

WHERE CULTURE MEETS VIBES

ANKARA FIESTA 2027

Sponsorship & Partnership Proposal

MUSIC • FASHION • CULTURE • LIFESTYLE • COMMUNITY

09 JANUARY 2027 / 5PM

Lagos Airport Hotel · Oranmiyan Hall
111 Obafemi Awolowo Way, Ikeja

ORGANISED BY 1ST ROK ENTERTAINMENTUK

A cultural platform, not just a party.

Ankara Fiesta is an annual Afrocentric entertainment experience blending Nigerian music, fashion and culture with the energy of UK nightlife. Founded by UK-based Nigerian DJs Jossy Ladd and DJ 1ST CHOICE KC, it debuted in 2025 and continues to evolve as a distinctive platform for contemporary African identity.

Connection. Entertainment. Brand engagement.

A premium meeting point for community, creativity and commercial relevance.



One vision. Many ways in.

To establish Ankara Fiesta as a leading Afrocentric lifestyle and entertainment experience uniting culture, music, fashion, community and brands.

TAILORED SPONSORSHIP · PARTNERSHIP · ACTIVATION

Reach a culturally engaged audience

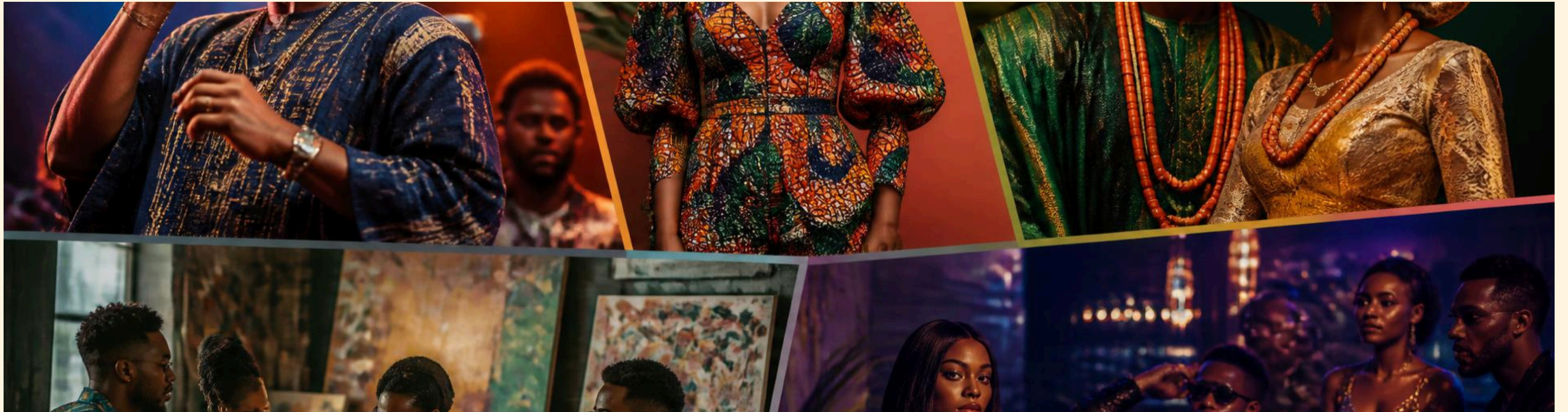
Increase visibility & direct engagement

Create memorable experiences & content

Align with contemporary African culture

Build relationships with creatives & influencers

Five pillars. One unforgettable night.



MUSIC

African sound

FASHION

Ankara style

CULTURE

Living identity

COMMUNITY

Shared belonging

NIGHTLIFE

Naija energy

More than an event — a platform to connect, celebrate and create.

Built on experience. Powered by culture.

DJ JOSSY LADD

With more than 36 years of experience in music and entertainment, DJ Jossy Ladd is a very popular UK-Nigerian based DJ and cultural curator whose career began in Lagos in 1979.

He has played an influential role in Nigerian-themed nightlife in the UK and helped establish the tradition of Bank Holiday Afro-diaspora events.

As founder of Rokstedi Entertainment, Jossy has produced numerous culturally focused experiences, including the Summer Jamboree, which marked his 36-year milestone in 2024.

Together with DJ 1ST CHOICE KC, he co-founded 1ST ROK Entertainment and launched Ankara Fiesta in 2025.



EXPERIENCE × CULTURE × NETWORKS × COMMUNITY

TEMI
DAYO PHOTOS

Built on experience. Powered by culture.

DJ 1ST CHOICE KC

Adekunle Coker, professionally known as DJ 1ST CHOICE KC, is a UK-Nigerian based DJ recognised for his involvement in Afrobeats nightlife and cultural events.

Originally from Ogun State, KC began his career in Nigeria, including experience with OGBC TV and Ozone Night Club, before moving to the UK, where he became one of the early Nigerian DJs to perform at prominent clubs in London's West End and currently the DJ at the famous O42 Bar & Lounge Uk.

He is co-founder of 1ST ROK Entertainment and helped launch Ankara Fiesta in 2025. He is also the headline DJ for the Ojude Oba Extravaganza in Ijebu Ode.



EXPERIENCE × CULTURE × NETWORKS × COMMUNITY

Celebrate today. Build the platform.

An annual Afrocentric celebration combining UK nightlife expertise with Nigerian energy and cultural identity.

01

CELEBRATE CULTURE

Authentic contemporary Nigerian and African culture.

02

CONNECT COMMUNITIES

Diasporans, professionals, creatives and culture-conscious audiences.

03

CREATE EXPERIENCES

Memorable music, fashion, entertainment and social moments.

04

CREATE BRAND VALUE

Meaningful, relevant customer connections.

05

BUILD LONG-TERM

A recognised annual cultural property.



Culturally engaged. Commercially valuable.

Mature guests · late 20s–60s · professionals · creatives · celebrities · diaspora · fashion-conscious consumers

1,000+

EXPECTED ATTENDANCE

1M+

DIGITAL REACH

500+

PREVIOUS ATTENDANCE

07 / EVENT DETAILS

Twelve hours of premium Naija energy.

09 JAN 2027

DOORS 5PM • 12 HOURS

*Lagos Airport Hotel
Oranmiyan Hall • Ikeja, Lagos*

AFROBEATS • ANKARA STYLE • RED CARPET • DANCE • NETWORKING •
COMMUNITY

ANKARA FIESTA 2027 • WHERE CULTURE MEETS VIBES

08



Always on. Everywhere relevant.

DIGITAL

Instagram · Facebook · TikTok · YouTube

CONTENT

Films · interviews · BTS · countdowns · highlights

CREATORS

Lifestyle · entertainment · fashion · DJs · community

OFFLINE

Flyers · posters · outdoor · partner networks

MEDIA & PR

Online · lifestyle press · radio · TV



Your brand, inside the cultural moment.

Targeted access through entertainment, style and social engagement — with the flexibility to match your brand objectives.

AFROCENTRIC ACCESS

ORGANIC SOCIAL VISIBILITY

EMOTIONAL CONNECTION

CULTURAL RELEVANCE

PHOTO + VIDEO CONTENT

PROFESSIONAL COMMUNITY

PREMIUM ASSOCIATION

Choose your level of impact.

OFFICIAL BRAND PARTNER

₺7,000,000

- Naming rights
- Premium logo placement
- Main-stage branding
- Event-wide brand visibility
- VIP activation area
- Product integration
- Social media campaign
- MC mentions
- Platinum Table
- Business Pitch
- Red carpet visibility
- Media opportunities
- Post-event performance report
- Online Media Interview

PLATINUM

₺5,000,000

- Prominent event branding
- Social media promotion
- Brand activation space
- Business Pitch
- Sponsors Table
- MC mentions
- Digital promotion
- Online Media Interview

GOLD

₺3,000,000

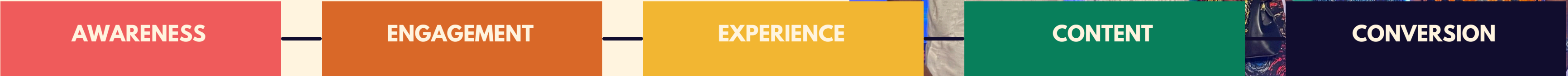
- Logo placement
- Social media mentions
- Business Pitch
- Sponsor Table
- Activation opportunity
- Product sampling
- Branded content
- Event signage
- Online Media Interview

SILVER

₺2,000,000

- Logo placement
- Social media recognition
- Business Pitch
- Sponsor Table
- Promotional materials
- Sampling opportunity
- Online Media Interview

From attention to measurable action.



ACTIVATE

Product sampling · photo experiences · VIP moments · giveaways · branded content · social activation · displays

MEASURE

Attendance · content performance · participation · sampling volume · demographics · brand visibility

Post-event report with campaign data, photographic evidence and digital performance.



PARTNERSHIP ENQUIRIES

Let's create something memorable.

Partner with us. Connect with our audience. Bring your brand into the experience.

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BELLO PETER +234 8136674352

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