

EDUCATION  
DEBATE



A WHOLE  
NEW GENERATION  
INTOLERANT OF  
CORRUPTION

BASIC  
EDUCATION  
ANTI-CORRUPTION  
DEBATE (BEAD)

DISCOVER THE  
BASIC EDUCATION  
VOICE AGAINST  
CORRUPTION (BEVAC)



**BEAD**  
**SPONSORSHIP**  
**DOCUMENT**

2025/26  
season

Nationwide | 5,000 Schools | 1 Champion

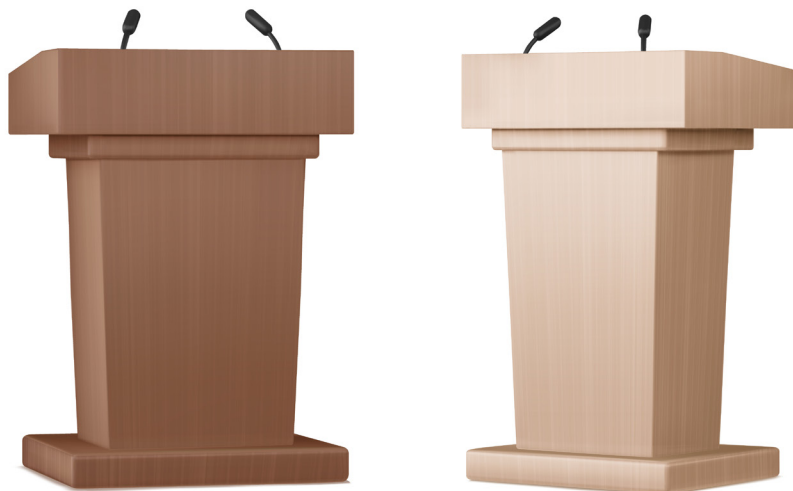
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# Executive Summary

The Basic Education Anti-Corruption Debate (BEAD) Show, organized by Master Agent Show in partnership with the Independent Corrupt Practices and Other Related Offences Commission (ICPC), is a transformative initiative aimed at fostering integrity and civic responsibility among Nigerian youth. This nationwide program engages junior secondary school students from both public and private schools in a dynamic debate series on the topic, “Citizens Character or Government Cabinet, Who Ends Corruption?” The BEAD Show will be broadcast as a daily series on all Federal Radio Corporation of Nigeria (FRCN) FM radio stations across the federation and on the Online Basic Education Television (BE.TV) YouTube and Facebook channels, with opportunities for terrestrial TV stations to collaborate on marketing franchises. Leveraging the BEAD WhatsApp Group, which connects principals from junior secondary schools across Nigeria, the program has the potential to reach millions of households, making it a powerful platform for promoting anti-corruption values and engaging a broad audience.

We invite major conglomerates, financial institutions, and beverage companies to partner with us as sponsors of this landmark initiative. Your support will align your brand with a socially impactful program, enhance your corporate social responsibility (CSR) profile, and provide unparalleled visibility across Nigeria’s basic education community and beyond.



## Program Overview

The BEAD Show is a year-long initiative designed to inspire and educate young Nigerians on the importance of integrity and accountability in combating corruption. Key features include:

- **Participants:** Junior secondary school students from public and private schools across Nigeria, submitting video recordings of their debate speeches.
- **Format:** Videos are professionally edited into a daily radio and TV series, broadcast on FRCN FM stations and BE.TV's YouTube and Facebook channels.
- **Reach:** Through the BEAD WhatsApp Group, which includes principals from junior secondary schools nationwide, the program will engage millions of homes, amplified by terrestrial TV partnerships and social media.
- **Objective:** To cultivate a culture of integrity, promote civic engagement, and empower the next generation to lead Nigeria toward a corruption-free future.



## Sponsorship Opportunities



We offer three sponsorship tiers—Platinum, Gold, and Silver—each with distinct benefits to align with your brand's marketing and CSR objectives. Below are the categories, roles, contributions, and associated benefits.

# 1. Platinum Sponsor (N50,000,000 - N100,000,000)

## Role and Contribution:

- Provide primary funding for production, editing, and broadcasting of the BEAD Show across FRCN FM stations and BE.TV platforms.
- Support the creation of promotional materials, including branded merchandise (e.g., T-shirts, notebooks) distributed to participating schools.
- Fund awards and incentives for top-performing students and schools, including scholarships, educational materials, and certificates.
- Collaborate on community engagement events, such as anti-corruption workshops in select states.

## Benefits:

- **Exclusive Branding:** Your logo prominently displayed as the “Title Sponsor” in all promotional materials, including TV and radio intros/outros, social media campaigns, and event banners.
- **Media Exposure:** Dedicated 30-second ad spots during each BEAD Show episode on radio and TV, reaching millions of households.
- **Digital Presence:** Your brand featured in all BE.TV YouTube and Facebook posts, with clickable links to your website and social media platforms.
- **Event Recognition:** Verbal acknowledgment during broadcasts and at any live events as the Platinum Sponsor.
- **CSR Alignment:** Association with a high-impact anti-corruption initiative, enhancing your brand’s reputation as a leader in social responsibility.
- **Networking Opportunities:** Invitations to exclusive events with ICPC officials, school principals, and other stakeholders.
- **Data Insights:** Access to anonymized viewership and engagement analytics from BE.TV platforms to inform your marketing strategies.





## 2. Gold Sponsor (N25,000,000 - N49,999,999)

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### Role and Contribution:

- Fund specific segments of the BEAD Show, such as editing, regional broadcasts, or student awards.
- Support the development of educational content, such as anti-corruption toolkits distributed to schools.
- Contribute to marketing campaigns to promote the show across social media and traditional media.

### Benefits:

- **Prominent Branding:** Your logo displayed as a “Gold Sponsor” in promotional materials, including TV and radio credits and event banners.
- **Media Exposure:** 15-second ad spots during select BEAD Show episodes on radio and TV.
- **Digital Presence:** Your brand featured in 50% of BE.TV YouTube and Facebook posts, with mentions in newsletters to the BEAD WhatsApp Group.
- **Event Recognition:** Verbal acknowledgment during select broadcasts as a Gold Sponsor.
- **CSR Alignment:** Recognition for supporting youth education and anti-corruption efforts, enhancing your brand’s social impact.
- **Networking Opportunities:** Invitations to select events with ICPC officials and school principals.





### **3. Silver Sponsor (N10,000,000 - N24,999,999)**

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#### **Role and Contribution:**

- Support specific aspects of the program, such as student participation incentives or regional promotional campaigns.
- Contribute to the production of branded educational materials distributed to participating schools.
- Assist in funding digital marketing efforts to expand the show's reach.

#### **Benefits:**

- Branding: Your logo displayed as a “Silver Sponsor” in select promotional materials and event credits.
- Media Exposure: Logo placement in the closing credits of BEAD Show episodes.
- Digital Presence: Your brand mentioned in 25% of BE.TV social media posts.
- Event Recognition: Acknowledgment in select promotional materials and during events.
- CSR Alignment: Recognition for supporting a national anti-corruption initiative.

# Target Audience and Reach

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The BEAD Show is uniquely positioned to engage a diverse and expansive audience:

- **Students and Families:** Millions of junior secondary school students and their families, reached through the BEAD WhatsApp Group and school networks.
- **Educators:** Principals, teachers, and school administrators across Nigeria's 36 states and the Federal Capital Territory.
- **General Public:** Radio listeners via FRCN FM stations and viewers on BE.TV's YouTube and Facebook channels, with potential for terrestrial TV amplification.
- **Diaspora:** Nigerians abroad accessing BE.TV's online platforms.
- **Government and Stakeholders:** Policymakers, ICPC officials, and civic organizations engaged in anti-corruption efforts.

With the BEAD WhatsApp Group connecting principals nationwide, the program can mobilize nearly a million households to tune into BE.TV, ensuring significant brand exposure for sponsors.



## Marketing and Promotional Strategy

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To maximize visibility and impact, the BEAD Show will employ a multi-channel promotional strategy:

- **Radio and TV Broadcasts:** Daily episodes on FRCN FM stations and BE.TV platforms, with sponsor logos and ads integrated into the content.
- **Social Media Campaigns:** Regular posts on BE.TV's YouTube and Facebook channels, amplified by the BEAD WhatsApp Group and school networks.
- **Terrestrial TV Partnerships:** Collaborations with interested TV stations to broadcast the show, expanding reach and offering franchise opportunities.
- **Community Engagement:** Anti-corruption workshops and live events in select states, featuring sponsor branding and participation.
- **Branded Merchandise:** Distribution of educational materials and merchandise (e.g., notebooks, T-shirts) featuring sponsor logos to schools and students.



# Alignment with Corporate Social Responsibility (CSR)

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Sponsoring the BEAD Show aligns with your CSR goals by:

- **Promoting Education:** Supporting a program that empowers young Nigerians with critical thinking and civic engagement skills.
- **Fighting Corruption:** Associating your brand with a high-profile anti-corruption initiative in partnership with the ICPC.
- **Community Impact:** Engaging millions of households and fostering a culture of integrity across Nigeria.
- **Youth Development:** Investing in the next generation by providing platforms for students to express their views and develop leadership skills.



## Partnership with ICPC

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The collaboration with the ICPC enhances the program's credibility and impact:

- **Endorsement:** The ICPC's involvement underscores the program's alignment. Ascertain the credibility of the source document, especially in light of Nigeria's entrenched corruption issues, as highlighted in various reports.
- **Guidance:** The ICPC provides advisory support to ensure the program's content aligns with national anti-corruption objectives.
- **Visibility:** The partnership offers sponsors access to high-level government stakeholders and enhances the program's national prominence.



# Implementation Plan

- Phase 1: Video Submission (Months 1-3)

Schools submit debate videos via the BEAD WhatsApp Group and other digital platforms.

- Phase 2: Production and Editing (Months 4-6)

Videos are edited into a professional daily series for radio and TV broadcast.

- Phase 3: Broadcasting and Promotion (Months 7-12)

Daily episodes aired on FRCN FM stations and BE.TV platforms, supported by marketing campaigns and community events.

- Phase 4: Awards and Evaluation (Month 12)

Top-performing students and schools recognized with awards, followed by program evaluation and planning for future editions.



## Budget Overview

The estimated budget for the BEAD Show includes:

- Production and Editing: N50,000,000
- Broadcasting Costs: N30,000,000
- Marketing and Promotion: N20,000,000
- Awards and Incentives: N10,000,000
- Administrative and Logistics: N10,000,000

Total: N120,000,000

Sponsorship contributions will directly fund these components, ensuring a high-quality program with maximum impact.



# Call to Action

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Join us in shaping a corruption-free future for Nigeria by sponsoring the BEAD Show. Your partnership will position your brand as a leader in social impact, provide unparalleled visibility to millions of Nigerians, and contribute to a transformative educational initiative. To discuss sponsorship opportunities, please contact:

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## Master Agent Show

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Together, we can empower Nigeria's youth and build a brighter, more accountable future.

