By the close of the night, no two guests look the same. That is the point. That is the power of Stain Your White.

We are formally inviting a select group of corporate organisations, brands, and individual sponsors to become **Official Sponsors or Partner** of *Stain Your White 2026 and beyond*. This proposal outlines the event in full detail, the exclusive sponsorship packages available, and the precise, measurable value your brand will receive in return for your partnership.

We are not merely seeking financial support. We are inviting you to place your brand at the very centre of one of Ghana's most talked-about cultural events in front of hundreds of Ghana's universities to engaged, brand-aware young consumers.

02 · ABOUT THE EVENT

Event Name	Stain Your White
Organised By	Poky Event Hub
Event Type	Immersive Outdoor Colour, Culture & Music Festival
Event Date	
Event Time	Depending on the institution's rules and regulations (Hours of Programming)
Venue	Central Event Grounds, Cape Coast, Ghana
Expected Attendance	500 – 2000+ Guests
Dress Code	White-top Attire (Mandatory on arrival)
Target Demographic	Ages 18 – 35 · Fashion-forward · Socially active · Brand-aware
Social Media Reach	50,000+ combined pre-event impressions across all platforms
Proposal Reference	SYW-SP-2026-00

03 · THE CONCEPT

Stain Your White is built on a multiple, powerful ideas: arrive in white-top and let the night transform you. The event is structured around four immersive experience zones, each crafted to deliver a different sensory dimension from chaotic, joyful paint explosions to intimate musical moments.

	ZONE	WHAT HAPPENS HERE
	PAINT ZONE	The centrepiece of the event. Non-toxic colour powder and body paint stations where guests transform each other. Supervised, high-energy, and completely immersive with our sponsors branded colors.
	LIVE STAGE	Two stages featuring a headline artist, supporting acts, and resident DJ sets that run from gates open to close.
	PHOTO WORLD	Professional photo booths, custom-designed artistic backdrops, and Insta-worthy installations for content creation.
	CHILL & PARTY	Curated food vendors, cocktail bar, craft drinks, and lounge seating for guests to recharge between sponsors branded colour sessions.

The result is a night that cannot be described, only experienced. Every attendee becomes a co-creator of the event’s visual identity. Every photograph is a work of art. Every memory is indelible.

04 · **EVENT PROGRAMME**

Hours of carefully sequenced programming, designed to build energy from a warm welcome through to a grand, unforgettable close:

TIME	ACTIVITY	DETAIL
4:00 PM	Gates Open	Guest registration, wristband collection, and welcome experience begin
4:30 PM	Opening DJ Sets	Warm-up sets across both stages of afro-beats, amapiano, and high-energy
5:30 PM	Paint Zone Opens ★	All colour stations go live, the defining moment of the event begins At this session our sponsor branded colors are used to stain the attendees white-tops
6:30 PM	Live Performance I	Featured artist set with full crowd engagement
7:30 PM	Sponsor Activation Hour	Branded zones, giveaways, product sampling, interactive brand experiences
8:30 PM	Headline Performance★	Main stage headline artist full set, maximum energy

9:30 PM	Grand Colour Finale ★	Mass colour-powder explosion, the signature night-defining moment
Jams	DJ Set on rotations	Where real excitement starts.

(★ = Signature moments - recommended sponsor activation windows)

05 · OUR AUDIENCE

Stain Your White attracts Ghana’s most commercially valuable and engaged young demographic. Sponsoring this event puts your brand directly in front of them, not on a screen, but in their hands, on their bodies, and in their memories.

PRIMARY AUDIENCE PROFILE	DIGITAL & SOCIAL REACH
Age Range: 18 – 35 years (primary) Lifestyle: Fashion-conscious, trend-driven, brand-aware Behaviour: High social media activity, frequent event-goers Spending: Mid-to-upper disposable income Geography: Across all University campus + regional attendees Attendance: 500 – 2000+ guests per edition	Pre-Event Social Reach: 50,000+ impressions per event Primary Platforms: Instagram · TikTok · Facebook · X · Snapchat Content Type: Short-form video, photos, Stories, Reels Influencer Partners: 25–50 content creators per event Live Coverage: Live-streamed on Instagram & TikTok Post-Event Content: Highlight reel + full photo gallery

06 · WHY SPONSOR OR PARTNER STAIN YOUR WHITE?

A sponsorship or partnership with **Stain Your White** is a strategic investment in brand equity, audience connection, and cultural credibility. Here is precisely what your brand stands to gain:

01. Direct Physical Brand Presence

Your brand is tangibly present in the lives of 500 – 2000+ highly engaged consumers throughout day. Moving from hall to hall for massive activations with our team using your Brand. Unlike passive digital advertising, event sponsorship creates emotional, embodied brand associations that last far longer.

02. Organic Social Media Amplification

The visual spectacle of **Stain Your White** is inherently, irresistibly shareable. Guests covered in paint and colour become walking content. Your brand colors and souvenirs, present in this environment, benefits from thousands of organic social impressions across Instagram, TikTok, Snapchat and X without the cost of a paid media campaign.

03. Ghana's Most Engaged Youth Market

Our audience is Ghana's Universities socially active, brand-aware 18 – 35 demographic, a group that is highly responsive to experiential placements but difficult to reach through conventional channels. Stain Your White puts your brand exactly where they are.

04. Positive Cultural Brand Association

Stain Your White + Malta Guinness celebrates freedom, creativity, togetherness, and self-expression.

Brands that align with these values are perceived as culturally connected, people-first, and forward-thinking by our audience.

05. Exclusive Category Rights (Platinum)

Platinum sponsors are offered exclusive category rights within their product sector, ensuring no direct competitor appears at the event. This is a rare and commercially powerful positioning advantage.

06. Measurable, Reported ROI (Gold & Platinum)

Gold and Platinum sponsors receive a full post-event analytics report including attendance data, social media metrics, estimated media value (EMV), and a curated package of professional photography assets for their own marketing use.

07. Year-Round Brand Recall

The photographs and video content generated at Stain Your White continue to circulate on social media long after the event itself. Your brand's presence in that content gives it a long shelf-life that extends well beyond a single evening.

07 · BUDGET TRANSPARENCY & FINANCIAL FRAMEWORK

Poky Event Hub believes in full financial transparency with our corporate partners. Sponsors are not being asked to fund an entire event they are invited to act as a strategic growth catalyst within a commercially viable model that already has its own revenue engine. Below is the full operational cost breakdown for the UCC Campus Edition of Stain Your White, targeting 2,000+ students.

CATEGORY	ITEM DESCRIPTION	EST. COST (GHS)
Venue & Security	UCC Venue Rental Fees (Hall JCRC & Estate Permissions)	GH¢ 12,000
	Campus Police, Internal Security & Red Cross First Aid	GH¢ 3,500
	Stage Barricades & Crowd Control Fencing	GH¢ 4,000
Production & Setup	Heavy Campus Sound System, Stage & Truss Rigging	GH¢ 15,000
	Lighting Equipment & Special FX (Strobe, UV, Fog Machines)	GH¢ 8,000
	Modular LED Screen Backdrop (For Sponsor Video Loops)	GH¢ 10,000
	Heavy-Duty Backup Sound Generator + Fuel	GH¢ 4,500

Talent & Lineup	Headline Guest DJ or Campus-Favourite Artist	GH¢ 25,000
	Supporting Campus DJs & Host MCs (3–4 crew members)	GH¢ 8,000
	Sound Engineer & Backstage Management Crew	GH¢ 2,500
Marketing & Publicity	UCC Campus Influencers & SRC/Hall Rep Retainers	GH¢ 5,000
	Physical Publicity (Flyers, Flex Banners, Hall Digital Screens)	GH¢ 3,000
	Event Media (Photography & After-Movie Video)	GH¢ 4,500
Event Materials	Bulk White Powders, Liquid Paints & Water Blasters	GH¢ 6,000
	Branded Security Wristbands & Entry Tags (2,500 units)	GH¢ 5,000
Operations	Ground Logistics, Transport & Emergency Contingency (10%)	GH¢ 11,000
TOTAL PROJECTED OPERATIONAL COST		GH¢ 127,000

Revenue Model - Our Skin in the Game

Ticket sales form the foundation of the event's revenue. This demonstrates that Poky Event Hub has direct commercial skin in the game:

REVENUE SOURCE	CALCULATION	PROJECTED INFLOW
Ticket Revenue Estimate	2,000 students × GH¢ standard entry	GH¢ ____
Funding Deficit	Minimum sponsor or Partner contribution required to break even	GH¢ 45,000

The GH¢ 45,000 funding deficit is the minimum financial baseline required from sponsorship to break even and secure our operational margin. Any contribution above this threshold directly enhances event quality bigger talent, better production, and greater brand activation value for every partner.

08 · CORPORATE SPONSORSHIP REQUEST FRAMEWORK

For institutional and FMCG corporate partners, Poky Event Hub presents a transparent, results-oriented request framework. Every cedi requested is tied to a specific deliverable, and every deliverable is tied to a specific commercial outcome for your brand. Sponsors do not fund the entire event their contribution acts as a precision catalyst within a model that is already commercially viable.

PACKAGE	INVESTMENT	WHAT IT FUNDS	WHAT BRAND GETS
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PLATINUM	GH¢ 100,000 cash	Headline Artists (GH¢ 75,000) + Stage Sound Rigging (GH¢ 25,000)	Title billing: StainYourWhite fueled by [Brand] · Main-stage branding · Logo on all wristbands · 5-min activation slots every hour
GOLD	GH¢ 75,000 cash	Headline Artists (GH¢ 50,000) + Stage Sound Rigging (GH¢ 25,000)	Title billing: StainYourWhite fueled by [Brand] · Main-stage branding · Logo on all wristbands · 5-min activation slots every hour
SILVER	GH¢ 55,000 cash + In-Kind Product	LED Screens + Visual Production + Event Materials (Paints/Powder)	Custom branded lounge zone in venue · Exclusive product sampling rights · Co-branded mocktail bar or activation table
BRONZE	GH¢ 25,000 cash	Security + Campus Publicity Banners + Medical Standby Teams	Co-branding on all digital flyers · Logo loops on LED screen backdrop · MC mentions throughout the night

Custom or hybrid arrangements (cash + in-kind product contributions, media support, or bespoke activations) are available across all tiers and will be evaluated on a case-by-case basis.

09. **FEATURED CORPORATE PARTNERSHIP PITCH - MALTA GUINNESS**

The following is a targeted pitch framework specifically designed for Guinness Ghana / Malta Guinness, demonstrating the bespoke, brand-specific activation architecture that Poky Event Hub can build for corporate partners. This level of customization is available for all corporate brands across every sector.

To ensure full alignment with university guidelines, StainYourWhite is strictly seeking to anchor this high-energy event with a premium, non-alcoholic beverage partner. With 2,000+ trend-setting Gen Z consumers concentrated in one space, this activation offers a high-conversion playground for Malta Guinness campus market share.

ACTIVATION	MECHANICS & COMMERCIAL VALUE
The Can-for-Ticket Retail Drive	To directly boost Cape Coast retail sales, students who present two empty Malta Guinness cans at the gate receive a discounted entry price. This point-of-sale pull mechanic drives pre-event retail volume while generating guaranteed brand exposure at the entrance.
The Malta Guinness Chill Zone	A co-branded premium experiential lounge inside the venue, featuring a custom mocktail bar, interactive games, and photo hubs designed for maximum social media shareability. Every photograph taken in this zone becomes organic digital content for Malta Guinness.

Exclusive Pouring Rights

Complete category exclusivity Malta Guinness is the sole malt beverage permitted for sale and distribution within the entire event grounds. No competitor product is served or visible anywhere on-site. Total category ownership for the duration of the event.

With over 2,000 highly engaged, trend-setting Gen Z consumers in one concentrated space, this activation offers Malta Guinness a high-conversion playground for campus market share at a fraction of the cost of a standalone brand campaign. We have attached the full deck with crowd metrics and visual concepts and are available for a brief call or meeting at your convenience.

16 · SPONSORSHIP PACKAGES

We offer four carefully structured sponsorship tiers, each designed to deliver genuine, measurable value at every level of investment. All packages are fully customisable. Bespoke arrangements are available on request. Packages are offered on a first-confirmed, first-served basis.

ASSOCIATE GHS 25,000+ <i>Starting investment</i>	SILVER GHS 55,000+ <i>Starting investment</i>	GOLD GHS 75,000+ <i>Starting investment</i>	PLATINUM GHS 100,000+ <i>Starting investment</i>
✓ Logo on event banners & programme	✓ Premium logo placement all materials	✓ Premium co-branded logo placement	✓ Title billing “Powered by [Brand]”
✓ Brand name in all event communications	✓ 4 complimentary event passes	✓ 8 complimentary event passes	✓ 20 VIP event passes
✓ 1 social media mention (1 post)	✓ 2 dedicated social media posts	✓ 5 dedicated social media posts	✓ Unlimited dedicated social posts
✓ 2 complimentary event passes	✓ Programme full-colour feature	✓ Branded vendor/activation table	✓ Exclusive branded activation zone
✓ Certificate of Sponsorship	✓ On-stage MC brand mention	✓ On-stage MC mention (x20 per event)	✓ Stage & backdrop title sponsorship
—	✓ Certificate of Sponsorship	✓ Co-branded pre-event social campaign	✓ Live MC shout-outs throughout the night
—	—	✓ Post-event analytics report	✓ Exclusive product category rights
—	—	✓ Certificate of Sponsorship	✓ 360° media coverage integration
—	—	—	✓ Full post-event analytics + photo package

—	—	—	✓ Dedicated account manager
—	—	—	✓ Certificate of Sponsorship
GHS 25,000+	GHS 50,000+	GHS 75,000+	GHS 100,000+

** All figures in Ghana Cedis (GHS). A 50% non-refundable deposit is required upon signing of the Sponsorship Agreement. Flexible payment schedules available for Platinum-tier partners. In-kind sponsorship equivalents considered at all tiers.*

14 · BRAND VISIBILITY & TOUCHPOINTS

Your brand will appear across all pre-event, event-day, and post-event touchpoints as appropriate to your sponsorship tier:

WHEN	YOUR BRAND APPEARS ON / IN
PRE-EVENT (4+ weeks out)	Social media campaign posts on @Poky_EventHub & @StainYourWhite · Event flyers (digital & print) · WhatsApp broadcast announcements · Influencer content · All email campaigns
EVENT DAY	Stage backdrop & banners · Entrance arch branding · MC/host on-stage mentions · Event programme/booklet · Wristbands (Gold & Platinum) · Photo booth overlays · Activation zone (Gold & Platinum) · Branded goodies/giveaways. Your Brand colors are going to be used to stain the attendees white-tops.
POST-EVENT	Highlight reel (Instagram, TikTok, YouTube and Snapchat) · Official photo album with branded overlay · Thank-you campaign tagging sponsors · Press releases & editorial coverage · Analytics report (Gold & Platinum)

15 · WHAT WE COMMIT TO WHAT WE ASK OF YOU

WHAT POKY EVENT HUB DELIVERS	WHAT WE ASK OF YOU
✓ All agreed deliverables, on time and to standard ✓ Dedicated account contact for all communications ✓ Full brand integration across all event materials ✓ Formal Sponsorship Agreement with clear terms ✓ 50% deposit receipt within 24 hours of payment	→ 50% deposit upon signing of Agreement → Brand assets submitted within 21 days of each event → One authorized contact person for all communications

- ✓ Post-event report within 14 business days (Gold/Platinum)
- ✓ Official Certificate of Sponsorship Partnership
- ✓ Professional photography assets for your own use

- Written approval of co-branded materials within 3 days
- Balance of payment per the agreed schedule
- Compliance with event dress code and conduct policy
- Timely responses to all production queries
- Renewal confirmation (annual partners) 30 days in advance

16 · KEY TERMS & CONDITIONS

The following standard terms govern all sponsorship arrangements. A formal Sponsorship Agreement detailing all specific deliverables, timelines, and payment terms will be issued upon confirmation.

Payment: A non-refundable deposit of 50% of the agreed sponsorship value is due upon signing of the Sponsorship Agreement. The outstanding balance is due no later than 14 calendar days before the event date.

Asset Submission: Sponsors must submit all brand assets (high-resolution logos, artwork, copy) no later than 21 calendar days before the event. Late submissions may result in placeholder branding for which Poky Event Hub accepts no liability.

Exclusivity: Platinum sponsors receive exclusive category rights. No direct competitor in the designated category will be accepted as a sponsor for the covered event during the agreement period.

Cancellation: The 50% deposit is non-refundable in all circumstances. Cancellations made within 14 days of the event attract an additional charge of 25% of the total agreed value. Force majeure events are handled by mutual agreement.

Deliverables: All deliverables will be executed as set out in the formal Sponsorship Agreement. Material changes to the event affecting agreed visibility will be communicated to sponsors in advance, with a remedy proposed.

Post-Event Report: Gold and Platinum sponsors receive a comprehensive post-event analytics report within 14 business days of the event date.

Governing Law: All agreements are governed by and construed in accordance with the laws of the Republic of Ghana.

14 · NEXT STEPS

We are delighted at the prospect of partnering with you. To confirm your sponsorship, please follow these steps:

STEP 01

Review this proposal and identify the sponsorship tier that best aligns with your brand's objectives and investment level.

STEP 02	Contact us at pokyevent.hub@gmail.com or +233 (0) 243 444 544/+233 (0) 546 444 424 to confirm your interest and discuss any bespoke requirements.
STEP 03	Receive and review the formal Sponsorship Agreement detailing all agreed deliverables, timelines, and payment terms.
STEP 04	Execute the Agreement and submit your 50% deposit to formally confirm your sponsorship.
STEP 05	Submit your brand assets by the agreed deadline and allow us to begin your pre-event brand activation campaign immediately.
STEP 06	Show up, experience your brand in action, and receive your post-event analytics report and Certificate of Sponsorship.

Sponsorship packages, particularly Gold and Platinum, are offered on a first-confirmed, first-served basis. We encourage an early response to secure your preferred tier.

15 · CONTACT US

For all enquiries, expressions of interest, and Partnership or Sponsorship discussions, please reach out via any of the channels below. We are available Monday to Saturday, 8:00 AM – 8:00 PM GMT.

EMAIL	TELEPHONE	SOCIAL MEDIA
pokyevent.hub@gmail.com	+233 (0) 243 444 544	@PokyEventHub
stainyourwhite@gmail.com	+233 (0) 546 444 424	@StainYourWhite

16 · DECLARATION & AUTHORIZATION

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.

Respectfully submitted by:



Ofori Prince Yonkopah

Executive Director

Poky Event Hub

For and on behalf of Sponsor:

Full Name: _____

Title: _____

Organisation: _____

Date: _____

pokyevent.hub@gmail.com

Date: _____

Thank you for your time and consideration.

We look forward to welcoming your brand to Stain Your White.

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