



FOOTIE MOMENTS WITH NABILLA

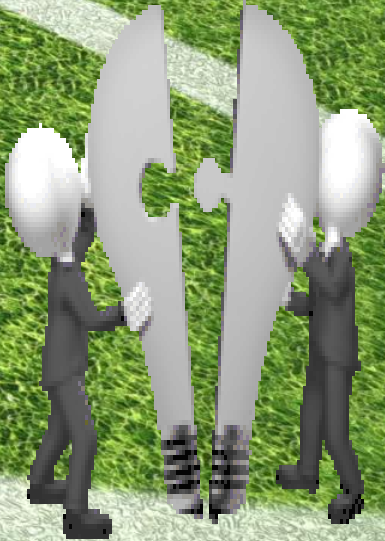
Your irregular football show



ABOUT US

THE LIGHTBULB BUSINESS CONSULTING

Agency is a group of Marketing and Event Management professionals, providing quality service to businesses. We provide custom-made events and marketing experiences to your brand following the vision of your company, campaign and projects. We also manage the Footie Moment with Nabilla brand.





FUN FACT

"Some people think football is a matter of life and death. I don't like that attitude. I can assure them it is much more serious than that."

Bill Shankly



QUICK OVERVIEW

There is no doubt that all the biggest names in Football came from humble beginnings coated with hard work, persistence and love for the sport.

The Footie Moments with Nabilla Show depicts the story of past and present football legends as it sheds the limelight on up and coming raw talents from the Slum.



INTRODUCTION



Footie Moments with Nabila

- A one-of-a-kind sports, lifestyle and variety show
- The show presents exciting interviews with some of the greatest names in football past and present.
- Educational and Entertaining
- The show explores football lifestyle (capturing players, contributors and others in their everyday lives, away from the field of play, at their businesses and at play).



ABOUT THE SHOW



SHOW STYLE

Template based recorded
in 13 episodes and 4
segments .



TARGET AUDIENCE

Ages-10-70

Gender- Male/Female



PRODUCTION

Facilities employed are
state-of-the-art and
adhere to international
production standards.



AIRING STATION-

TBC



RUN-TIME

30 Minutes



REACH

According to Analytics from
POP Central

First Season 50 Million people
through out the 13 episodes

WHY AIR?

**Features the best
football stars from
Nigeria in the
Diaspora**



**Football is still the world's most
watched sport with hundreds of
millions of ardent fans**

100%

**Set a standard for
football related
content in Nigeria**



**Target audience
direct engagement**



**Global recognition as our
boys are doing well.**

**Limited quality
football content on TV**





Footie Moments with Nabila is made
up of four engaging segments namely,
Star Guest, Footie on the Streets ,
Where are they Now and **Talent**
Discovery

FOOTIE ON THE STREET



The host takes to the streets with sports trivia questions and test the locals on their knowledge of the sport.



FOOTIE TALENT DISCOVERY



- Reach young footballers in the slum and showcase talent for football agents to discover like in season one. John Okorie, who after featured on the show received an opportunity to trial for Alanyanspor Football Club in Turkey.
- Show case football academies and their premises and the opportunities Nigeria holds.



**DISCOVERING TALENT IN THE
GHETTO IN AJEGUNLE**

FOOTIE STAR GUEST



**Ozoemena Chukwu. TV Personality
and Sports Analyst. Brand Manager
for Juventus Academy Nigeria.**

This is an interview segment with football stars, football administrators and popular celebrities who are passionate about the game of football at the studio, we talk about life-style and achievements.



WHERE ARE THEY NOW



**AT THE STADIUM WITH YAKUBU
AIYGBENI (Who holds an enviable record
in the English Premier League
(Portsmouth, Middlesbrough, Everton,
Leicester City, Blackburn Rovers, Reading)**

- Celebrates Past Football heroes and their achievements
- Educates the audience about their personal history, professional achievements, business ventures, social activities and more.





NABILLA ORITSE-FEMI

- Popularly known as Nabila Fash
- Public Relations/Social Media Expert
- Football Players endorsement administrator for top clients including the NFF
- Professional Diploma from London School of Public Relations
- Worked with Multichoice Nigeria as PR/Social Media Executive
- The only woman-preneur in football in Nigeria



Questions? Comments?

We are happy to help you!

LIGHTBULB BUSINESS CONSULTING LTD

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THANK YOU FOR YOUR TIME.