

TWSS FESTIVAL

#GIRLHOODLOUDANDPROUD

A 24-HOUR WOMEN-ONLY UNIVERSE FOR CULTURE, CONNECTION, ACTION & JOY.

05 DECEMBER 2026
NAIROBI, KENYA

That's What She Said (TWSS) · AIC Digital / Africa Insight Communications

SPONSORSHIP PROPOSAL · NAIROBI, KENYA

THE OPPORTUNITY

A cultural moment with a safety mandate.

On **5 December 2026**, TWSS brings the digital sisterhood into real life – creating a closing moment within the 16 Days of Activism where young African women can connect, learn, speak, build and create safer futures together.

THE PARTNERSHIP PROPOSITION

Back a platform where **commercial energy** meets **collective protection**: ticket demand, meaningful product experience, relevant content and a stronger Pan-African safety net.

WHY THE DATE MATTERS

05 DEC

16 Days of Activism: 25 November-10 December

A strategic close-out moment for the 2026 UNiTE call: ensure justice, protect survivors and end impunity for violence against women and girls.



Safety is built when women come together.

THE OFFICIAL 2026 UNiTE THEME

“UNiTE to End Violence Against Women and Girls:
Ensure justice, protect survivors, end impunity.”



TWSS translates this call into a living, women-centred environment where girls and women are heard, protected, connected and equipped to act together.

The festival is not merely a celebration of women; it is a collective commitment to safer lives, stronger networks and lasting agency.

HOW THE FESTIVAL LIVES THE THEME



SAFE SPACE BY DESIGN

Women-centred programming, safeguarding and practical pathways to support.



COLLECTIVE PROTECTION

Connection, mentorship and community action that reduce isolation.



VOICES THAT MOVE ACTION

Podcast and live storytelling that turn experience into advocacy.

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FESTIVAL**
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THE TWSS MOVEMENT

A proven Pan-African platform.

Built by and for young African women, TWSS turns bold conversations about health, identity, career, culture and leadership into content – and community.

50M

TikTok views documented
during the 2025 TWSS
season

70K+

YouTube watch hours in a
90-day period

55

Young women trained in
media and digital skills to
date

THREE PRIORITY MARKETS

KENYA / SOUTH AFRICA / NIGERIA

Sources: TWSS programme materials and 2025 season reporting; metrics used as reported by TWSS.



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THE EVENT PROGRAM

The 5 December experience.

A safety-led, women-centred experience: community first, meaningful action, then a powerful celebration.



01

COMING TOGETHER & GOING OUT

Community arrival, sisterhood-building and practical outreach through TWSS Empowerment Packs: resources, support pathways and connection.

02

PANELS, WORKSHOPS & COLLECTIVE ACTION

Women's safety, health, justice, gender equality and economic empowerment conversations designed to convert learning into collective action.

03

THE TWSS CONCERT

Confirmed artists: **Njerae** and **Xenia Manasseh**. A celebration of women's voices, joy and the power of safe community.

Program architecture adapted from the TWSS Festival concept note; artist participation and production schedule are subject to final event arrangements.



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A safety story that travels beyond the room.

The festival turns the UNiTE call – justice, survivor protection and accountability – into live dialogue, practical resources and content with a long life.



PODCAST SPONSORSHIP · CONTENT WITH PURPOSE

Partners can support episodes that amplify safety, survivor protection and collective action – while Gold and Platinum partners co-create a relevant narrative.

Sources: UN Women 2026 16 Days theme; TWSS Festival concept note. Content volume and delivery plan to be confirmed in the sponsorship agreement.



THE AMPLIFICATION LAYER

Radio Africa: reach built for the moment.

The proposed expanded partnership turns visibility into a coordinated sponsorship, ticketing and media engine in Kenya.

COMBINED DIGITAL AUDIENCE

10M+

Followers across Facebook, Instagram, TikTok, X and YouTube - reported June 2026.

Radio Africa Group / GeoPoll Q1 2026

PROPOSED PARTNERSHIP SCOPE

-  **Media amplification:** radio, digital, editorial and event-led visibility across the group's portfolio.
-  **Ticketing partnership:** subject to commercial agreement, aligning distribution and conversion around the event.
-  **Sponsorship support:** access to Radio Africa's sales capability and brand network to help build the partner roster.

Portfolio includes 6 national radio stations, Kiss Television and The Star newspaper; broadcast audiences span 11 Kenyan regions.

Sources: Radio Africa Group portfolio; The Star, "Radio Africa Group surpasses 10 million digital followers," 10 June 2026. Partnership deliverables remain subject to contract.

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VALUE FOR PARTNERS

More than logo placement.

Designed to create an immediate commercial outcome while strengthening collective safety, connection and agency for women and girls.



BUMS ON SEATS

Drive ticket demand through a culturally relevant, women-centred live moment.



BRAND EXPERIENCE

Create useful, hands-on moments - sampling, trials, workshops and named spaces built around real needs.



CONTENT EQUITY

Support safety-centred podcast stories and social content that keep the action moving after the event.



COLLECTIVE SAFETY

Contribute to safer environments, survivor-centred support pathways and stronger networks of care.

The strongest partnerships meet the audience at the intersection of **culture, commerce, care and community.**

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STRATEGIC PARTNERSHIP PACKAGES

Choose the level of story you want to own.

Each package combines live activation, content, audience access and measurement. Exact deliverables are finalized in the partnership agreement.

PARTNERSHIP LEVEL	INVESTMENT	LIVE & BRAND EXPERIENCE	CONTENT & AMPLIFICATION
PLATINUM PARTNER 5 available · includes all benefits below	\$50,000	Naming-rights option; premium branding; flagship narrative; 30 VIP passes	Co-created TWSS Studio episode; priority Radio Africa campaign integration; leadership feature
GOLD NARRATIVE OWNER Up to 5 partners	\$25,000	Own one pillar; branded zone; main-stage panel; 15 VIP passes	Sponsored podcast episode; focused Radio Africa amplification; pre- and post-event content
SILVER PARTNER Up to 5 partners	\$15,000	Branded activation space; sponsored workshop; 10 VIP passes	Podcast feature or segment; selected Radio Africa digital and on-air integration
BRONZE PARTNER Up to 10 partners	\$7,000	Exhibition space; product sampling; 5 general-admission passes	Inclusion in event content wrap and selected partner recognition

Illustrative investment structure retained from prior TWSS proposal. Media value, ticketing terms and category arrangements are subject to negotiation.

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ACTIVATION MENU

Build the story your brand wants to own.

Partner into an existing TWSS pillar or co-create a relevant cultural experience that adds genuine value to the community.



FINANCIAL FREEDOM

Money, investing, entrepreneurship and economic agency.



DIGITAL DIVA

Digital skills, personal brand, creator economy and future work.



WELLNESS WARRIOR

Health screenings, mental wellbeing, self-care and safety.



THE GLOW-UP ZONE

Beauty, style, identity and self-expression in a living brand canvas.



CONNECTION CORNER

Travel, welcome experiences, mentorship and Pan-African sisterhood.



MARKET + TWSS STUDIO

Female enterprise, product discovery and a sponsor-integrated podcast story.

Every activation can include a **TWSS Studio Podcast episode** and an agreed Radio Africa amplification plan.



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PERFORMANCES

Artists

NJERAE

Instagram: 104K followers

Spotify: 239.8K *monthly listeners*

YouTube: 74.5K subscribers

TikTok: 67 K followers

Meta : 7.7K

**Total
Audience
Reach
493,000**



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PERFORMANCES

Artists

A large portrait of Xenia Manasseh, a Black woman with curly hair, wearing a black halter top and a patterned skirt, with visible tattoos on her arms.

Xenia Manasseh

Instagram: 65.5K followers

Spotify: 155.8K *monthly listeners*

YouTube: 23K subscribers

TikTok: 19K followers

**Total
Audience
Reach
263,300**



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UNITE · ENSURE JUSTICE · PROTECT SURVIVORS · END IMPUNITY

Join the close-out moment.

Build a partnership that turns cultural energy into safer environments, stronger networks and real opportunity for African women and girls.

PARTNERSHIP ENQUIRIES

flavia@africainsight.co.ke

TWSS Festival 2026 · Nairobi · 5 December · Njerae & Xenia Manasseh confirmed

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