

# WELCOME TO THE LEARNERS' CLUB BRIEF



Learners club is Children's Talent and Careers Development TV program on Lagos Television weekly.

'Learners club' TV program is designed to educate, entertain, train and widen the intelligence of children in order to achieve a successful life career is for kids and teens.

### **MODE OF OPERATION:**

The program is a recorded program where children gather and display their talents and in turn receive approximate grooming and exposure through the presenters, guest professional and instructors.

It is entertaining in the sense that at intervals jokes, music, dances of various categories will be presented.

### **AIMS AND OBJECTIVES;**

To get the younger generation well prepared to life's challenges.

To provide the right channel for our future generations

To develop young Talents early enough, for future career achievements.

To create a moral standard and backup for our children.

To provide them with a directional interest, other than spending all their time in vain commitment.

**PROGRAM TARGET:**

PRIMARY TARGET:

Children- kids and Teens Presents.

**SECONDARY TARGET:**

Schools

Welfare Board

Manufacturers of Children's product.

**CATEGORIES OF SPONSORSHIP**

Sponsorship for LEARNERS' CLUB is classified into four (4) categories:

(1) Silver. (2) Gold (3) Diamond (4) Platinum.

- (1) **SILVER SPONSORS:** These are sponsors providing below 10 %of total program requirements and cost.
- (2) **GOLD SPONSORS:** Gold Sponsors are expected to provide up to 10% of program cost.
- (3) **DIAMOND SPONSOR:** They are sponsor providing up to 50% of total program cost.
- (4) **PLATINUM:** Platinum Sponsor are sponsors that provide the total program requirements and cost, the are the key sponsor of the program and enjoy all the stated advert and promotional benefits that are value at 200% of annual TV advert rates.

### **REGISTRATION FOR PARTICIPATION:**

Registration for membership is in two classifications:

- (1) **INDIVIDUAL MEMBERSHIP** A single child registering to become a member of Learners Club and participates in the program.

Registration Fee: N 3,500.00 for 1 quarter (13 weeks) or N 12,500.00 per year (52 weeks).

(2) **GROUP MEMBERSHIP:** Schools.

Registration Fee: N35,000.00 per quarter (13 weeks) or N125,00.00 per a year (52 weeks).

(3) **FAMILY MEMBERSHIP:** A family wishing to register as a member of Learner Club has a maximum of 4 children for entry.

Registration Fee: N 3,000.00 per child for one quarter (13 weeks) or N2,500.00 per child for 1 year (52 weeks).

**NOTE:** Registration members both Individual and Group enjoy the opportunity of having their ceremonies like: Birthday Party, Naming Ceremony, Inter-house Sports, Send-off party, etc aired free for 10min on the program provided that Learner Club is invited to cover such events with full payment.

**Program Production Day**

Every Sunday at 4pm dot.

**Broadcasting Day**

Tuesday / Thursday weekly between 3.00pm to 6.00pm.

<b><u>COST OF EVENT COVERAGE</u></b>	<b>₦</b>	<b>K</b>
5mins Coverage	20,000	. 00
10mins ,,	35,000	. 00
FULL COVERAGE	180,000	. 00

**RATE FOR NON REGISTERED MEMBERS**

30mins Coverage without airtime	20,000	. 00
60mins ,, ,, ,,	35,000	. 00
30mins ,, with airtime	50,000	. 00
60mins ,, ,, ,,	80,000	. 00
FULL COVERAGE without (2hrs) airtime	120,000	. 00

## **BENEFITS TO PARTICIPATION INDIVIDUAL /FAMILIES**

- (1) Project the image of children and their parents.
- (2) Develops the talents of children early enough for a faster career achievement.
- (3) Gives the child a normal standard to conquer all the challenges of life.
- (4) Improves the child's academic performance through competitions both in the school and outside school, since criteria for school's selection or delegation to the program is based on performance.
- (5) Exposes the child to the social society.
- (6) Gives the child the confidence to face his future.
- (7) Also makes the child bold enough to face the public.
- (8) Give parents a fruitful breeding of their children.

- (9) Brings pride into the family.
- (10) The child can be opportuned for scholarship.
- (11) Has the chance of featuring in our Kiddies Movies
- (12) Stand the chance of wining various prizes.

### **BENEFIT TO SCHOOL**

- (1) Projects the image of the school.
- (2) Advertises the school.
- (3) Develops the career and talents of Pupils / Students.
- (4) Draws the interests of Parents / Guardians to the school for advancement in patronage.
- (5) Exposes the Pupils / Students to the social society and a credit to the school.

- (6) Increases the academic performance of the school through the Pupils and Students since there will be internal challenge on who will be credible to represent the school in the program.

### **BENEFITS OF SPONSORS**

- (1) Through the program, Sponsors' Products and Services have direct contact with children.
- (2) It is also a good avenue for popularizing such products.
- (3) Sponsors have the credit to brand their corporate image and service on the program venue.
- (4) Platinum Sponsors' adverts will be intermittently slotted (for 3 time) in the program

- (5) Sponsors will be given free airing of their events like: AGM, End of Year Party, Product Launched as for Learner Club will be invited to cover such events.
- (6) Sponsors will be given the credit to display their products for promotion (product promotion) in the program.
- (7) Advert value is 100% above the normal TV adverts rates
- (8) Through Kids, Companies products reach their parents, Teachers and Guardians.

<b><u>ESTIMATED COST FOR A QUARTER (13 WEEKS)</u></b>		<b>₦</b>	<b>K</b>
1	Airtime N40,000.00 per 30mins X 13weeks	520,000	. 00
2	Production N35,000.00 30mins X 13 weeks	455,000	. 00
3	Presenters N 25,000.00 per 30mins X 13 weeks	325,000	. 00

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3	Presenters N 25,000.00 per 30mins X 13 weeks	325,000	. 00
4	LOGISTICS N 5000.00 per 30mins X 13 weeks	65,000	. 00
<b>TOTAL</b>		<b>365,000</b>	<b>. 00</b>

### **ADVERT RATES**

60 seconds	30,000	. 00
30 seconds	19,246	. 00
Product Display	30,000	. 00
Studio Branding	150,000	. 00
Product Promotion	30,000	. 00

## **ADVERT VALUE FOR SPONSORS:**

A full sponsorship of this program attracts these benefits in cash value.

1) 3w advert slots (Single not inclusive)	90,000 . 00
2) Product Display for 30mins	30,000 . 00
3) Studio Branding	150,000 . 00
4) product promotion	30,000 . 00
<b>TOTAL</b>	<b>300,000 . 00</b>
Cost of sponsorship per episode	105,000 . 00
Gross advert value per quarter	3,900,000 . 00