



FOOTBALL SCOUTING REALITY SHOW



#### Disclaimer

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*I don't believe skill was, or ever  
will be, the result of coaches.  
it is a result of a love affair  
between the child and the ball.*

-Roy Maurice Keane



**1 SCHEME**

**12 TEAMS**

**588 PARTICIPANTS**

**30 DAYS**

**168 IN-CAMP**



- The Last Team Standing
- A sports scheme show with different football activities.
- Audition to take place in all the States of the Federation.
- 588 participants from each state to converge at a local stadium or sports centre.
- The audition to produce 132 Players and 36 substitute,
- 12 teams will be in the competition.
- The 168 Players will be camped in a house for 30days, they are to play amongst themselves to be in the game.
- There will football matches played to earn the right for food, blankets, etc. Evictions from the game will also take place.



## EXECUTIVE SUMMARY

*The Last Team Standing reality showcase is a scheme that would attract and retain young talents from amongst millions of youths all over the Country using( football )as a tool to win the attention of the average youth – under 1 umbrella to bring the best out of them and get them scouted for bigger opportunities on the global stage.*

*This in turn would help foster teamwork, encourage discipline and sportsmanship amongst the youths. The game of football provides teammates with the platform to bond, share valuable information on making optimal decisions on and off the pitch.*

*As the saying goes “ **In Soccer, skill is the art of turning limitations to virtues**”. There is the part of the human story that defies the odds of the society irrespective of the challenges currently affecting our society, every young adult tries to overcome and surpass the hurdles to become the shining Star out of the most difficult situation and such talents would be celebrated and appreciated in the LTS.*

*The LTS initiative is a major unifying factor that will bring about the much needed opportunity to the door steps of the discerning youths that has always aimed to sour in the game of football.*



## FROM THE CURATOR



*Thank you for considering to sponsor and partner with this wonderful and revolutionary concept, "LAST TEAM STANDING". This concept desires to offer youth development and talent scouting opportunities for thousands of young footballers across the country. It is our desire the together we can help a young footballer reach their dream while your brand is recognised as a winning brand.*

*As you come on board as a sponsor, your brand alignment with Last Team Standing will create a winning team for yourself, the young footballer and us. Football is a universe language spoken by many.*

*Please partner with us on this wonderful journey.*

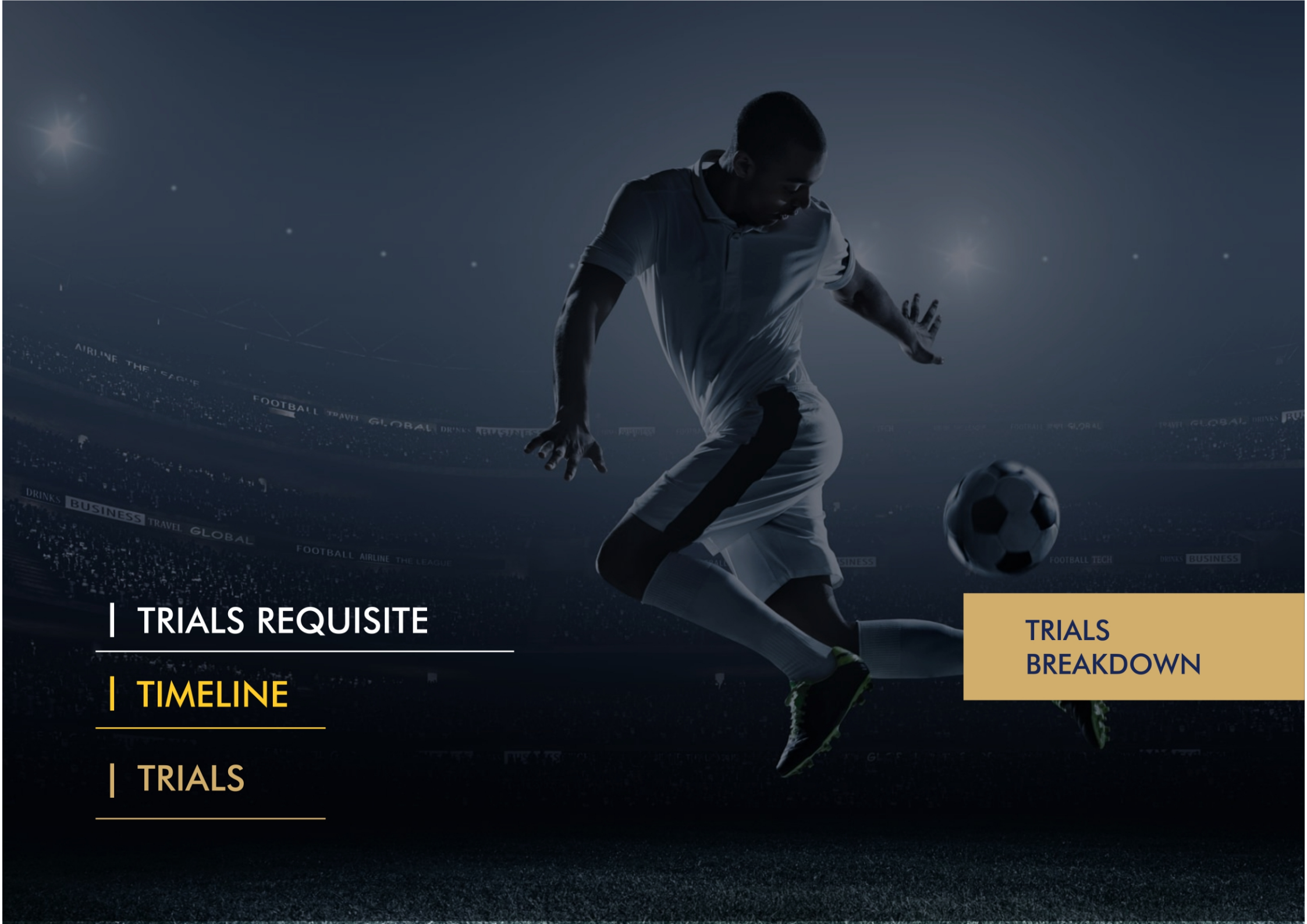
*Welcome to the Last Team Standing Family!*

**Osayande Agbontaen**

**Enuma Charles**

**Solomon Izang Ashoms**





| TRIALS REQUISITE

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| TIMELINE

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| TRIALS

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TRIALS  
BREAKDOWN



## TIMELINE

90 DAYS ON AIR



REGISTER ONLINE:

[WWW.LASTTEAMSTANDING.AFRICA](http://WWW.LASTTEAMSTANDING.AFRICA)

## AUDITION REQUISITE

AGE



Must be between the ages of 18 and 22 (must present evidence of date of birth)

FITNESS



Must be medically fit | Must be psychologically fit | Must be physically fit

COMMUNICATION SKILLS



Open-Mindedness. ... | Respect | Friendliness | Confidence

**Spoken Languages:** Pidgin and English Language

# INCENTIVES

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**First prize:** 12 million Naira

**Second prize :** 6 million Naira

**Third prize :** 3 million Naira

**Consolation prize nation-wide**  
3 million Naira



# MEET OUR JUDGES



**Idah Peterside**  
Super Eagles Ex-International



**Tijani Babangida**  
Super Eagles Ex-International



**Daniel Amokachi**  
Super Eagles Ex-International



**Mohammed Lawal**  
Super Eagles Ex-International

## **Solomon Izang Ashoms**

Principal Partner, LTS

*"From a cross-section of Ex Super Eagles internationals, we have picked our formidable team of judges that have proven track records of sundry across every geographical zones of Nigeria, the African continent and every continent of the world". Football speaks a language of freedom that is meaningful to all and sundry across every continent and geographical zones across the world and the African continent."*

# MODE OF SELECTION

## WILL BE THE 7 SOCCER AGILITY DRILLS.

1. 1 V 1 Change of Direction
2. Agility Course
3. Four Cone Patterns
4. Ladder Work
5. Mirror Boxes
6. Red Light, Green Light
7. Star Agility

## MODE OF SELECTING JUDGES

1. A Judge Should be a former football coach or a player in the region.
2. The audition will be done simultaneously in all the Geopolitical zones for one week and it shall be recorded.

## STATE FOR AUDITIONS IN THE REGION

1. South-west (SW)= Lagos State
2. North Central (NC)=Federal Capital Territory.
3. North-East (NE)=Bauchi State
4. North-West (NW)= Kano State
5. South-East (SE) = Enugu state
6. South-South (SS) =Delta State

## JUDGES FOR AUDITIONS

Judges will be selected in all the 6 Geopolitical zones.



# TRIALS

## **SOUTH WEST (SW)**

Ondo, Osun, Oyo, Ekiti, Lagos and Ogun

## **NORTH CENTRAL (NC)**

Benue, Kogi, Kwara, Nasarawa, Niger, Plateau, and the Federal Capital Territory.

## **NORTH EAST (NE)**

Adamawa, Taraba, Yobe, Borno, Bauchi and Gombe

## **NORTH WEST (NW)**

Jigawa, Kaduna, Kano, Katsina, Kebbi, Sokoto, and Zamfara

## **SOUTH EAST (SE)**

Abia, Anambra, Ebonyi, Enugu, and Imo..

## **SOUTH-SOUTH (SS)**

Akwa Ibom · Bayelsa · Cross-River  
· Delta · Edo · Rivers

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*In the elimination stage ,Only the winning team will be camped .*

*Two persons will be pick from each losing team. it will be the team members and viewers at home that will vote who they think was the best in that team, and the selected 2 will be camped too.*

*This selected group will be called Eliminator team they will need to eliminate a team from the winner, to stay in the game.*

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# MEDIA LEVERAGING OPPORTUNITY

## **LIVE BROADCAST**

- The LTS will be televised live on its private channel and spread across a choice Pan African Television which enjoys network viewership coverage/ visibility on STARTIMES / multichoice platforms widely seen across the 54 countries in Africa and Parts of Europe .
- A cumulative TV audience of over 50 million across Africa and the rest of the world is anticipated. LTS on the TV network would enjoy viewer-ship across the African Continent where football lovers are populated.

## **PRODUCT MARKETING**

- Leveraging on LTS private broadcast platform, Sponsors brands TVCs ( television commercials ) will be on live broadcast getting broadcast slots during the live broadcast reaching about 50 million home viewers.
- TVCs on Rebroadcasts, Promos reaching about 20 million home viewers.
- Exclusive Photo Opportunity with celebrities on the Red Carpet

## **BRAND AWARENESS**

- LTS would generate tremendous coverage from the media (Ads, event promos, features, news coverage, radio & TV coverage, Social media etc.) The grand finale would records over 50million live viewers and an estimated 5000 guests.





**AUDIENCE DISTRIBUTION**

**PLANNED MEDIA PRESENCE-**

## PLANNED MEDIA PRESENCE- A deliberate act of success

There are three major platforms that gives the LTS an unprecedented media and coverage, these platforms over the years have helped in projecting Sporting activities across the globe effectively.

- **Electronic Media(Television and Radio)**
- **Print Media**
  - Print media is a very important element to project the image of LTS as a brand with visibility and positive reportage. Newspaper houses would get accreditation to be a part of the event.
- **Social Media**
  - The huge role of the social media cannot be over-emphasized in reaching targeted audience. We have partnered with a lot of social media platforms that believe in the vision of the brand and also use the LTS event as huge marketable content for their companies.
- **Activations**





# AUDIENCE DISTRIBUTION

## TELEVISION

- Live Broadcast reaching about 50million home viewers
- Rebroadcast, Promos reaching about 20million home viewers
- CNN African Voices: 200million viewers worldwide
- MNET Africa Magic(Broadcast Live): 20million viewers in Africa
- SUPERSPORTS: 1,300,000million viewers in Europe, MiddleEast, Asia and North Africa
- **Rootz Sports TV** ( Dedicated channel exclusively for the entire Programme)
- SABC South Africa: 9million viewers in sub-Saharan Afri

## WORLDWIDE SOCIAL AND ONLINE NETWORKS

- LTS website: 10,604 users/month
- LTS on Facebook: 68k subscribers
- LTS on Twitter: 4k subscribers

# Title Sponsor **N300 million**

- Official Sponsorship Status on the brand's category
- Visibility @ The World Press Conference
- The Exclusive Nominations

## **Logo visibility on:**

- Green carpet arrival area
- Official Team Jerseys
- Onsite Digital Screens
- LTS media backdrops
- LTS online campaigns Teaser, event and post event email campaigns (50,000+ global recipients)

## **LTS Adverts and printed materials in:**

- Mags, Newspapers, Billboards
- VIP invitations to any auxiliary programme associated with the event, including dinners, cocktail receptions and post event party.
- Event brochures
- Banners, backdrops and signage
- Online advertising on FB, Instagram, Twitter, Blogs and other key website





## Title Sponsor (N300Million) Contd.

- LTS online campaigns Teaser, event and post event campaigns
- Domestic and International recognition as partners
- Ads on Live Telecast
- Mention on TV commercial and radio jingles across all media partnership

### **Logo visibility/ brochure distribution @:**

- Onscreen appearance of Logo
- Public recognition and 5 min speaking opportunity during FINALS selection
- 15 VIP passes and 2 tables for 8 @ the grand finale
- Invitation to special reception for winners, nominees, and special guests
- Opportunity to distribute branded merchandize.
- Consumer Experiential Activities

SPONSORSHIP CATEGORIES



# Platinum Sponsor **N150 million**



- Official Sponsorship Status on the brand's category
- Visibility @ The World Press Conference
- The Exclusive Nominations
- Logo visibility on:
- Green carpet arrival area
- Onsite Digital Screens
- LTS media backdrops
- LTS online campaigns Teaser, event and post event email campaigns (50,000+ global recipients)
- LTS Adverts and printed materials in:
- Mags, Newspapers, Billboards
- VIP invitations to any auxiliary programme associated with the event, including dinners, cocktail receptions and post event party.
- Event brochures
- Banners, backdrops and signage
- Online advertising on FB, Instagram, Twitter, Blogs and other key website



# Diamond Sponsor **N100 million**



## SPONSORSHIP CATEGORIES

- LTS online campaigns Teaser, event and post event campaigns
- Domestic and International recognition as partners
- Ads on Live Telecast
- Mention on TV commercial and radio jingles across all media partnership
- Logo visibility/ brochure distribution @:
- Onscreen appearance of Logo
- Public recognition and 5 min speaking opportunity during FINALS selection
- 15 VIP passes and 2 tables for 8 @ the grand finale
- Invitation to special reception for winners, nominees, and special guests
- Opportunity to distribute branded merchandize.
- Consumer Experiential Activities



# Gold Sponsor

## **N80 million**

- Official Sponsorship Status on the brand's category
- Visibility @ The World Press Conference
- The Exclusive Nominations
- Logo visibility on:
- Green carpet arrival area
- Onsite Digital Screens
- LTS media backdrops
- LTS online campaigns Teaser, event and post event email campaigns (50,000+ global recipients)
- LTS Adverts and printed materials in:
- Mags, Newspapers, Billboards
- VIP invitations to any auxiliary programme associated with the event, including dinners, cocktail receptions and post event party.
- Event brochures
- Banners, backdrops and signage
- Online advertising on FB, Instagram, Twitter, Blogs and other key website



# Silver Sponsor

# N30 million

- LTS online campaigns Teaser, event and post event campaigns
- Domestic and International recognition as partners
- Ads on Live Telecast
- Mention on TV commercial and radio jingles across all media partnership
- Logo visibility/ brochure distribution @:
- Onscreen appearance of Logo
- Public recognition and 5 min speaking opportunity during FINALS selection
- Invitation to special reception for winners, nominees, and special guests
- Consumer Experiential Activities



[www.lastteamstanding.africa](http://www.lastteamstanding.africa)

#### **Let's Talk**

#### **Osayande Agbontaen**

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