# OFF-DUTY

BY ONCHAIN FESTIVAL

## AFRICA'S FIRST AND BIGGEST TECH RAVE

| 2 | 1000+ | 10 | 5 |
|---|---|---|---|
| DAYS OF BRAND IMMERSION | VERIFIED PAID ATTENDEES | PREMIUM TABLES | SPONSORSHIP TIERS |

Two years of Onchain Festival credibility, poured into one night built for the room everyone wants to be in.

DECEMBER 9, 2PM - DECEMBER 10, 2AM, 2026 / LEKKI / VICTORIA ISLAND, LAGOS

WHAT OFF-DUTY MEANS

# The Idea Behind The Name

## Off duty means the job title stays at the door.

Taken literally, off duty is the hours when you are not on the clock, not on shift, and not on anybody else's schedule. This night is that idea built at scale: one evening where the people who spend December working every room get to be inside one instead.

OFF-DUTY is Africa's first and biggest tech rave, and being off duty is the structure of the evening rather than a mood for it. The continent's builders, creators, investors and returning diaspora in one room, with nothing on the programme that asks them to perform. Pass The Mic hands the conversation to the crowd, the DJ owns the gaps between blocks, and the all-white dress code means nobody walks in as a logo first.

### Off the clock

No schedule to sit through and no session to wait for. The night starts when the room does, and the good part is the whole night.

### Off the script

No panels and no keynotes. Pass The Mic puts the room in charge of its own conversation, so the crowd decides what the night is about.

### Off the badge

An enforced all-white dress code means nobody signals rank through what they wore. Everyone in this room is a guest first.

THE REST OF THIS DECK

Everything that follows is the practical version of that idea — who is in the room, how the night runs, and what a brand gets from being part of it rather than in front of it.

01 · THE OPPORTUNITY

# The Opportunity

## Your brand isn't fighting for attention. It's living inside the experience.

That is the entire premise of sponsoring OFF-DUTY. You are not renting a booth nobody visits. You are buying your way into the actual experience: the drink in their hand, the table they took a photo at, the sound in their ears during the one session they will talk about for weeks.

### THE NAME, AND WHY IT MATTERS TO YOUR BRAND

Everyone else on the December calendar is still working. Still pitching, still posting, still on somebody's clock. OFF-DUTY is the one room where nobody has to be anything for anyone. Badge off. Guard down. Just the version of a person that shows up when nobody is watching, dressed exactly how they want to be seen.

That is not just a mood, it is a media condition. A room full of people who have nothing to prove and nowhere else to be pays attention differently. There is no half present crowd checking a phone for the session they actually came for, no dead zone between segments, no badge scanned crowd filtering out early. Attention is undivided from gates open to close, which is the only thing a sponsor has ever actually been buying.

TWO YEARS BEHIND THIS ROOM

Two years of Onchain Festival credibility sit behind this room. We are not asking a brand to bet on something unproven. We are inviting a brand into the next chapter of something that already works, and the earliest partners lock in the lowest price this format will ever carry.

02 · CONFERENCE FATIGUE

02

# Conference Fatigue

## Nobody Came For The Keynote.

Walk into any tech conference today and the signs are all there before anyone says it out loud. Phones out during the keynote. The best conversation of the day happening in the hallway, not the session room. A badge that goes into a bag by day two and never comes back out. People show up for the network and sit through the programme to get to it, not the other way around.

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**81%**

of event industry professionals named networking as their main reason for engaging with an event at all — ahead of keynotes and panel discussions as the format they value most for building real community.

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There is a name for this now, conference fatigue, the same instinct behind people saying a meeting could have been an email. A 2025 survey of event industry professionals by Fuse, JDC Events and Bear Analytics found that networking sessions outperformed keynotes and panel discussions as the format attendees valued most for building real community, with eighty one percent of respondents naming networking as their main reason for engaging with an event at all. Attendees are not confused about what they want. Conferences kept giving them something else.

OFF-DUTY starts from that finding instead of ignoring it. There is no keynote to sit through to get to the good part, because the good part is the entire format. Pass The Mic puts the room in charge of its own conversation. The hallway energy that used to happen despite the programme is now the programme.

> *“People did not stop wanting to learn. They stopped wanting to be lectured.”*

03 · THE AUDIENCE

# The Audience

## Who's In The Room?

When a brand partners with OFF-DUTY, this is who they are standing next to. Not a passive crowd, an audience that came to be part of something, dressed for it, and will document every minute of it.

### Gen Z Creators & Influencers

Content creators and micro influencers who turn a good night into a week of posts, reels, and reposts.

### Young Professionals & Founders

Early to mid career professionals, startup founders, and operators in tech, finance, and creative industries.

### Web3 & Digital Economy Natives

Onchain Festival's existing crypto, blockchain, and digital asset community, carried over from two years of festival credibility.

### Diaspora & December Visitors

IJGBs and returning diaspora arriving early for the December season, before the market floods with competing events.

### Investors & Founders (Lounge)

The curated VIP Investor Lounge audience, smaller, higher intent, badge only.

### Fashion, Lifestyle & Nightlife Audience

Guests who came for the all white dress code and the party culture as much as the tech conversation.

PRICE POINTS, WHERE YOUR AUDIENCE SITS

**Premium Table** NGN 2,000,000 (table of 5, barricaded VIP, closest to stage). **VIP Cocktail** NGN 80,000. **General Access** NGN 20,000. Ten Premium Tables and 200 VIP Cocktail guests make the top of the room deliberately scarce.

04 · PARTNERSHIP PACKAGES

# Partnership Packages

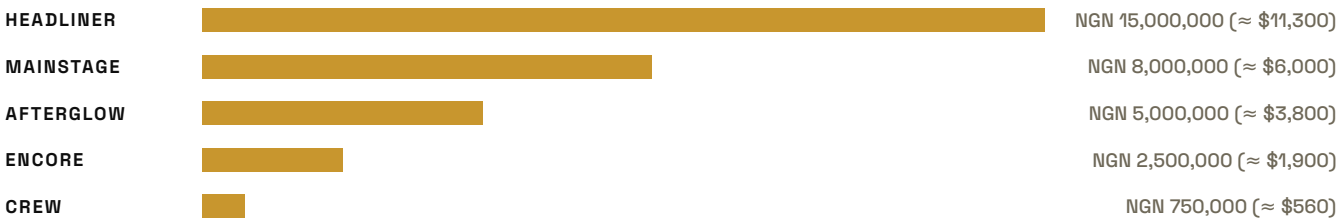
## Partner With Us.

A brand is not buying a logo placement here. A brand is buying a stake in the room the culture is going to be talking about on Monday morning. Five tiers. Fast to activate. Built for a December timeline, no sponsor needs six months of lead time to show up here.

| TIER | SLOTS | INVESTMENT | STACKED VALUE |
|---|---|---|---|
| **HEADLINER** | 1 slot, exclusive | NGN 15,000,000 (≈ $11,300) | **NGN 24,500,000 (≈ $18,400)+** |
| **MAINSTAGE** | 2 slots | NGN 8,000,000 (≈ $6,000) | **NGN 12,800,000 (≈ $9,600)+** |
| **AFTERGLOW** | 3 slots | NGN 5,000,000 (≈ $3,800) | **NGN 8,200,000 (≈ $6,200)+** |
| **ENCORE** | 5 slots | NGN 2,500,000 (≈ $1,900) | **NGN 4,100,000 (≈ $3,100)+** |
| **CREW** | Multiple, open | NGN 750,000 (≈ $560) | **NGN 1,300,000 (≈ $980)+** |

All USD equivalents converted at ₦1,331 to the dollar (6 October 2026) and rounded.

**INVESTMENT LADDER**




Every package below is priced so the stacked value comfortably exceeds the investment. Full breakdown of what is included in each tier follows on the next pages. All packages include brand presence across pre event, event day, and post event channels.

### Confirmation deadline

To guarantee production time for branded activations ahead of a December 9 opening, sponsorship slots should be confirmed by **November 7, 2026**.

### First confirmed, not first inquired

Slots are allocated on a first confirmed basis, not first inquired — and with one Headliner and two Mainstage slots, the earliest conversations choose first.

ALREADY CONFIRMED FOR 2026

flutterwave VISA GUINNESS MARTELL COGNAC

05 · PARTNERSHIP TIER

# HEADLINER

05

1 SLOT ONLY, EXCLUSIVE

**NGN 15,000,000** ≈ $11,300

*Your name on the marquee. OFF-DUTY becomes "OFF-DUTY, powered by [Your Brand]" across every asset, every post, every ticket, from announcement day through the after content in January.*

## WHAT YOU GET

- Presenting partner naming rights: "OFF-DUTY, powered by [Brand]" across all pre event, event day, and digital assets
- Branded stage backdrop and main stage signage across both days
- Exclusive product drop moment during the Day 2 sunset slot, the single most photographed moment of the entire event
- Dedicated branded activation zone inside the Exhibition Lounge
- 2 Premium Tables (10 seats total) at the barricaded VIP section, closest to the stage
- Branded UGC wall and content capture rights, guaranteed repostable content for your channels
- Logo on all tickets, wristbands, and cocktail table signage
- Social media integration across pre event, event day, and post event content
- First right of renewal as Headliner for the 2027 edition at locked in pricing

## VALUE BREAKDOWN

| ESTIMATED VALUE | NGN |
|---|---|
| Presenting partner naming rights | 6,000,000 |
| Main stage branding, both days | 3,500,000 |
| Exclusive Day 2 sunset product drop | 3,000,000 |
| Dedicated Exhibition Lounge activation zone | 3,000,000 |
| 2 Premium Tables (10 seats) | 4,000,000 |
| UGC wall & content capture rights | 2,000,000 |
| Wristband, ticket & signage logo placement | 1,500,000 |
| Social media integration package | 1,500,000 |
| **TOTAL STACKED VALUE** | **NGN 24,500,000 (≈ $18,400)+** |

### WHO SHOULD TAKE THIS TIER

Telcos, banks, fintechs, and major beverage or spirits brands looking to own the biggest cultural tech moment of the December season, and be first in line when this becomes the event everyone wants into.

06 · PARTNERSHIP TIER

# MAINSTAGE

**2 SLOTS AVAILABLE**

**NGN 8,000,000** ≈ $6,000

*Premium cosponsor presence without carrying the whole show. A brand owns a zone, a moment, and a table, enough to be unmissable, without the exclusivity price tag.*

## WHAT YOU GET

- Cosponsor credit on stage branding and event signage across both days
- Naming rights on one festival zone (Games Zone, Art Installation area, or a DJ stage)
- 1 Premium Table (5 seats) at the barricaded VIP section
- A scheduled 15 minute product drop or demo moment on the secondary stage
- Named in all pre event communications and media releases
- Branded presence inside the Exhibition Lounge
- Social media spotlight across OFF-DUTY and Onchain Festival channels
- Post event impact report and content package

## VALUE BREAKDOWN

| ESTIMATED VALUE | NGN |
|---|---|
| Cosponsor stage & signage branding | 2,500,000 |
| Zone naming rights | 3,000,000 |
| 1 Premium Table (5 seats) | 2,000,000 |
| Scheduled product drop / demo moment | 1,800,000 |
| Exhibition Lounge presence | 1,500,000 |
| Social media spotlight & post event report | 2,000,000 |
| **TOTAL STACKED VALUE** | **NGN 12,800,000 (≈ $9,600)+** |

**WHO SHOULD TAKE THIS TIER**

Payment platforms, ride hailing apps, fashion and lifestyle brands, and midsize consumer brands wanting strong visibility with a curated Gen Z audience at a fraction of the Headliner investment.

07 · PARTNERSHIP TIER

# AFTERGLOW

3 SLOTS AVAILABLE

**NGN 5,000,000** ≈ $3,800

*Built for drink, beverage, and lifestyle brands who want to be in guests' hands, not just on a banner behind them.*

## WHAT YOU GET

- Branded VIP Cocktail tables, your product served, poured, or featured at the standing cocktail sections
- Sampling activation inside the Exhibition Lounge
- Logo placement on wristbands and cocktail table signage
- 10 complimentary VIP Cocktail tickets to host guests of your own
- Named in pre event communications and the official event programme
- Social media feature, pre event and post event
- Included in the post event impact report

## VALUE BREAKDOWN

| ESTIMATED VALUE | NGN |
|---|---|
| Branded VIP Cocktail table sponsorship | 2,500,000 |
| Exhibition Lounge sampling activation | 1,500,000 |
| 10 complimentary VIP Cocktail tickets | 800,000 |
| Wristband & signage logo placement | 700,000 |
| Social media feature & impact report | 1,000,000 |
| Programme feature | 700,000 |
| **TOTAL STACKED VALUE** | **NGN 8,200,000 (≈ $6,200)+** |

**WHO SHOULD TAKE THIS TIER**

Spirits and beverage brands (the same category already present through Premium Table bottle service), water and hydration brands, snack and food brands, and telecom data or airtime brands.

08 · PARTNERSHIP TIERS

# Encore & Crew

## Encore

**NGN 2,500,000** ≈ $1,900

5 SLOTS AVAILABLE

- Sponsorship of the complimentary silent disco headsets or finger food packs given to every VIP Cocktail guest
- Logo on event signage and digital assets
- 4 individual tickets (2 GA + 2 VIP Cocktail)
- Named in the official event programme
- Social media acknowledgement, pre event and post event
- Included in the post event impact distribution

ESTIMATED STACKED VALUE

**NGN 4,100,000 (≈ $3,100)+**

## Crew

**NGN 750,000** ≈ $560

MULTIPLE SLOTS, OPEN

- Brand logo on event signage and the official programme
- 2 complimentary General Access tickets
- Social media acknowledgement across OFF-DUTY channels
- Access to the post event impact report
- Recognition as a community or media partner in opening remarks

ESTIMATED STACKED VALUE

**NGN 1,300,000 (≈ $980)+**

WHO SHOULD TAKE THESE TIERS

**Encore:** audio or headphone brands, fintech apps, food and snack brands, and midsize local businesses wanting direct product in hand exposure at a low cost of entry. **Crew:** media houses, content platforms, hubs, communities, and student or creator organisations who bring amplification and credibility rather than a media budget.

09 · WHY NOW

# Why This Timing Works In Your Favour

December 9 to 10 sits deliberately ahead of the Detty December rush, which peaks December 18 to 30 this year. That timing is a genuine advantage for sponsors, not just for us.

## First Mover, Not Last In Line

By the time the Detty December concert circuit hits full swing, a brand has already had its moment, uncontested, undiluted by a dozen competing activations on the same weekend.

## Diaspora Arriving, Wallets Open

IJGBs and returning diaspora typically land in the first half of December, before hotel prices and event fatigue set in. OFF-DUTY meets them at the start of the season, not the tail end of it.

## Two Years Of Built In Credibility

This is not a cold start platform. Onchain Festival's existing community and two years of festival credibility carry directly into OFF-DUTY's audience and distribution, and the earliest partners still lock in the lowest price this format will ever carry.

A NOTE ON SCALE, HONESTLY

This is a new format built on two years of Onchain Festival credibility, scaled to 1,000+ ticketed guests by design, with room for guest list, press and crew on top. We are not promising a stadium. We are offering a curated, high intent, highly documented room, with room to grow alongside a platform that already has proof behind it.

10 · NEXT STEPS

# Next Steps

## Let's Lock Your Tier In.

Sponsorship slots are allocated first confirmed, not first inquired. With only 1 Headliner slot and 2 Mainstage slots available, the earliest conversations get first pick of activation zones, table placement, and product drop timing.

CONFIRMATION DEADLINE

**November 7, 2026**

EMAIL
onchainfestival@gmail.com

WHATSAPP
+234 907 167 9312

WEB
onchainfestival.org

> *"Conferences give you a booth. We give you the whole vibe."*

# OFF-DUTY

BY ONCHAIN FESTIVAL · DECEMBER 5–6, 2026