



**GLOBAL ALLIANCE
WORLD PUBLIC RELATIONS FORUM**

WPRF Abuja 2026

Biggest, Brightest, Boldest...

Sponsorship Prospectus/ Marketing Proposal

**THEME: "Responsible Communication:
The Voice of the World"**

Sunday 15th - Saturday 21nd November, 2026





About the Forum

The World Public Relations Forum (WPRF) is the world's leading platform for communication professionals, thought leaders, policymakers, academics, and corporate organizations. Organised under the auspices of the Global Alliance for Public Relations and Communication Management, WPRF Abuja 2026 will bring together over 3000 delegates to discuss the future of communication in a rapidly changing world.

For the first time, Nigeria proudly hosts this prestigious forum in its capital city, Abuja, positioning Africa at the center of global discourse on responsible communication. Previous editions of the Forum have been hosted in Indonesia, Spain, South Africa, Brazil, Sweden, and other global hubs.

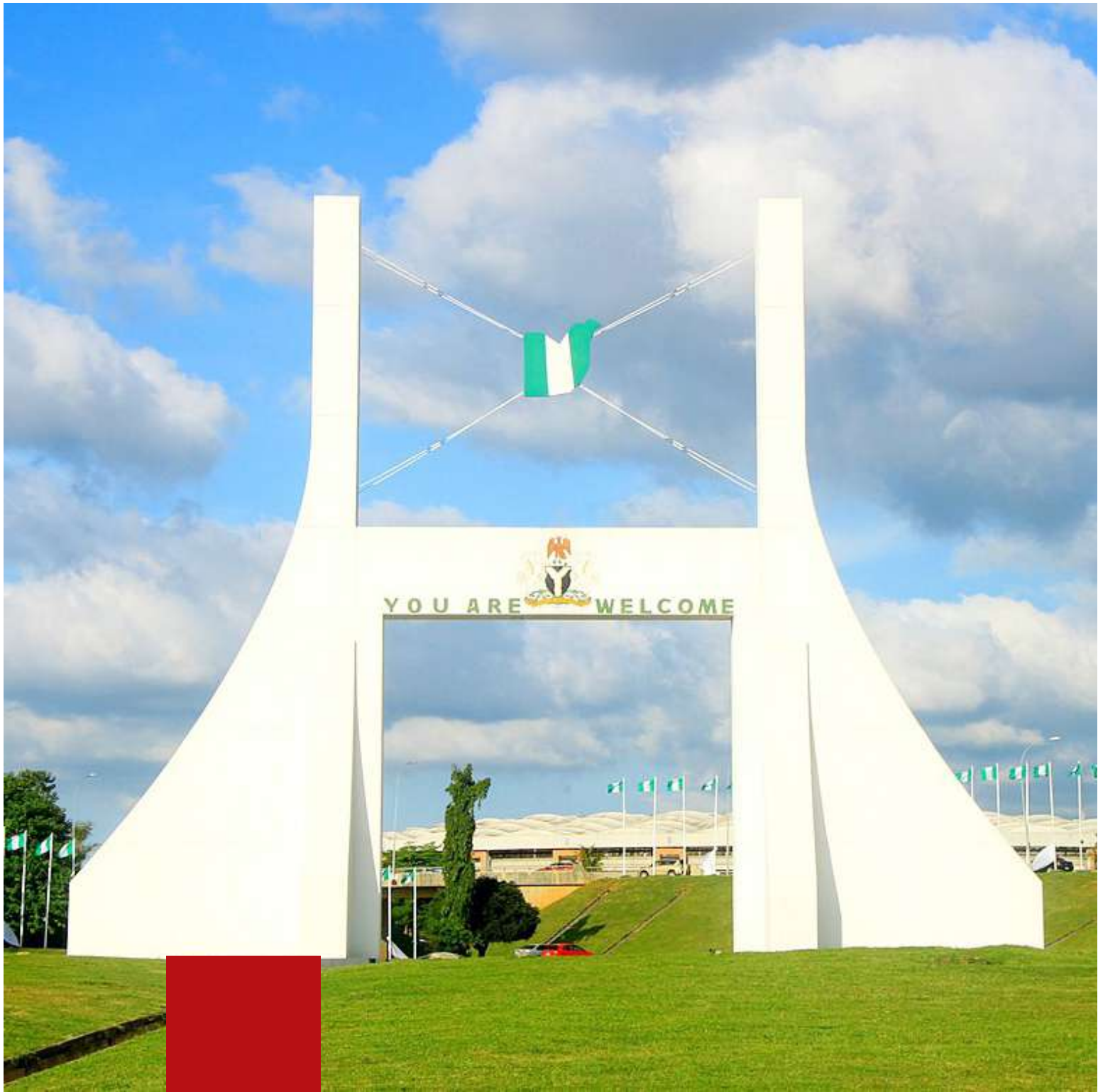


NIGERIA

Why Nigeria?

Nigeria is Africa's largest economy, with a population exceeding 220 million and one of the continent's most vibrant markets for communication, innovation, and business growth. Hosting the WPRF in Abuja 2026 highlights Nigeria's leadership role in shaping global narratives and offers sponsors a unique opportunity to align with Africa's voice on the world stage.





Event Details

LOCATION:
ABUJA, NIGERIA

- WPRF Abuja 2026 Website
www.wprf2026.niprng.org.ng
- Social Media handle: @wprf2026
Hash Tag: #wprf2026
- Duration: 7-days event programme including arrivals/departures.

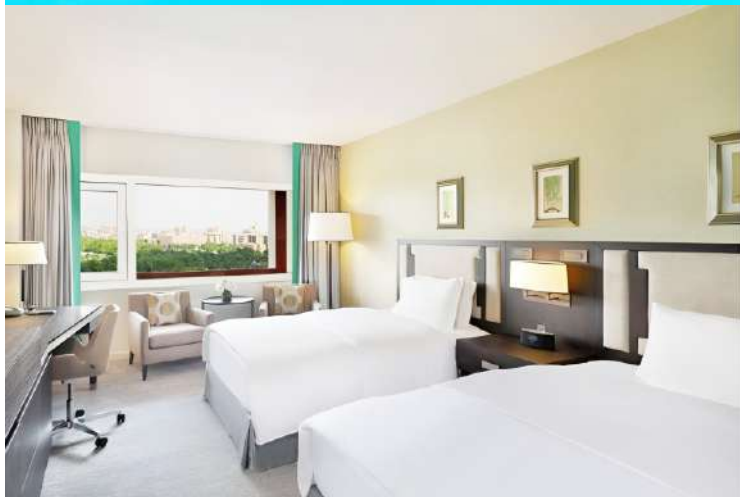
Programme Structure: The Forum is designed as a Seven-day event including arrivals and departures with lots of side attractions and leisure activities spanning a week.



Venues:

TRANSCORP HILTON, ABUJA

Estimated Delegates: 3,000



Venues:

ABUJA CONTINENTAL HOTEL

Estimated Delegates: 3,000



OFFICIAL UNVEILING



WPRF ABUJA 2026

The WPRF Abuja 2026 campaign will be formally unveiled in Abuja with the presentation of the WPRF flag by the President of the Global Alliance to the President of the Federal Republic of Nigeria.

Key Highlights:

Seven-day programme (inclusive of arrivals/departures), featuring academic colloquium, engaging plenary panels, young practitioners' forum, Africa Day, golf, polo, cultural cocktails, Fashion shows, launch of UPRL, Awards, etc.

Cultural Arts & Crafts Exhibition

■ Nigerian Culture Pictures



Kanem Bornu trumpeters



Fulani maidens



Sharo dancers



Benue dancers



Igbo flutists



Tiv dancers



Eyo masquerade performers



Jarawa Acrobats

WPRF Entertainment Village



Entertainment Village: will be set up at **Abuja's Eagle Square**, hosting daily programmes with live bands, cultural shows, exhibitions, food, and drinks, etc.



- A 24-hour entertainment Village will be created to showcase Nigeria's culture, hospitality, music, cuisine, etc.
- Musical Performances: Featuring adaptations of iconic African songs by Legends.
- Special Performances: Performance of patriotic Nigerian songs by some of Nigeria's musical ambassadors.
- The event will be executed with world-class precision, seamlessly blending of music, comedy, spoken word, traditional oratory, and multimedia.





WPRF Golf & Polo Tournament

The Public Relations Golf & Polo Tournament is scheduled to tee off on Sunday, 15th November 2026, at the prestigious IBB International Golf and Country Club, Abuja. This exciting event bridges the APRA Conference and the World Public Relations Conference Forum, offering a relaxed yet engaging platform for global PR leaders to connect, network, and collaborate. Set in the stunning surroundings of Abuja's premier golf course, the tournament blends leisure with purpose, showcasing Nigeria's hospitality and setting the stage for the memorable WPRF Abuja 2026.



Other Side Events

- Cultural Performances
- Street Fashion and Spoken words, poetry and celebrating street life
- The Palmwine Retreat (Palmwine & Pepper Soup Pause)
- Visual storytelling with vibrant backdrops of Nigeria's landscapes and peoples
- Iconic Naija Jollof rice with bold Ofada rice and sauce, paired with dodo and grilled meats
- Masquerade performances symbolising heritage, hospitality & communion
- Goat, catfish, and chicken pepper soups paired with palmwine-inspired mocktails.
- Live Highlife Band serving nostalgic, uplifting vibes

Target Audience & Media Reach

DELEGATES:

Communication experts, policymakers, CEOs, government officials, academics, journalists.



COUNTRIES REPRESENTED:

Over 126



MEDIA:

Coverage across CNN, BBC, Al Jazeera, TVC, Arise, Channels, NTA, The Guardian, Punch, Vanguard, Trust Media Group (Daily Trust) and top online platforms.



Social Media



IMPACT:

Youth engagement, professional development workshops, and capacity-building initiatives.





Why Sponsor WPRF 2026?

Sponsorship of WPRF 2026 provides unmatched opportunities to:

BRAND VISIBILITY:

Showcase your brand to an elite audience of global leaders, government agencies, industry players, and the media.

THOUGHT LEADERSHIP:

Position your organization as a leading voice in responsible communication and corporate governance.

NETWORKING:

Direct engagement with decision-makers, regulators, policymakers, and executives from around the world.

CSR & NATIONAL DEVELOPMENT:

Demonstrate your commitment to Nigeria's global image and international collaboration.

MEDIA EXPOSURE:

Extensive coverage across international media, national TV, radio, print, and digital platforms.

MARKET ADVANTAGE:

Gain visibility with future clients, partners, and investors from diverse sectors.

SPONSORSHIP



N750,000,000 and Above

- Industry Sector Exclusivity
- Official Partner of WPRF 2026
- One day Exclusivity Promotion at the WPRF Entertainment Village,
- Opportunity to moderate a panel session.
- Exhibition booth in the Networking events.
- Use of the events logo in publicity and promotional materials
 - i. Title or presenting sponsor recognition on main stage and official event name option (subject to contract)
 - ii. Premium logo placement across all event signage, online platforms, brochure cover and main stage backdrop
 - iii. Keynote speaking slot or opening plenary participation (one designated speaker)
 - iv. Dedicated exhibition pavilion or premium double booth in main exhibition hall
 - v. 30 complimentary delegate passes (or equivalent table allocations for gala events), access to VIP meet-and-greet and private networking functions
 - vi. Full-page advertisement in official programme and priority placement in digital channels
 - vii. Branded activation zone within Entertainment Village or other chosen activation (subject to availability)
 - viii. Dedicated social media takeovers, sponsored posts, and bespoke behind-the-scenes content rights
 - ix. Video package and streaming highlight placements during plenaries
 - x. First offer on bespoke partnership opportunities (African Night, Opening Gala, Technology or Streaming partnerships)

SPONSORSHIP



N500,000,000 to N749,999,999

- One day Exclusivity Promotion at the WPRF Entertainment Village,
- Opportunity to moderate a panel session.
- Exhibition booth in the Networking Village.
- Use of the events logo in publicity and promotional materials
- 20 complimentary delegate passes.
 - i. Prominent logo placement across venue and programme materials
 - ii. Speaking or moderation opportunity on a plenary or panel session (subject to programming)
 - iii. Single premium exhibition booth in main exhibition area
 - iv. Half-page advertisement in the official programme; inclusion in digital promotional campaigns
 - v. Social media mentions, branded content inclusion, and event streaming exposure
 - vi. Opportunity to sponsor a named session, workshop or satellite activation

SPONSORSHIP



N300,000,000 to N499,999,999

- One day Exclusivity Promotion at the WPRF Entertainment Village,
- Exhibition booth in the Networking Village.
- Use of the events logo in publicity and promotional materials
- 12 complimentary delegate passes.
 - i. Logo placement on event website, programme and selected signage
 - ii. Panel participation opportunity (subject to programme schedule)
 - iii. Standard exhibition booth in the networking/exhibition area
 - iv. Quarter-page programme advertisement; inclusion in curated digital promotions
 - v. Recognition in post-event materials and selected digital highlights

SPONSORSHIP



N150,000,000 to N299,999,999

- Half-day promotion at the Entertainment Village
- Logo visibility on banners and programme guide.
- 8 complimentary delegate passes.
- Inclusion in social media promotions.
- Recognition in closing credits.
 - i. Logo placement on website, programme, and supporter wall
 - ii. Opportunity to sponsor a smaller activation or promotional item (lanyards, delegate bags), subject to availability

SPONSORSHIP



Unique Sponsorship & Partnership Opportunities

WPRF ABUJA 2026 TECHNOLOGY AND STREAMING PARTNERSHIPS

Tech companies; exclusive streaming of 7 Day performances for The WPRF ENTERTAINMENT VILLAGE and behind-the-scenes content during plenary sessions driving traffic to their platforms.

PARTNERSHIP WITH A-LIST FASHION AND AFRICAN NIGERIAN BEAUTY BRANDS

Top-notch fashion designers and beauty brands in Nigeria collaboration with WPRF Abuja 2026:

- EXCLUSIVE RED-CARPET LOOKS & BACKSTAGE BEAUTY LOUNGES.
- DRESSING DELEGATES for WPRF Award Nights.
- Candle-Lit Dinners and PR Anthem Music Premier Events,

PARTNERSHIP WITH OFFICIAL AUTOMOTIVE SPONSORS

Indigenous automotive brands with its high-end Nigerian insignia partnership with WPRF to add indigenous creative air to drive engagement and also add value to forum by providing Shuttle Buses and Luxury Transportation

SPONSOR THE "WPRF CELEBRITY INFLUENCE AND STAR POWER"

For impact on public opinion and consumer behaviour, PRE, PRO & POST WPRF Abuja 2026, event activities - Nigerian celebrities in Music, Spoken Word, Sports, ETC will make guest appearances and perform during the weeklong forum, thereby adding glamour, lending credibility and creating a broader reception for the messaging and narrative of responsible human dialogue through PR which WPRF champions

SPONSORSHIP

Bouquet of Unique Features of WPRF Abuja 2026 for Sponsorship



- SABRE AWARDS: Recognising Excellence in Public Relations Strategy, Creativity and impact in Africa
- World Public Relations GOLF TOURNAMENT
- World Public Relations POLO TOURNAMENT
- Global Alliance SILVER JUBILEE DIGITAL MUSUEM
- Global PR & COMMUNICATION AWARDS
- Global Alliance SILVER ANNIVERSARY PUBLICATION
- Formal LAUNCH & PREMIERE PERFORMANCE OF THE GLOBAL ALLIANCE ANTHEM
- NIGERIA EVERYWHERE PAVILION
- WORLD PUBLIC RELATIONS CANDLE LIGHT DINNER (Billed to enter the Guinness Book of Records as the World's Largest Candle Light Dinner Event organised)

SPONSORSHIP

Unique Media Sponsorship Opportunities:



SPONSOR THE “WPRF TARGETTED MEDIA BLITZ AND BUILD UP PROGRAMMING ON TV/CABLE AND INTERNET”:

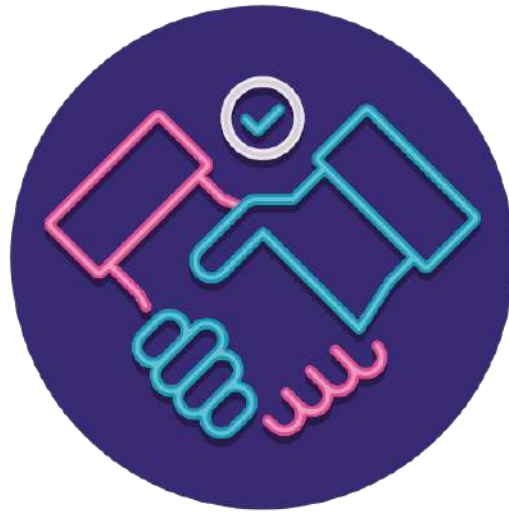
- To generate buzz and sustain heightened interest in the World Public Relations Forum WPRF scheduled to hold in November 2026 in Abuja-Nigeria, celebrities (music stars, entertainment icons, sports stars and spoken word artistes who have confirmed their appearances will be requested to grant pre-event interviews and promote their involvement in the forthcoming WPRF Abuja 2026 by sharing posts on social media and endorsements that will reach millions of their followers and create additional promotion for WPRF Abuja 2026.
- Exclusive interviews and programming will keep Nigeria engaged, excited and animated about the forthcoming WPRF Abuja 2026; and also maintain the event's relevance.
- Beyond traditional celebrities, WPRF will also leverage social media influencers who have substantial followings on platforms like Instagram, YouTube, or TikTok to generate content and hype around public relations as a profession of note and the value of responsible “humane” communication thus helping to reaching a younger and more diverse audience

SPONSORSHIP

Category ■ Sponsorship ■ Partnerships

GOVERNMENT AGENCIES/OFFICIALS	 State Governments and Local Governments  FEDERAL MINISTRY OF INDUSTRY, TRADE & INVESTMENT  Federal Ministry of INFORMATION & NATIONAL ORIENTATION
TELECOMMUNICATIONS COMPANIES	    
INDUSTRIES, OIL AND GAS	  
FINANCIAL INSTITUTION AND BANKS	   
AUTOMOBILE	   
INTERNATIONAL CARD NETWORKS	  
BEVERAGES AND MALT DRINKS	    
CARBONATED SOFT DRINKS:	  
BREWERIES:	  
LOCAL AIRLINES:	    
INT'L AIRLINE S:	     
AFRICAN AIRLINES:	   

SPONSORSHIP



Sector Category Sponsorship Benefits

Each “Official Partner” receives sector exclusivity, Prominent Branding, Exhibition Booth in the WPRF.

Entertainment Village and tailored benefits (such as product placement, VIP Networking with delegates and targeted media exposure)

Marketing



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WPRF ABUJA
2026

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Nigeria
REPUTATION
MANAGEMENT
GROUP

...Building a desirable national reputation

