

A black and white photograph of a woman with a headwrap, carrying two babies in a white cloth. She is looking directly at the camera with a serious expression. The background is a blurred outdoor setting with trees.

Ibe ji Mma

THE HEALING

By: Alfie Nze



The **National Festival of Arts and Culture (NAFEST)**, our cultural Olympics, has been a vital part of Nigeria's rich heritage since 1970. With all 36 states and the FCT competing across various segments, this year's edition, running from November 22 to November 30 in Abuja, promises to deliver a world-class festival reimagined for modern times. The theme for this year, "Connected Culture," embodies our shared values as we come together to celebrate, connect, and engage in friendly competition.

This year, NAFEST will present a powerful theater performance titled "**Ibe Ji Mma: The Healing.**" This play aims to evoke a sense of national healing and unity, underscoring the festival's spirit of togetherness. Nigeria's incredible cultural diversity will be on full display, offering a transformative experience that highlights the importance of healing and unity in our nation.



"Ibe Ji Nma: The Healing!"

"Ibeji" means "twin" in Yoruba, while "Ejima" means "twin" in Igbo. Two similar people, like twins, connected in languages and cultures. Ibe Ji Mma is an epic play that declares, "Colonialism did not bring us together; we have been in these lands for thousands of years!"

In a time when the Eastern and Western kingdoms were looking for heirs, the stars led them to the North. There, they meet a desperate mother of twins who pleads for each king to save her sons from starvation. One thousand years later, Ebunoluwa and Ifesinachi were born. Their story is the tale of this play... Ibe Ji Mma shows that we have connected origins. It is time to understand our deep connections and embrace our identity as brothers.

The play revolves around Ibeji-Ejima, Twins and what happens when things fall apart.

Ibe Ji Mma is an epic story of twins, Princess EbunOluwa and Prince IFESINACHI, born in the Eastern Kingdom where twins were prohibited. Separated at birth, Ebun grew up as a Princess of the Western Kingdom and Ifesinachi as a Prince of the East. Arriving at the age of adulthood, they both decide to leave their lands and tour the world as commoners. They visit many lands including the kingdoms of the North and South. Their journeys proceed until through a pure twist of fate, they meet in the Middle Kingdom, during the glorious period of the bronze casters.

Ebun and Ifesinachi fall irredeemably in love, but it is a union that must not hold, because “blood cannot have blood,” as we will find out. Ifesinachi follows her and discovers to his surprise that she is no other than a Princess of the West, the East’s sworn enemy. Against the wise counsel of his elder guard and sage, Ifesinachi is made to prostrate full body before the Western king as a precondition to grant him audience. It is well-known that the Eastern Sun prostrates before none. When the Eastern king discovers the humiliation, He swears to revenge the disgrace and prepares for war against the West.

Meanwhile, both lovers, consumed by passion run off to meet each other, but get lost in the forest of the Middle Kingdom. News arrives in the West that the East has kidnapped Princess Ebun. The Western monarch prepares for war to liberate the Princess and revenge the disgrace of her abduction. Armed to the teeth, The East and West meet in the forest of the Middle kingdom and await orders from their respective monarchs to unleash mayhem and annihilate each other.

But Uka, sage and resident of the forest of the Middle kingdom “friend to beasts and humans” intervenes and reveals that Ebun and Ifesinachi are twins, so “blood must not have blood”. On discovering that they are related by blood, the two kingdoms drop their weapons, embrace each other and peace finally reigns in the land that is later to be known as Nigeria.



PERFORMANCE INSIGHT

THE PLAY

GENRE
Drama/Musical Theatre

LANGUAGE
English

ENSEMBLE CAST
30 Persons

AGE RESTRICTION
16 & Above

DURATION
90minutes

VENUE
State House Banquet Hall Abuja

SUBSEQUENT VENUE
Aso Rock The Villa
Enugu
Kaduna
Benin



THE MUSIC

The music in Ibe Ji Mma is a potent narrative tool, evoking emotions and deepening the audience's engagement. Fusing African rhythms with modern compositions, it crafts a captivating sonic backdrop, immersing the audience in the play's vibrant world. We are teaming up with great musicians to create an unforgettable experience.



PANEL DISCUSSION

Ibe Ji Mma goes beyond entertainment by sparking meaningful conversations about conflict resolution and cultural understanding. After each performance, engaging panel discussions will provide a platform for the audience to share their thoughts and perspectives, fostering dialogue and promoting empathy. This social impact initiative aims to create a lasting impression and inspire positive change.

OUR CAST



KUNLE REMI



ALI NUHU



RAHAMA SADAU



ENYINNA NWIGWE



PERFORMING TROUP



ACTORS

SPONSORSHIP AND BENEFIT



1. Premium Brand Exposure:

Your brand will take center stage as a vital patron of "Ibe Ji Nma." Enjoy extensive visibility across all promotional materials, both physical and digital, including posters, banners, tickets, and event websites. Your logo will be featured prominently, leaving an indelible mark on attendees' minds.

2. Customized Brand Integration:

Tailored branding opportunities will create an immersive experience for attendees. From interactive installations that reflect your brand's values to strategically placed signage throughout the venue, your presence will be woven seamlessly into the fabric of the play.

3. Exclusive VIP Experiences:

Position your brand as a provider of exclusive experiences. Treat your clients and partners to behind-the-scenes tours, meet-and-greet sessions with the cast, and access to exclusive pre-show events. These personalized encounters will deepen connections and foster loyalty.

4. Amplified Media Coverage:

"Ibe Ji Nma" offers unrivaled media exposure. Your brand will be showcased in press releases, interviews, radio and television spots, and digital platforms, capturing a broad audience across various demographics and geographies.

5. Strategic Networking Opportunities:

Engage with industry leaders, influencers, and government officials at private networking events. Forge valuable connections that extend beyond the play, opening doors to new partnerships and collaborations.

6. Social Media Engagement:

Leverage the power of social media to reach a wider audience. Your brand will be featured across our social media platforms, allowing for direct engagement with attendees and followers, generating buzz and excitement.

7. Community Impact and CSR:

Align your brand with a noble cause. By sponsoring "Ibe Ji Nma," you demonstrate commitment to cultural preservation and unity. Your support contributes to social cohesion and positive community impact.

SPONSORSHIP OPPORTUNITIES

We are excited to invite **Italian Ambassador** to partner with us for the highly anticipated IBE JI MMA play. This event offers a unique platform for your brands to gain significant visibility and engagement with a diverse and influential audience.

1. PREMIER EVENT TITLE SPONSOR - €100,000

- Italy will be recognized as the **Premier Title Sponsor** for the entire play event.
- The Italian ambassador will deliver the **opening statement**, drawing connections to the story of **Romulus and Rome**.
- **Complete brand integration** across all event communications, promotional materials, and media campaigns.
- **VIP seating for 20 guests** with premium hospitality.
- Sponsor will be acknowledged in all **radio and TV jingles**.
- **Exclusive branding rights** on the red carpet and backstage areas.

2. KEY PARTNER SPONSOR - €50,000

- Italy will be acknowledged as the **Key Partner** of the event.
- The Italian ambassador will give an **opening speech** emphasizing **cultural ties**.
- An Italian embassy official will participate in the **post-play panel on conflict resolution**.
- **Prominent logo placement** in all event communications and promotional materials.
- **VIP seating for 10 guests** with hospitality services.
- Branding rights on the event's **red carpet** and **VIP areas**.
- **Post-event press coverage** highlighting Italy's contribution as a key partner.

3. OFFICIAL PLAY SPONSOR - €25,000

- Italy will be announced as the **Official Sponsor** of the play.
- An embassy official will participate in the **post-play panel discussion**.
- **Sponsor's logo displayed** on all promotional materials.
- **VIP seating for 5 guests**.
- Acknowledgement by the **MC during the event**.
- **Logo featured** on the event's media channels and communications.



4. HONORARIUM OR PER DIEM SPONSORSHIP - €14,400

- **Honorarium Sponsorship (€6,000):** Sponsor my honorarium for directing the play.
- **Per Diem Sponsorship (€8,400):** Sponsor my per diem of \$300 per day for **6 weeks** (42 days).
- **Total Sponsorship for Honorarium + Per Diem: €14,400**

SPONSORSHIP BENEFITS

1. **Exclusive Naming Rights:** Recognition as the official sponsor of my professional fees (honorarium and/or per diem) in all **relevant promotional materials** and event announcements.
2. **VIP Experience:** **VIP seating for 3 guests**, with premium hospitality services.
3. **Brand Visibility:** Sponsor's **logo featured** in event communications and social media posts.
4. **MC Acknowledgement:** Acknowledgement by the MC during the event.
5. **Cultural Partnership:** Reinforce **Italy's support for the arts and cultural dialogue** through a prestigious partnership with this landmark production.

MARKETING AND ROLLOUT

MARKETING STRATEGY

Objective: Generate widespread awareness of the performance and associated brands for positive impact. Cultivate interest among potential attendees, thereby facilitating new customer acquisition.

Strategy: Connect with the target audience through relatable and humorous messaging at various touchpoints.

Advertising: Blend traditional and digital methods. Leverage digital avenues like SEO, content, mobile, email, influencers, and affiliates.

Drive engagement on social media through skits, teasers, quizzes, etc. Employ direct marketing channels, including word of mouth and event participation.

ROLL OUT

Pre-Production Buzz:

Create excitement on social media with engaging photo stories. Garner media attention through captivating storytelling.

Production Phase:

Execute comprehensive digital marketing, including SEO, social media, radio, and TV promotions. Build anticipation with trailer releases and impactful press releases/conferences.

Production and Post Production:

Sustain the momentum with TV, radio, and social media hype, showcasing behind-the-scenes content. Extend your reach through TV, radio, Google ads, and outdoor advertising. Utilize email and SMS marketing to reach a broad database. Distribute flyers and handbills in strategic locations. Secure newspaper and blog features to further amplify exposure.

Advert Platforms: Television, Radio, Online Channels, Billboards, Lamposts, Authorized Street Posters, Engage Skaters for Flyering, Capitalize on Events, Mobile and In-App Platforms



THANK YOU.