



The best coverage of
the biggest events

EBONYLIFE

VIP

VVIP
EVENTS



EBONYLIFE TV



Your favourite stars at the biggest and best events

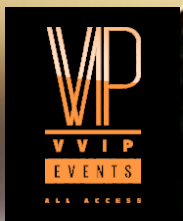
VVIP Events is a weekly, one-hour entertainment show that goes behind the scenes at the most exclusive, star-studded events in Lagos. Catch up with your favourite celebrities, see the latest fashions on the red carpet and be a part of the action.



Your event could be on VVIP

If your event is one of the premium occasions in Lagos, VVIP Events would like to be there. Our viewers want to see their favourite stars from film, music and comedy; the most

exclusive fashion designers and their latest collections; and a celebrity lifestyle they aspire to. If your event meets most of the following criteria, we look forward to working with you.



Lagos premium events

1. A-list personalities and celebrities in attendance
2. Exclusive, invitation-only or with limited-access VIP areas
3. A regular and/or notable event on the social calendar
4. Generates social media buzz

5. Genres include: fashion shows, lifestyle, theatre/film premieres, sports, entertainment, arts festivals, awards, charity fundraisers and landmark anniversaries



Essential criteria for all events

1. EbonyLife TV is a lifestyle and entertainment channel; therefore, all events must reflect the high-end, glamorous lifestyle that viewers aspire to

2. Events must be geared primarily towards entertainment to be relevant to coverage by EbonyLife TV



VVIP Coverage Team

1. Producer
2. Presenter
3. Two camera operators
4. Sound engineer
5. Production assistant
6. Driver



Corporate and commercial events

For coverage of corporate or commercial events, VVIP Events offers outstanding coverage, either alongside entertainment segments or as a stand-alone programme. The following categories of events are considered for paid coverage:

1. Corporate meetings
2. Commercial meetings, product launches and industry conferences, unless they have high entertainment value

3. Religious events
4. Award ceremonies (unless EbonyLife TV is a media partner)
5. Public sector events and announcements
6. Regional events (unless there is a national or pan-African celebrity, or cultural relevance in the diaspora)
7. Promotional events

| Package | Benefits | Cost |
|-------------------------|--|----------------------|
| Basic (7 minutes) | <ul style="list-style-type: none"> •Red carpet •Event overview •One presenter •Two cameras | N295,000 |
| Extended (15 minutes) | <ul style="list-style-type: none"> •Red carpet •Main event highlights (5 mins) •One presenter •Two cameras | N495,000 |
| Superior (30 minutes) | <ul style="list-style-type: none"> •Red carpet •Main event highlights (15 mins) •Targeted or scripted questions •Two presenters •Two cameras •Special interviews •Inclusion of promotional items - logo, backdrops and branding | N795,000 |
| Deluxe Edition (1 hour) | <ul style="list-style-type: none"> •Red carpet •Main event excerpts •Two presenters •Two cameras •Behind-the-scenes •Exclusive coverage of entire event •Customised edit of programme •Opportunity for single preview before final edit •Copy of programme on Mp4 or DVD •Promotion on ELTV, incl. VVIP Events and EL Now •Mentions on social media •Coverage outside of Lagos * | N1.5 million |
| Early bird showing | <ul style="list-style-type: none"> •Guaranteed 2 - 6 weeks after event •Guaranteed 1 week after event | N100,000 N250,000 |

* Air travel for crew and presenter, ground transportation, accommodation and welfare will be agreed and added to the cost of coverage.