

TAPIOCA Festival 2026

THE REVIVAL

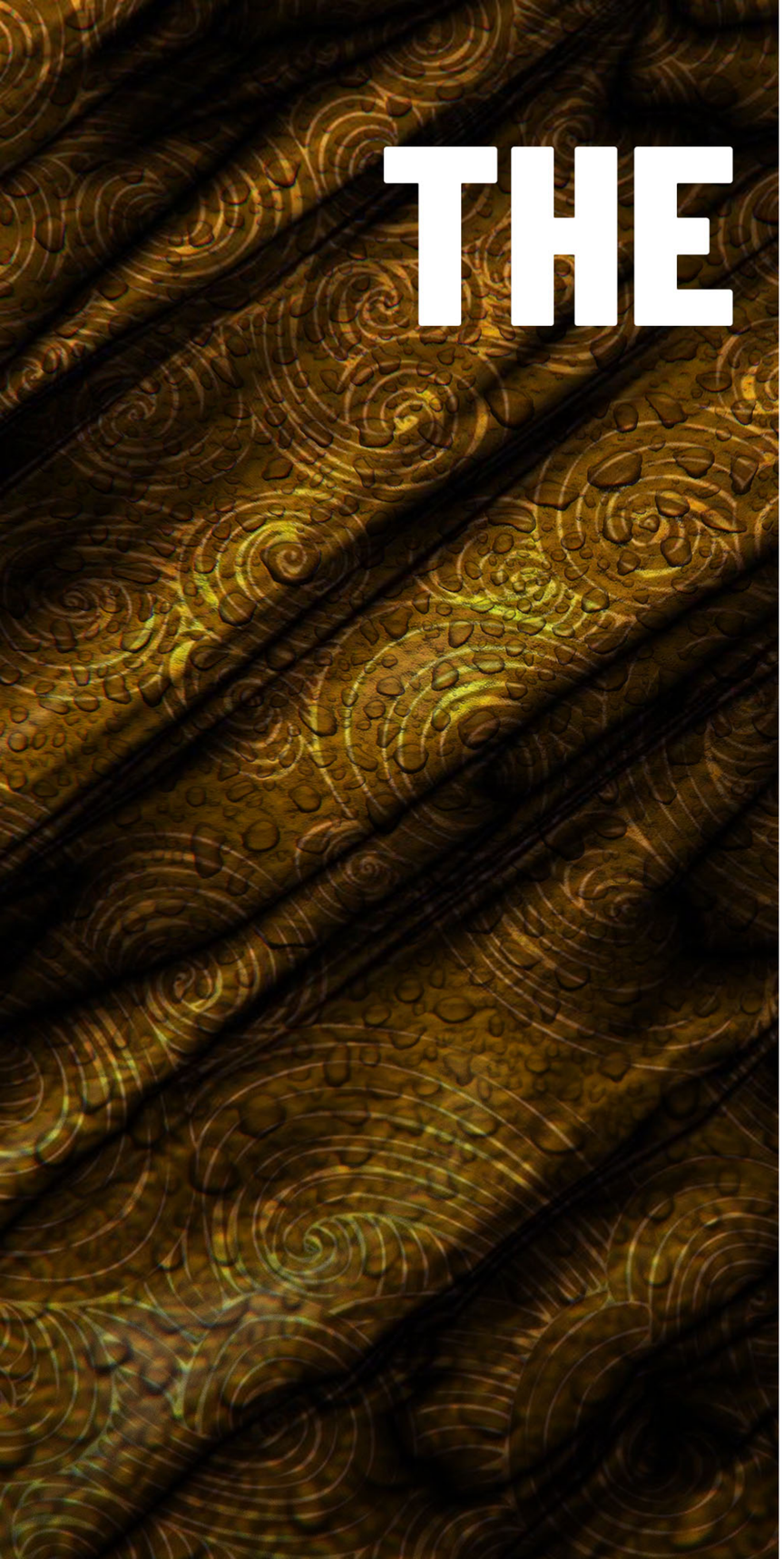
SPONSORSHIP & PARTNERSHIP PROPOSAL

ADA, GHANA | 2026

22nd - 27th December

THE TAPIOCA FESTIVAL 2026

PROPOSAL



THE REVIVAL

DON'T JUST SPONSOR A FESTIVAL. HELP REVIVE A MOVEMENT.

The Tapioca Festival 2026 is entering a defining new chapter under the theme:

THE REVIVAL

A powerful celebration of African culture, creativity, technology, trade, tourism, music and adventure.

The festival is designed to create something greater than entertainment:

A platform for culture.
A marketplace for opportunity.
A destination for tourism.
A stage for creativity.
A meeting point for Africa's future.

For brands and institutions, this creates a rare opportunity.

Not simply to place a logo on a festival.

But to own a meaningful part of the experience.

01 — WHY PARTNER WITH TAPIOCA?

YOUR BRAND. THEIR EXPERIENCE. ONE POWERFUL STORY.

Today's audiences are looking for more than advertising.
They want brands that participate.
Brands that create.
Brands that contribute.
Brands that understand culture.

Tapioca gives partners the opportunity to move from visibility to relevance by placing their brand inside experiences people actively want to attend, photograph, share and remember.



PARTNERSHIP CAN DELIVER:

Brand visibility
Across physical, digital and festival environments.
Audience engagement
Through interactive experiences rather than passive advertising.
Consumer connection
Direct access to culturally engaged audiences.
Content creation
High-quality opportunities for branded storytelling.
Business networking
Access to entrepreneurs, buyers, creatives, institutions and decision-makers.
Community impact
Association with cultural preservation, youth opportunity and local economic activity.
Destination association
Alignment with Ada, Ghana and the broader African tourism story.

02 — THE AUDIENCE

The Revival brings together multiple high-value audience segments:

CULTURE SEEKERS

People actively seeking authentic African experiences.

YOUNG AFRICANS

A digitally connected generation interested in culture, entertainment, entrepreneurship and lifestyle.

CREATIVES

Artists, musicians, designers, filmmakers, photographers, fashion professionals and cultural entrepreneurs.

BUSINESS LEADERS

Entrepreneurs, executives, investors, buyers and professionals.

TOURISTS & DIASPORA

Visitors seeking meaningful African cultural experiences.

COMMUNITIES

Residents of Ada and surrounding communities participating in and benefiting from the festival.



TAPIOCATIVITIES 2026

DAY ONE

BEACH CLEANING, KENKEY & WAAKYE PARTY :

• **Beach Cleaning Campaign:** Starting with ecological action. A joint community-led cleanup of Ada's pristine shorelines, demonstrating the commitment to protecting our natural assets and leaving a clean, sustainable legacy.
• **Kenkey & Waakye Party:** featuring authentic local Ghanaian cuisine, community bonding to officially welcome all festival attendees and travelers.

DAY TWO

THE TAPIOCA GAMES

• **Card Competition:** A highly competitive, high-spirited traditional card playing tournament bringing together local youth, elders, and visitors in structural strategy and historic community gaming.
• **Football Gala:** Inter community football tournament to unearth talents



TAPIOCATIVITIES 2026

DAY THREE

KIDS FUN FAIR & THE FIRE

• **Kids Fun Fair:** A family-focused morning arena filled with traditional games and educational storytelling designed to connect the next generation of Ada's youth with their heritage.
• **African Films Festival & Fireside Dialogues:** An open-air evening cinema screening powerful, cinematic stories, contemporary short films, and documentaries created by emerging African filmmakers. Followed by the intellectual spark of the festival, leaders, tech pioneers, creatives, and entrepreneurs gathering around a physical bonfire to explore action-oriented debates on culture, technology, enterprise, and Africa's future.

DAY FOUR

THE SOURCE

• **Opening Ceremony:** The grand ceremonial commencement of The Revival, featuring traditional arrivals , Traditional council member
• **Veneration of Africa (V.O.A) & Indigenous Rhythms:** A profound, cinematic commemoration honoring African and Afro-descendant cultures, bringing together our global diaspora and local communities in a sacred celebration filled with regional drumming, movement, and drum circles.
• **Face of Tapioca / Wild Party:** Celebrating Beauty, Culture, Innovation and Opportunity. Face of Tapioca is conceived as a distinctive beauty and cultural pageant that will use the appeal, influence and visibility of a pageantry platform to promote Tourism, Trade, Technology, Arts and Culture. Transitioning into the festival after dark, a premium beachside celebration of music, light, and energy.



TAPIOCATIVITIES 2026

DAY FIVE

THE CURRENT

• **Africa Regatta Exhibition & The Kayak Experience:** Celebrating Ada's rich aquatic canoe craftsmanship and traditional fishing heritage with high-energy racing and public exploration on the waterways.
• **The Jetski Show (Africa Jetski Championship):** The ultimate adrenaline rush. High-speed professional jet-ski racing along the Volta River where river meets ocean, creating an unforgettable tourist spectacle.
• **Fishermen Rave, Beach Party & Kakalika Night:** A vibrant evening beach party honoring our local fishermen and coastal communities, merging traditional food stalls, beachside DJ stages, and electric dance rhythms.



DAY SIX

• **Grand Music Concert:** The emotional climax of the festival. A world-class main stage bringing together legendary Ghanaian stars, emerging African talent, and a blend of traditional and contemporary rhythms.

03 — THE SPONSORSHIP ARCHITECTURE

Rather than selling generic sponsorship packages, The Revival offers partners the opportunity to own a territory.

THE FIVE CORE PARTNERSHIP TERRITORIES

01 — CULTURE

Revive the source.

02 — CREATIVITY

Revive expression.

03 — INNOVATION

Revive possibility.

04 — COMMERCE

Revive opportunity.

05 — DESTINATION

Revive discovery.

These territories can be activated through the festival's nine signature experiences.



04 — THE REVIVAL PARTNERSHIP TIERS

TIER 01

PRESENTING PARTNER

THE REVIVAL — PRESENTED BY [BRAND]

PROPOSED INVESTMENT:

GHS 1,500,000

One exclusive partner

The highest level of association with The Tapioca Festival 2026.

The Presenting Partner becomes the principal commercial brand associated with The Revival.



BRAND OWNERSHIP

- "The Tapioca Festival 2026 – The Revival, presented by [Brand]" naming association.
- Premium logo placement across major festival communications.
- Dominant branding across selected festival environments.
- Premium stage and venue branding.
- Principal placement across digital campaign assets.
- Inclusion in official festival press and media materials.
- Premium brand presence across the festival website and selected digital platforms.

04 THE REVIVAL PARTNERSHIP TIERS

EXPERIENCE OWNERSHIP

- Opportunity to own one major festival experience.
- Bespoke branded installation or consumer experience.
- Opportunity to create a signature moment within The Revival.
- VIP hospitality environment.
- Premium guest access for clients, partners and stakeholders.

CONTENT & MEDIA

- Co-created campaign content.
- Branded video storytelling opportunities.
- Festival photography and content assets.
- Featured partner storytelling across agreed campaign channels.
- Opportunities for executive or brand spokesperson participation in selected festival content.

BUSINESS

- VIP invitations for key clients and stakeholders.
- Access to selected business networking opportunities.
- Hosted buyer / business engagement opportunities where applicable.
- Opportunity to activate with exhibitors and commercial partners.



04 THE REVIVAL PARTNERSHIP TIERS

IMPACT

- Brand association with cultural preservation, creativity, youth opportunity and tourism.
- Opportunity to support a defined community or cultural initiative.
- Inclusion in festival impact communications.

THE VALUE:

Visibility + Ownership + Experience + Influence + Impact



05 — GOLD PARTNER

PROPOSED INVESTMENT:

GHS 750,000

Up to 3 partners

Designed for major brands seeking national visibility and strong consumer engagement.

THE FACE

FACE OF TAPIOCA

Beauty, fashion, lifestyle, cosmetics, personal care and youth-focused brands.

THE TASTE

A TASTE OF AFRICA

FMCG, food & beverage, hospitality, culinary, tourism and lifestyle brands.

BENEFITS

Brand

- Prominent logo placement across festival campaign materials.
- Website and digital recognition.
- Selected venue and signage branding.
- Inclusion in official partner communications.
- Brand presence across agreed festival touchpoints.

Experience

- Opportunity to activate a branded consumer experience.
- Branded installation or engagement zone.
- Product sampling / demonstration opportunities where appropriate.
- VIP hospitality allocation.
- Brand integration into one selected festival experience.

05 GOLD PARTNER

Content

- Inclusion in selected festival social content.
- Partner acknowledgement in selected promotional materials.
- Access to approved event imagery for partnership communications.

Business

- VIP invitations.
- Networking opportunities.
- Opportunities to engage exhibitors and participating businesses.

Impact

- Association with The Revival's cultural and community objectives.
- Opportunity to support a specific impact initiative.

THE VALUE:

High Visibility + Consumer Engagement + Brand Experience



06 — SILVER PARTNER

PROPOSED INVESTMENT:

GHS 350,000

Up to 5 partners

For established brands looking for strong festival presence without category-level ownership.

BENEFITS

- Logo placement on selected campaign materials.
- Website partner recognition.
- Selected on-site branding.
- Partner acknowledgement during designated festival moments.
- Branded activation opportunity.
- Product display or sampling opportunity, subject to festival guidelines.
- VIP tickets / hospitality allocation.
- Selected social media recognition.
- Inclusion in official partner listing.
- Opportunity to participate in selected community or cultural initiatives.

THE VALUE:

Visibility + Engagement + Access



07 — BRONZE PARTNER

PROPOSED INVESTMENT:

GHS 150,000

Up to 10 partners

An accessible partnership platform for brands seeking association with the festival and The Revival movement

BENEFITS

- Logo inclusion on selected partner materials.
- Website recognition.
- On-site partner branding.
- Partner listing in official communications.
- Festival ticket allocation.
- Opportunity for limited brand activation.
- Selected social media acknowledgement.
- Opportunity to support a festival community initiative.

THE VALUE:

Association + Visibility + Participation



08 — EXPERIENCE PARTNER

PROPOSED INVESTMENT:

GHS 75,000 – GHS 250,000

CUSTOM PARTNERSHIP
For brands that want to own a specific experience rather than take a traditional sponsorship package.

Experience Partnership opportunities may include:

THE FIRE

Fireside Dialogues
Technology, banking, consulting, telecommunications, professional services and innovation brands.

THE SOURCE

Opening Ceremony
Financial institutions, airlines, tourism brands, cultural institutions and premium consumer brands.

THE MARKET

Tapioca EXPO

Banks, fintechs, logistics companies, payment platforms, FMCG and business services.

THE CANVAS

Art at Tapioca

Fashion, beauty, lifestyle, technology, design and creative brands.

THE CURRENT

Water Sports

Automotive, beverage, telecom, sports, lifestyle and adventure brands.

THE NIGHT

Wild Party

Lifestyle, fashion, entertainment, beverage and youth-focused brands.

THE VOICE

Grand Music Concert

Telecommunications, media, technology, consumer, lifestyle and entertainment brands.

08 EXPERIENCE PARTNER

BENEFITS

Designed around the selected experience and may include:

- Naming association.
- Branded environment.
- Experience integration.
- Product integration.
- Digital content.
- On-site visibility.
- VIP access.
- Social media recognition.
- Content rights, subject to agreement.
- Hospitality opportunities.



THE VALUE:

OWN THE MOMENT YOUR AUDIENCE REMEMBERS.

09 — CULTURAL REVIVAL PARTNER

PROPOSED INVESTMENT:

GHS 200,000

THE VALUE:

PURPOSE + CULTURE + LEGACY

FOR BRANDS THAT WANT TO MAKE AN IMPACT.
The Cultural Revival Partner supports the festival's focus on African heritage, indigenous expression, storytelling and cultural preservation.

BENEFITS
- Association with The Revival cultural platform.
- Branding within the Heritage Court.
- Support recognition across cultural programming.
- Opportunity to sponsor cultural performances and storytelling.
- Curated brand activation.
- Content opportunities around cultural stories.
- VIP access.
- Recognition in the festival's impact narrative.
- Opportunity to support documentation or preservation initiatives.



10 — YOUTH & CREATIVITY PARTNER

PROPOSED INVESTMENT:

GHS 200,000

THE VALUE:

YOUTH + TALENT + FUTURE

INVEST IN THE PEOPLE BUILDING TOMORROW.
This partnership supports young Africans, creatives, entrepreneurs and emerging talent.

BENEFITS

- "Youth & Creativity Partner" designation.
- Branding across relevant youth and creative programming.
- Opportunity to sponsor workshops, showcases or talent platforms.
- Branded creator / innovation activation.
- Social content integration.
- Talent engagement opportunities.
- VIP access.
- Recognition in festival impact communications.



11 — TOURISM & DESTINATION PARTNER

PROPOSED INVESTMENT:

GHS 250,000

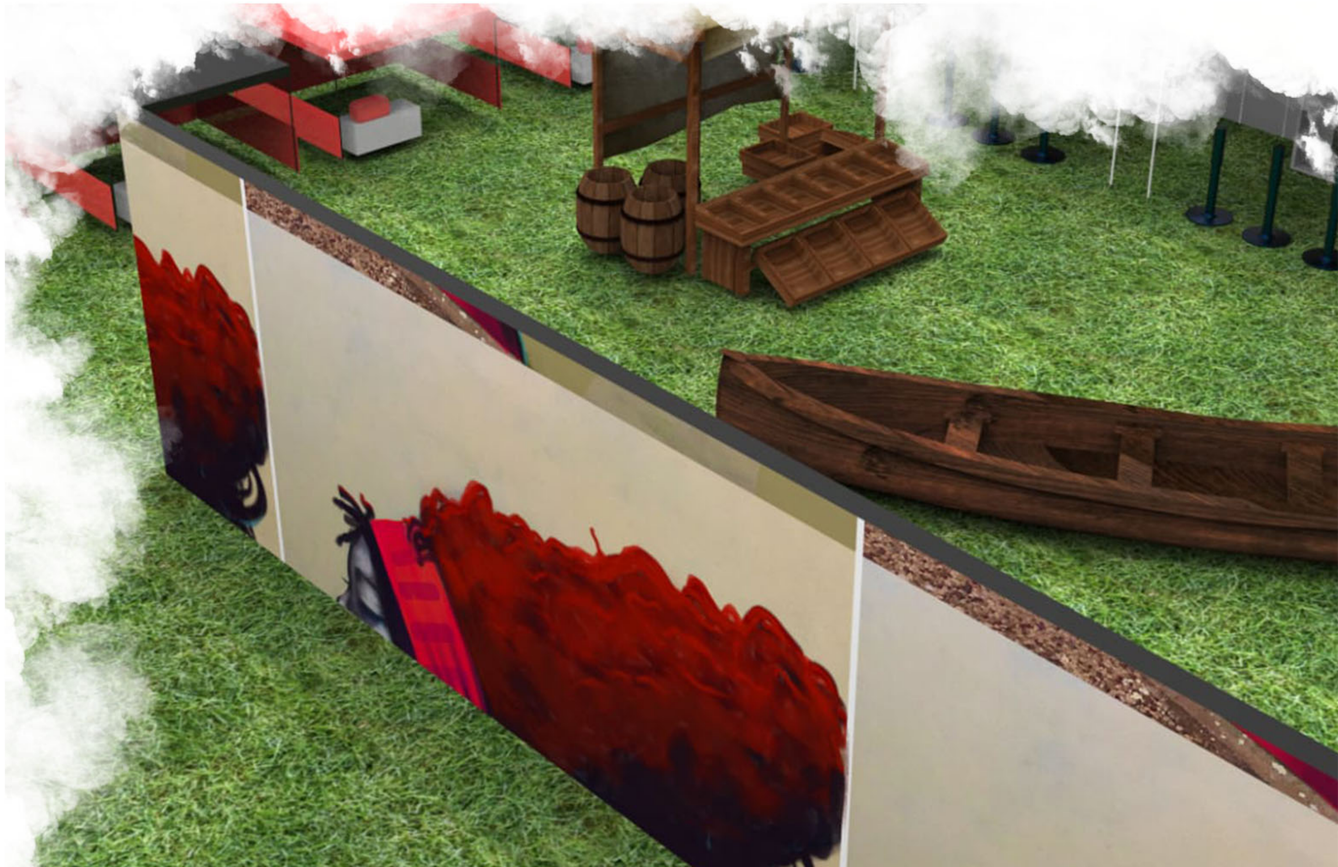
THE VALUE:

DESTINATION + TRAVEL + DISCOVERY

MAKE ADA THE DESTINATION.
This partnership is designed for organisations seeking to drive destination awareness, travel, hospitality and tourism.

BENEFITS

- Association with Ada destination storytelling.
- Branding across tourism-related festival communications.
- Opportunity to create a visitor experience.
- Destination content integration.
- Hospitality and travel activation opportunities.
- VIP hospitality.
- Tourism stakeholder networking.
- Inclusion in selected destination campaign content.



12 — TECHNOLOGY PARTNER

PROPOSED INVESTMENT:

GHS 300,000

THE VALUE:

INNOVATION + VISIBILITY + THOUGHT LEADERSHIP

POWER THE REVIVAL.
Technology becomes part of the festival experience.

The Technology Partner can support the digital infrastructure and future-facing experiences of The Revival.

BENEFITS

- "Technology Partner of The Tapioca Festival" designation.
- Branding across relevant technology touchpoints.
- Integration into the Future Lab.
- Digital activation.
- Interactive technology experience.
- Innovation showcase.
- Content and thought-leadership opportunities.
- VIP hospitality.
- Networking with entrepreneurs and innovators.



13 — TRADE & BUSINESS PARTNER

PROPOSED INVESTMENT:

GHS 300,000

POWER AFRICA'S NEXT DEAL.
The Trade Partner becomes associated with the commercial heart of the festival.

The envisioned EXPO includes:

200+ exhibitors
280 hosted buyers
50,000+ trade visitors

BENEFITS

- Branding within the EXPO environment.
- "Trade Partner" designation.
- Branded business lounge.
- Business networking activation.
- Access to selected business sessions.
- Opportunity to host meetings or engagements.
- Brand visibility across EXPO communications.
- VIP hospitality.
- Opportunities to connect with exhibitors and buyers.

THE VALUE:

BUSINESS + CONNECTION + OPPORTUNITY



14 — MEDIA & CONTENT PARTNER

PROPOSED INVESTMENT:

GHS 150,000

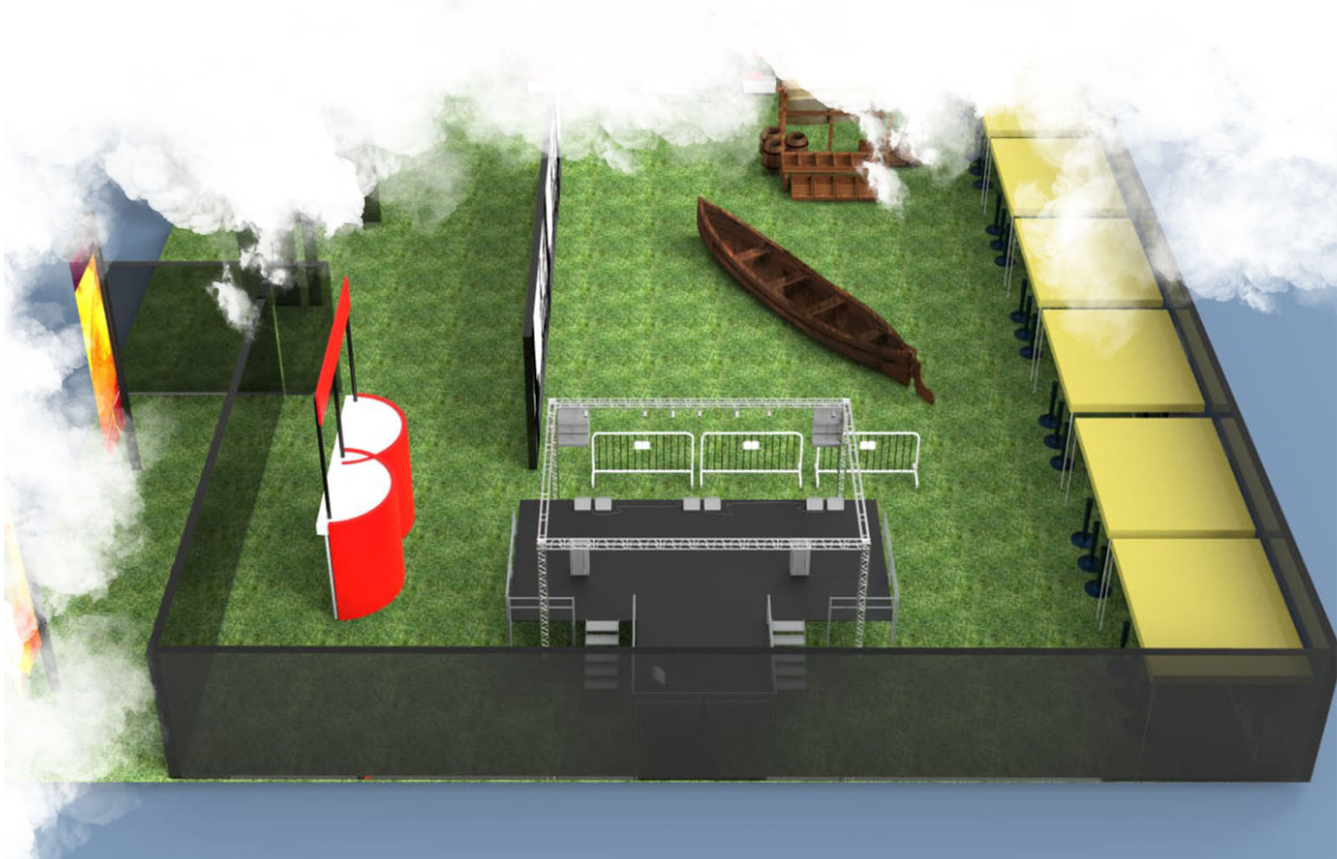
MAKE THE REVIVAL TRAVEL.
The Media & Content Partner supports the storytelling engine of the festival.

BENEFITS

- Official Media Partner association.
- Brand integration into selected content.
- On-site content opportunities.
- Media branding.
- Interview opportunities.
- Access to selected festival content assets.
- Digital and social recognition.
- Opportunity to co-create festival stories.
- VIP access.

THE VALUE:

REACH + STORYTELLING + CULTURAL RELEVANCE



15 — IN-KIND PARTNERSHIP

PROPOSED INVESTMENT:

GHS 50,000 – GHS 500,000+

For brands providing goods, services, technology, logistics, media, infrastructure, transportation, hospitality or other strategic support.
Examples include:

Transportation
Accommodation
Production
Technology
Connectivity
Security
Media
Printing
Infrastructure
Food & hospitality
Professional services

Benefits are structured according to the verified commercial value of the contribution.

THE VALUE:

TURN YOUR PRODUCT OR SERVICE INTO PART OF THE EXPERIENCE.



16 — THE SPONSORSHIP VALUE MATRIX

Partnership	Investment	Core Ownership	Activation	Hospitality	Content	Impact
Presenting Partner	GHS 1.5M	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
Gold Partner	GHS 750K	★★★★	★★★★★	★★★★	★★★★	★★★★
Silver Partner	GHS 350K	★★★	★★★	★★★	★★★	★★★
Bronze Partner	GHS 150K	★★	★★	★★	★★	★★
Experience Partner	GHS 75K–250K	★★★★★*	★★★★★	★★★	★★★★★	★★★
Cultural Revival	GHS 200K	★★★★	★★★★	★★★	★★★★	★★★★★
Youth & Creativity	GHS 200K	★★★★	★★★★	★★★	★★★★★	★★★★★
Tourism & Destination	GHS 250K	★★★★	★★★★★	★★★★	★★★★	★★★★★
Technology	GHS 300K	★★★★	★★★★★	★★★	★★★★★	★★★★
Trade & Business	GHS 300K	★★★★	★★★★	★★★★★	★★★★	★★★★
Media & Content	GHS 150K	★★★	★★★	★★★	★★★★★	★★★

Experience Partner ownership depends on the selected festival experience.

17 WHAT EVERY PARTNER RECEIVES

Regardless of tier, every official partner becomes part of the **Tapioca Festival Partner Network.**

Subject to package level and agreed deliverables, partners receive:

BRAND

Official partner recognition and approved brand visibility.

ACCESS

Festival invitations and selected hospitality privileges.

ENGAGEMENT

Opportunities to interact directly with festival audiences.

CONTENT

Opportunities to participate in festival storytelling.

NETWORK

Access to a wider ecosystem of brands, creatives, entrepreneurs and stakeholders.

IMPACT

Association with the cultural, economic and community objectives of The Revival.



18 CUSTOM BRAND ACTIVATIONS

DON'T FIT INTO A PACKAGE.

CREATE YOUR OWN.

The Revival Lounge

A premium branded hospitality environment.

The Future Lab

Technology and innovation experience.

The African Market

Commerce and product discovery platform.

The Creator House

A content and creator collaboration platform.

The Revival Stage

Music and entertainment ownership.

The Ada Experience

Destination and tourism activation.

The Water Challenge

Branded adventure experience.

The Heritage Court

Cultural storytelling platform.

The Revival After Dark

Nightlife and youth engagement.

The VIP Village

Premium guest and stakeholder hospitality.



19 HOSPITALITY

BUSINESS. PLEASURE. CONNECTION.

The Revival provides partners with opportunities to entertain their most important guests.

Hospitality can include:

- VIP festival access.
- Executive hospitality.
- Dedicated partner lounges.
- Client entertainment.
- Artist / talent experiences where applicable.
- Hosted business meetings.
- Partner networking.
- Premium viewing areas.
- Invitation-only experiences.

Hospitality allocations will be customised according to partnership level.



20 CONTENT RIGHTS

THE FESTIVAL CREATES STORIES.

Partners can participate in those stories.

Subject to agreed terms, selected partners may receive opportunities for:

- Branded social content.
- Event photography.
- Video content.
- Interviews.
- Behind-the-scenes content.
- Creator collaborations.
- Partner storytelling.
- Approved use of festival imagery.
- Co-branded digital campaigns.

The goal is simple:

TURN SPONSORSHIP INTO CONTENT PEOPLE WANT TO WATCH.



21 EXCLUSIVITY

Category exclusivity may be offered to selected higher-tier partners.

Potential exclusive categories include:

Banking

Telecommunications

Automotive

Technology

Travel & Tourism

Insurance

FMCG

Media

Hospitality

Fintech

Fashion & Lifestyle

Exclusivity is subject to category definition, investment level and final partnership agreement.



22 PARTNERSHIP PRINCIPLE

WE DON'T WANT LOGOS.

We want **relationships.**

The most successful partnership will be one where the audience can genuinely understand:

Why is this brand here?

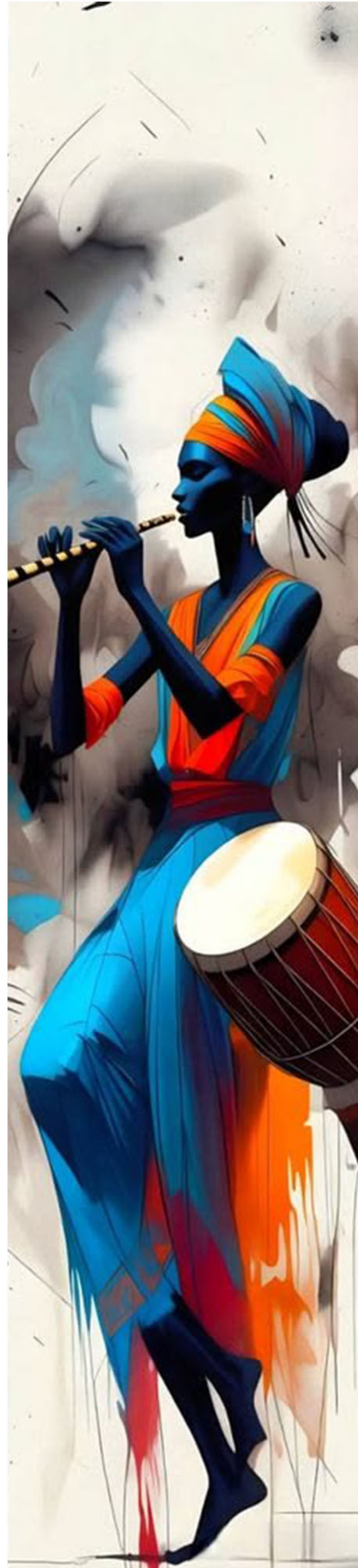
If the answer is simply "because they paid to sponsor the festival," the partnership has failed.

But if the answer is:

"They made this experience possible."

Then the brand becomes part of the memory.

THAT IS THE STANDARD FOR THE REVIVAL.



23

INVESTMENT SUMMARY

PROPOSED PARTNERSHIP LEVELS

GHS 1,500,000

PRESENTING PARTNER

GHS 750,000

GOLD PARTNER

GHS 350,000

SILVER PARTNER

GHS 150,000

BRONZE PARTNER

GHS 75,000–250,000

EXPERIENCE PARTNER

GHS 200,000

CULTURAL REVIVAL PARTNER

GHS 200,000

YOUTH & CREATIVITY PARTNER

GHS 250,000

TOURISM & DESTINATION PARTNER

GHS 300,000

TECHNOLOGY PARTNER

GHS 300,000

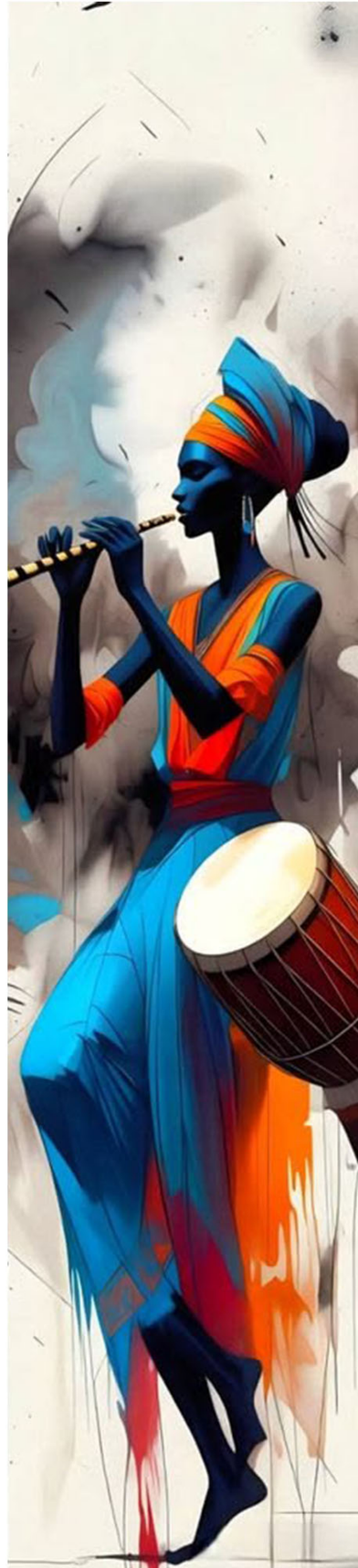
TRADE & BUSINESS PARTNER

GHS 150,000

MEDIA & CONTENT PARTNER

GHS 50,000–500,000+

IN-KIND PARTNER



24 IMPORTANT NOTE ON INVESTMENT

The investment figures presented in this proposal are **proposed sponsorship values for planning and negotiation purposes**, not claims of independently established market valuation.
Final benefits, inventory, exclusivity, hospitality quantities, media deliverables, activation footprint and content rights will be confirmed in an individual partnership agreement.
This approach allows each partnership to be aligned with the sponsor's objectives while protecting the integrity of the festival experience.



25

THE ASK

We are inviting a select group of organisations to become founding commercial partners of:

THE TAPIOCA FESTIVAL 2026

THE REVIVAL

We are looking for partners who don't simply want exposure.

We are looking for partners who want:

RELEVANCE.

CONNECTION.

CULTURAL CREDIBILITY.

COMMERCIAL OPPORTUNITY.

MEANINGFUL IMPACT.

LONG-TERM ASSOCIATION.



26 THE CLOSING

The Tapioca Festival is built around a simple belief:

CULTURE CAN MOVE PEOPLE.

And when people move, economies move.

Communities move.

Ideas move.

Brands move.

Africa moves.



Thank You

Contact Us:
+233543010960
+233249925988
www.tapiocafestival.org
@tapiocafestival @tapiocafoundation

TAPIOCA Festival

TAPIOCA Foundation © 2026