

2025 PARTNERSHIP KIT

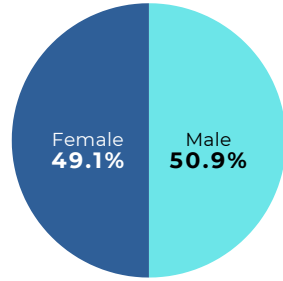


ABOUT US



The Moment of Truth UK aims to transform the business landscape in the UK and Africa by empowering the next generation of entrepreneurs and changemakers. We are more than just a TV show; we are a movement that celebrates creativity, determination, and the power of entrepreneurship to change lives and reshape the business landscape in the UK and beyond.

Audience Insights



- CEO, Managing Director, Owner 44%
- Investors, Industry Partners, C-Suite (Other), 6%
- Small Business Owners, Local Community 15%
- Students Founders, Graduates 25%
- Underrepresented Innovators, UK Charities 10%

Area of interest

- Banking
- Corporate Hospitality
- Sponsorship
- Entrepreneurship
- Venture Capital
- E-Commerce



OUR TRACK RECORD

VIEWERSHIP
4 MILLION +

COMMUNITY MEMBERS
950+

EMAIL SUBSCRIBERS
3K

COUNTRIES OF OPERATION
UK & NIGERIA

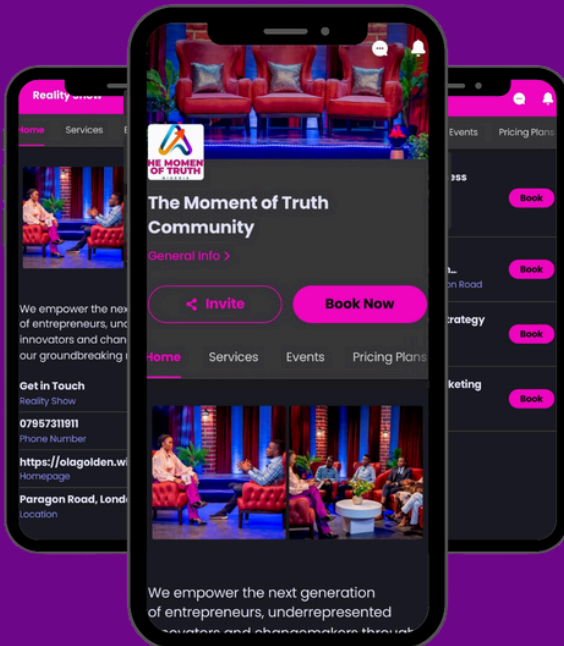
Who We Are and What We Do

THE MOMENT IS NOW

At The Moment of Truth UK & Nigeria, we believe in empowering the next generation of entrepreneurs and changemakers through our groundbreaking reality TV show. We showcase underrepresented innovators, giving them a platform to share their ideas and access the resources needed to turn their dreams into reality. The Moment of Truth Nigeria, founded by the visionary entrepreneur Lawummi Nwaeze in 2022, is on a mission to change lives and transform the business landscape in Africa.

We welcome you to a platform to educate and motivate budding entrepreneurs, offering winners cash prizes, mentorship, networking opportunities and exposure to investors, so they can take their business to the next level.

Our show serves as a catalyst for change, encouraging entrepreneurship and innovation at a time when there is a growing need for economic growth and job creation. Join us in celebrating the drive, creativity, and innovation of entrepreneurs across the UK & Nigeria.



THE UNLEASHED COMPETITION 2022, NIGERIA

The Unleashed Business Reality Show took place in Nigeria in October 2022, as well as The Student Entrepreneur Roadshow which took place in the UK. We had young entrepreneurs come up with viable and sustainable business ideas, with the winner walking away with a startup fund to develop their idea to the market. We look forward to welcoming our 2025 UK finalists to a similar event in July.





Sponsorship (Annual) / from £750

Partnership (Annual) / from £550

Product Placement / £150

Solus Email / £59

SPACES ARE LIMITED AND ARE SOLD ON A
FIRST COME, FIRST SERVE BASIS

ENQUIRE

OTHER WAYS TO GET INVOLVED

Merchandise

Distributing leaflets about your company at our Founders' Got Talent Series Show provides a strategic advantage in promoting your business. This proactive approach not only increases your brand visibility, but also engages potential clients directly, offering them tangible information about your products and services. By distributing well designed, informative leaflets, you can capture the interest of attendees, drive traffic to your business, and ultimately convert prospects into loyal customers.

Videos

Over the years, we have since been interviewing industry experts and founders to expand their reach and show people what they do. Featuring in a video interview, led by our professional production team will establish your business on all channels is an important tool to your campaigns. Video briefs will be provided by our team, which will be shared following the show's series on our YouTube, socials, and newsletter.

**PLEASE GET IN TOUCH WITH OUR TEAM TO DISCUSS
HOW WE CAN WORK TOGETHER TO BEST BENEFIT YOUR
BRAND.**

METRICS WE WILL MEASURE

ENGAGEMENT RATE

This metric measures how many people are interacting with your content. It includes likes, comments, shares, and other forms of engagement.

CONVERSION RATE

This metric measures how many people are taking the desired action after viewing your content. This could include signing up for an email list, making a purchase, or downloading an app.

REACH

This metric measures the total number of people who have been exposed to your content.

AUDIENCE GROWTH

This metric indicates how successful our social media strategy is in terms of expanding your reach to new audiences.

THE METRICS MOST SUITABLE FOR YOUR BRAND IS UNIQUE. PLEASE
GET IN TOUCH WITH OUR TEAM TO DISCUSS HOW WE CAN WORK
TOGETHER TO BEST BENEFIT YOUR BRAND.



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**PLEASE GET IN TOUCH WITH YOUR REQUEST
AND OUR TEAM WILL GET BACK TO YOU IN 1-2
BUSINESS DAYS.**