



PLAY QUEST

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Sponsorship Proposal

Presented by 

Brand Alive Communications Limited

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Introduction

- Mass poverty have gradually reduced an average Nigerian youth to beggars with low self esteem.
- The resultant effect has led to mass relocation “Japa” to advanced countries for greener pastures.
- Lack of proper provision for future generation will only make things worse, considering the rot in the education sector.
- With a good system properly integrated to empower at least 20% of the nations active population, our economy can gradually pick up to support failed sectors like power, education, health and other critical sectors.
- Where government fail, brands can come in to complement them and achieve a better work environment for the benefit of all.
- Good brands see beyond contributing to the existing problems of the society, but try to redeem the image of the nation by supporting relevant social cause that are capable of transforming the system.
- Together we can revolutionise the system for a better tomorrow, one sector at a time.

Objectives



Promote reading
and Learning
culture.

01

02

Identify
outstanding
performance



Reward, celebrate
and encourage
more
participation

03

04

Break new
grounds for
academic success

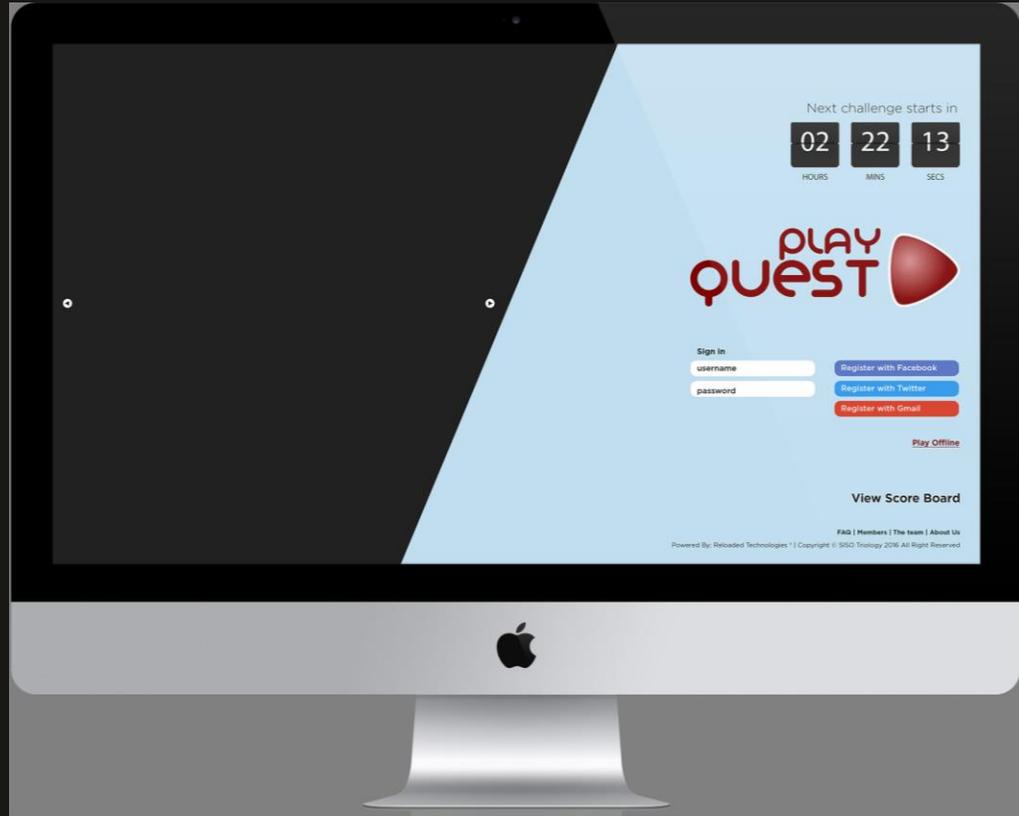


Play Quest

- Trivia game app
- 4 games in 1
- 3 game modes for diverse audience
- Educative and entertaining platform
- Structured financial incentives for winners
- New words daily to build players vocabulary



Game Features



- Daily new word
- Instant messaging & Chat
- Payment & withdrawal
- Countdown timer
- Multi players

Area of Focus

- Figures of speech
- Synonyms & antonyms
- Punctuation
- Current affairs
- Local government and states
- History and historical facts
- Books and authors
- General knowledge



Games to play

Cross
Word
Puzzle

Word
Search

Figure it
Out

Catch a
Phrase

A set of scrabbled alphabets will be displayed for contestant to rearrange them to form a correct word.

A lengthy word would be displayed for players to extract as many independent words from, the more the alphabets used to form a word, the more point scored.

A known phrase will be given with some blank columns for all players to identify the missing word based on their knowledge of idioms and phrase.

Black and white boxes of equal sizes will be concealed in a larger box, the white boxes will be interconnected, each carrying a question with a defined number of boxes that suggest the length of the answer. Correct answer to one question will serve as a clue to the next answer to create a fun puzzle.

Game Modes

SCHOOL MODE

This mode is only open to registered schools that want their students to compete with students from other schools. Playing within this mode offers schools and students the opportunity to gain recognition as they progress within the competition.

I REP MY CITY

This mode is restricted to the game admin to invite individuals with excellent track record to represent their preregistered state of choice on live television.

Online Mode

Rated 18+ and allow players compete for cash reward on games initiated by fellow gamers or admin. For this, an access fee is charged to control crowd and ensure that only the best players subscribe.

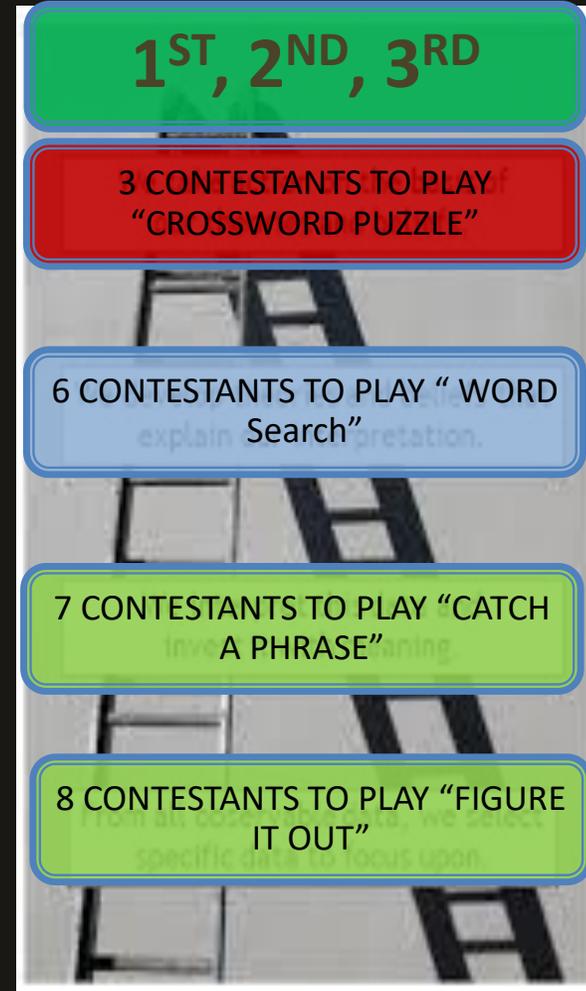
Practice MODE

Practice mode is free and accessible to every interested player for leisure, individuals can also use this mode to practice and familiarize themselves with the different games in preparation for other modes



TV Game Show

- 8 students from different parts of Nigeria will be invited to take part in each episodes of the show.
- 4 games makes an episode.
- 1 person will be eliminated at a time from the first game and 2nd game, after which 3 people will be eliminated at the 3rd stage.
- The last 3 people will be made to play in the final contest, to determine the first, second & third positions respectively.



LEVEL 4

LEVEL 3

LEVEL 2

Level 1

Lifelines

Auto fill

computer will give some correct alphabets to serve as a clue to the contestant.

Samaritans help

someone from the studio audience will be asked to assist the contestant in answering any question he cant answer on his own. This is subject to the contestants acceptance.

Family assist

A family or friend who accompanied the contestant to the studio will be allowed to bail the contestant out.

Bailout

- When there is a tie in the game a 90 sec **bailout** round will be declared by the anchor for the players, to help determine the winner of any round of the game.
- If this tie still continues, another tie breaking round will be played until the required winner emerges.
- The difficulty level of each bailout question will be based on the present level of the game.
- Note, that accumulated points at this level will only help in determining the winner and will not to be added to the total score of the contestant.

L	F	I	N	B	C
	Q		H	D	A
S	V	T	Z	O	J
E	R	X		Y	U
G	P				

GUESS THE MISSING ALPHABETS

L	F	I	N	B	C
K	Q	M	H	D	A
S	V	T	Z	O	J
E	R	X	W	Y	U
G	P				

CSR Initiative

- Play Quest seeks grassroots penetration through sponsorship, to facilitate in and out of school learning which will further enhance brand positioning as a social partner in progress.
- The school mode and rep my city, can be customised for your brand or hosted on your app to drive targeted traffic using the catch them young approach.
- Choice of approaching an investment firm is to seek a long term value for outstanding participants that can exceed a specific bench mark, then support their academic aspiration through specially crafted products with life long benefits.
- In return, these individuals can use word of mouth to facilitate ROI through direct and indirect sales of products, with rights to use content and images generated from this competition.

Execution Mechanics

- All four game modes are open to sponsorship and can adopt the sponsor brands business strategy.
- For a financial institution sponsor, the online mode will be the target platform to engage more players on daily basis, for them to compete and win mouth watering cash price.
- The online mode has two competition strategy “Admin set game” and “Individual set game”.
- The admin set game is set by default to invite every registered player with a fixed price, while individual set game are organised by individuals for group experience at cost agree to all invited players.
- Winnings can either be, winner take all when the total players is less than five, when they are more, the accumulated money for the game is shared among the top three players.
- Winnings will immediately reflect in their game wallet and can be withdrawn into personal bank account.
- Brand sponsorship can also take credit for the rep my city mode which will be a weekly TV game show

Benefit to Partner

- Platform to execute educational CSR.
- Access to high traffic from diverse audience interested in the play mode and online mode.
- Exclusive payment gateway for sponsor financial institution.
- Page branding opportunity.
- Unlimited reach across the globe.
- Mandatory account with sponsor brand to redeem winning.

About Us

Brand Alive Communications limited is a creative project servicing company, that provide direction, recruit personnel, engage supplier and ensure seamless execution of assigned tasks in order to deliver first class business solution to our client and help them achieve optimum results for their spend.



Our Services

This covers creative content design, event scripting, production of cue sheet and other marketing documents to resonate with client's desire and generate expected marketing outcome.

We keep a tab on every detail, carefully map out implementation strategy and allocate manpower to achieve stated project objectives.

Content
Development

Event
Management

Project
Management

Sourcing &
Logistics

Perfect interpretation of concept and effective coordination of suppliers gives us an edge in timely set up and prompt delivery of a memorable occasion.

We have a pool of contacts across Nigeria to deliver quality goods and services.

Project Execution Mechanics

Sharing of project progress with client to generate early feedback when necessary or final review of concluded project.

Putting all resources to use.

Design necessary documents like: Activity timeline, Checklist, Report template, Budget, Invoice.



Receive detailed brief from client for propose business requiring solution.

Brainstorm on the most suitable way to achieve the set objective and come up with a detailed document on the step-by-step execution process.

Get client's consent on proposed idea.

Note: these steps are tentative and can be modified to suit the project at hand

Recipe for Business Success

We adhere to the following voluntary code of conduct:

- Attention to details.
- Well-motivated and experienced team.
- Realistic budgeting.
- Structured communication channel.
- Timely reporting.
- 48 hours maximum response time to enquiries.
- Respect client's confidentiality.
- Respect copyright of all planners, coordinators and related suppliers.
- Represent each client fairly and honestly.

Note: On every project, the service of a project manager and an executive officer will be required for seamless execution and continuity in case of any unforeseen circumstances.

THANK YOU!



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