

SPONSORSHIP PROSPECTUS · 2026

# MISS 9JA™

Nigeria's nationwide search for the next female icon.

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*MISS 9JA™ is not a beauty pageant. It is a nationwide search for Nigeria's next female icon — powered by millions of Nigerians voting for free.*

[miss9ja.com](https://miss9ja.com) · [sponsors@miss9ja.com](mailto:sponsors@miss9ja.com)

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THE ASSET

# A media ecosystem, not a banner.

37 states

Free online voting

Contestant stories

Reality content

Finale event

SEVA media network

Sponsors don't just buy a logo placement. They buy ownership of moments inside a national story that runs for months across web, social, broadcast, and live events.

TIER 1 · TITLE SPONSOR

Ø=ÜQ

MISS 9JA™ presented by \_\_\_\_\_

!100M – !250M+

YOU OWN

- %i Full naming rights — every mention, every asset
- %i Logo on every screen, banner, broadcast lower-third
- %i Finale presenting rights
- %i Product integration across reality content
- %i A seat on the judging panel
- %i Featured presence across the reality show
- %i A national campaign tied to the brand

TARGET PARTNERS

Banks

Telecoms

Big consumer brands

TIER 2 · OFFICIAL CATEGORY PARTNERS

# Own a moment. Own a category.

## Ø=Ü Technology

*The voting platform powered by \_\_\_\_*

MTN · Airtel · Glo · Samsung · Infinix · Tecno

## Ø=Ü Beauty

*Queen Mode Transformation*

Makeup · Skincare · Hair · Salons

## Ø=Ü Fashion

*The Miss 9ja Look*

Designers · Fashion retailers · Stylists

## Ø=PA Automobile

*Official Miss 9ja vehicle for reign*

Auto OEMs · Dealerships

## Ø<B Hospitality

*MISS 9JA HOUSE*

Hotels · Short-let networks

## 'p Travel

*Miss 9ja World Tour*

Airlines · Travel platforms

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TIER 2 · OFFICIAL BANKING PARTNER



# Voting is free.

Empowering Nigeria's next generation of women.

## OWN THIS NARRATIVE

- ₦15m prize · Entrepreneurship challenge
- Financial literacy curriculum across 37 states
- Branded co-creation around free, equal access

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TIER 3 · STATE SPONSORS

# 37 states. 37 sponsorship slots.

Sell each state individually. Local brands own their home state's queen, story, and audience.

**MISS 9JA LAGOS** presented by \_\_\_\_\_

Example pattern · repeats for all 37 states

Abia · Abuja FCT · Adamawa · Akwa Ibom · Anambra · Bauchi · Bayelsa · Benue · Borno · Cross River · Delta · Ebonyi · Edo · Ekiti · Enugu · Gombe · Imo · Jigawa · Kaduna · Kano · Katsina · Kebbi · Kogi · Kwara · Lagos · Nasarawa · Niger · Ogun · Ondo · Osun · Oyo · Plateau · Rivers · Sokoto · Taraba · Yobe · Zamfara

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TIER 4 · SPECIAL AWARD SPONSORS

# Brands buy awards.

 Intelligence Award

 Innovation Award

 Culture Award

 Style Award

 Entrepreneur Award

 Digital Queen Award

*Example: Miss 9ja Style Award powered by L'Oréal.*

LET'S BUILD THE MOMENT TOGETHER

# Become a MISS 9JA™ sponsor.

Pick a tier, an award, or a state. We'll build the story around your brand.

## Sign up online

[miss9ja.com/sponsors](https://miss9ja.com/sponsors)

## Email

[sponsors@miss9ja.com](mailto:sponsors@miss9ja.com)