Description: Description: Description: TL COMMUNICATIONS HEAD.emf

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5th April, 2022

The Chief Operating Officer

Digital Pay Expo

Lagos

Dear Sir,

**Request for Media Coverage/Retainer-ship on TECHlife With Ugo online /website**

We wish to request your approval to cover the DIGITAL PAYEXPO 2022 coming up on the June 9th &10th 2022.

We at TECHlife media &communications, producers of **TECHLIFE WITH UGO** will appreciate your kind approval.

Over the years, Digital Pay Expo promotes the interests of banking and finance stakeholders, especially those active in fintech and innovation as change catalysts.

It is against this backdrop that we at **TECHlife media &communications** request your approval of a **Media Reportage Retainer-ship on our online channel ([www.youtube.com/techlifewithugo](http://www.youtube.com/techlifewithugo)) and website (www.techlifewithugo.com.ng)** so as to give regular and adequate reportage on your activities and organization.

Thus, with our strategic media platforms comprising of broadcast, print, and social media platforms, we propose you consider the following.

**What you get:**

* Monthly/regular interview feature of key management staff on **DIGITAL PAYEXPO** initiative activities
* Regular news feature/reportage on our YouTube channel and press releases on our website
* Coverage of your events where necessary, especially Abuja/Lagos without additional logistic cost except outside Lagos/Abuja.
* Online/social media publicity/reportage across our various platforms

In the face of existing relationship and paucity of funds, we request the sum of:

**One hundred and Eighty Thousand Quarterly**

**COST: 180,000.00 quarterly**

Our interviews are usually tailored to the needs specific to organizations with a focus on industry issues and development. However, featured organizations are encouraged to use this platform to further establish their presence in Nigeria through intra advert insertions, logo flash, scroll message, etc

* Logo flash (the logo of your organization will be on the screen while your interview lasts).
* Graphics scroll (message about your organization scrolls in graphic form while the interview lasts.).
* Intra programme advert (this is 45 secs message on your organization played within the programme. =

Thank you for your envisaged approval and usual cooperation.



Ugochi Emmanuel

Head of Productions

TECHlife Media &Communications ltd

**08063976063.08062476344**

***ABOUT THE PROGRAMME***



***TECHlifeWithUgo*** is meant to explore digital invasion/innovation across all sectors. From entertainment, culture, tourism, banking and finance, education, health, agriculture, housing, manufacturing, and automobile. The platform will also serve a means for promoting youth entrepreneurship using **ICT**.

**Target Audience**

The show is intended mainly for audience that constitute youths, resourceful and energetic, B and C- level executives, it also focuses on entrepreneurs and above all, those seeking knowledge of how technology can make life better, innovative Tv show on the go for inspiration and for people to feel the digital revolution.

**Language**: English

**Content**

The programme will be guest driven with interviews, vox pop on entrepreneurial issues and challenges, the sustainability of technology driven enterprise for more audience relation outlook, it will have puzzles and contests of winner to receive price gifts from programme sponsor.

**Added Value**

These include personal appearances by PPC’ executives of different specialties, broadcast of PPC activities within the period of sponsorship. Give away of PPC branded souvenirs to winner of competitions on the programme.

**TECHlife with Ugo** will serve as a knowledge tool for dispensing information to entrepreneurs that will in turn inspire them, educate, and inform them as they are future of the Nigerian Economy

We will give your organization PPC news mention as they emerge positively in line with your vision on youth development to share **TECHlife with Ugo……….empowered by innovation**

We thank you most sincerely for your envisaged support as we look forward to a mutually beneficial business relationship.