



SOLIVYA MICHEALS
MEDIA & ENTERTAINMENT LTD.



Creating Stories Building Experiences Connecting Audiences.

DINNER AT MY PLACE

WHO COOKS BEST





ABOUT US

SOLIVYA MICHEALS MEDIA & ENTERTAINMENT LTD.

• Creating Stories • Building Experiences • Connecting Audiences.

Solivya Micheals Media & Entertainment Ltd. is a Nigerian media and entertainment company focused on developing, producing and promoting original entertainment concepts, reality programmes, lifestyle content and audience-driven media experiences.

The company is being positioned to create entertainment properties that combine storytelling, culture, lifestyle, competition, humour and commercial brand partnerships while providing meaningful opportunities for audiences, contestants, creatives and corporate partners.

Its flagship development, "Dinner at My Place: Who Cooks Best?", is a reality culinary and lifestyle competition designed to bring ordinary people, food, entertainment and competition together in an engaging format. The project is intended to demonstrate the company's approach to developing entertainment concepts that can attract audiences while creating valuable platforms for sponsors and strategic partners.





Vision:

To become a leading African media and entertainment company known for developing original, memorable and commercially successful entertainment properties with global appeal.



Mission:

To create compelling African entertainment experiences that connect people, celebrate culture and create meaningful commercial opportunities for brands, creatives and audiences.

Our Core Values

Creativity — We believe in fresh ideas and bold storytelling.

Integrity — We build our productions and partnerships on professionalism, transparency and trust.

Excellence — We pursue high standards in production, presentation and audience experience.

Innovation — We embrace new media, digital platforms and emerging entertainment formats.

Collaboration — We believe great entertainment is created through strong partnerships.

Audience First — We create with the audience at the heart of every experience.

What We Do

- Solivya Micheals Media & Entertainment Ltd. focuses on:
- Reality television and entertainment production
- Original programme development
- Lifestyle and culinary content
- Digital and social media entertainment
- Brand partnerships and sponsorship activation
- Talent and contestant opportunities
- Live entertainment and event experiences
- Content distribution and audience engagement
- Commercial entertainment properties
- Strategic collaborations with brands and organizations

Our Long-Term Ambition

The long-term goal is to build Solivya Micheals into a recognizable African entertainment brand with a portfolio of original intellectual properties that can extend beyond Nigeria into other African markets and eventually international audiences. The company aims to develop entertainment formats that can generate value through broadcasting, streaming, digital content, sponsorships, brand integrations, live events, licensing, merchandising and strategic partnerships.

Our Promise

We don't just produce content. We create experiences people remember, conversations people join, and platforms brands want to be part of.

1. SEASON PHASE

HOUSE HOSTING & ELIMINATION

The Concept: Contestants host inside their homes under the “Dinner at My Place” format and judge one another as they compete to move up the ranks.

Viewer Engagement: Viewers follow the competition, make predictions and participate on social media by guessing “Who Cooks Best?”

Viewer Prizes During the Season: The first 10 winning viewers per season—30 viewers across the three seasons—receive sponsor product packs, such as cooking-oil or other approved sponsor products, and movie tickets ahead of time so they can enjoy their rewards immediately. They also receive an invitation ticket to the Gala Night.

2. SEASON FINALE COOK OFF & JUDGING ARCHITECTURE

Duration: 2 Cook-Off Days Per Season

This professional judging phase takes place at the end of Season 1, Season 2 and Season 3, giving contestants their opportunity to compete before a professional judging panel.

Judges' Role Across the Show

- **In-House Phase:** Contestants rate one another in their home kitchens. Professional judges are not present during this phase.
- **Season 1, 2 & 3 Cook-Offs:** Professional judges step on camera to taste, score and eliminate contestants until one Season Champion remains for each season.
- **Grand Finale:** The judges return one final time to score the three Season Winners in their ultimate face-off meal before sealing the final decision in an envelope for Gala Night.

THE 2-DAY ELIMINATION SCHEDULE REPEATED FOR EACH SEASON

DAY 1 — STARTERS & MAINS

- **Round 1 — Starters:** All 10 contestants cook. The judges eliminate 4 contestants, leaving 6.
- **Round 2 — Main Dish:** The 6 remaining contestants cook. The judges eliminate 3 contestants, leaving the Top 3 finalists.

DAY 2 — DESSERT & SEASON CHAMPION

- **Round 3 — Dessert:** The Top 3 finalists prepare their signature desserts for the professional judging panel.
- **Outcome:** The judges crown 1 Season Champion. At the end of the three seasons, there are 3 Season Winners who advance to the Grand Finale.

THE GRAND FINALE & GALA NIGHT REVEAL

The Showdown: The 3 Season Winners compete in an ultimate battle meal. The judges score privately and lock their decision in a sealed envelope.

The Preparation: Following the final cook-off, the finalists leave the kitchen, clean up and prepare for the formal Gala Night by changing into evening wear.

The Gala Night: All 30 contestants from the entire three-season journey are invited back for the red-carpet event.

The three finalists sit in the audience while season highlights and memorable moments play on the big screen. The finalists are then called to the stage, the sealed envelope is opened, and the overall Grand Champion is announced.

Grand Champion Prize: The winner receives the additional **N4,000,000 grand-final prize**, bringing the winner's total cash prize to **N5,000,000** when combined with the first-round **N1,000,000** prize.

Grand Finale Viewer Prizes: 10 final viewers who correctly guess the Grand Champion receive **N200,000** cash each, representing **N2,000,000** in total viewer cash prizes, presented at the Gala Night.

Sponsorship Packages

HEADLINE TITLE SPONSOR N120,000,000

Benefits

- Exclusive designation as Official Headline Sponsor of Season 1.
- Brand name featured alongside the show title in major promotional materials.
- Prime logo placement on all official backdrops, media walls, and press materials.
- Brand visibility across YouTube, TikTok, Instagram, Facebook, and X campaigns.
- Product placement throughout all episodes.
- Recognition during Gala Night and Grand Finale.
- Exclusive speaking opportunity at the Grand Finale event.
- Inclusion in all major press releases and media announcements.
- Access to branded audience giveaways and promotional activations.
- First right of renewal for Season 2 sponsorship.

CO-HEADLINE SPONSOR A Official Cookware Partner

N80,000,000

Benefits

- Exclusive cookware category ownership.
- Products used by contestants throughout filming.
- Repeated on-screen visibility of cookware during cooking segments.
- Product demonstrations integrated into episodes.
- Brand mentions in contestant preparation segments.
- Featured logo placement on digital and event materials.
- Social media product spotlight campaigns.
- Opportunity to display products at Gala Night.

CO-HEADLINE SPONSOR B
Official Seasoning Partner

N80,000,000

Benefits

- Exclusive seasoning and spice category ownership.
- Products featured in every cooking challenge.
- Product mentions during recipe presentations.
- Brand integration into contestant ingredient selections.
- Social media recipe and cooking content opportunities.
- Logo placement on promotional materials.
- Viewer giveaway inclusion.
- Product showcase opportunities during Finale events.

PREMIUM CATEGORY PARTNER A
Official Beverage Partner

N60,000,000

Benefits

- Exclusive beverage sponsorship rights.
- Products served to contestants, judges, crew, and guests.
- Visible product placement throughout filming.
- Brand visibility during dining scenes.
- Inclusion in audience giveaways.
- Social media brand mentions and promotional content.
- Product activation opportunities during Gala Night.

PREMIUM CATEGORY PARTNER B
Official Rice & Grain Partner

N60,000,000

Benefits

- Exclusive grain and staple food category ownership.
- Products incorporated into contestant meals.
- Frequent product exposure throughout episodes.
- Recipe-related content opportunities.
- Audience product giveaways.
- Digital marketing exposure across all show platforms.
- Participation in finale promotional activities.

PREMIUM CATEGORY PARTNER C
Official Cooking Oil & Dairy Partner

N60,000,000

Benefits

- Exclusive cooking oil and dairy category ownership.
- Product usage in every applicable cooking challenge.
- Strong brand association with healthy cooking and family meals.
- Repeated visual exposure throughout the season.
- Product integration into cooking demonstrations.
- Social media educational content opportunities.
- Inclusion in viewer reward packs and Gala Night promotions.

ASSOCIATE SPONSOR A
Official Kitchen Apparel Partner

N35,000,000

Benefits

- Branding on contestant aprons, chef jackets, and chef hats.
- Consistent logo visibility throughout filming.
- Product exposure in promotional photography.
- Brand visibility during contestant introductions.
- Merchandise giveaway opportunities.
- Social media visibility through contestant content.

ASSOCIATE SPONSOR B
Official Snack & Confectionery Partner

N35,000,000

Benefits

- Products supplied to contestant lounges and judges.
- Inclusion in contestant hospitality segments.
- Product placement opportunities throughout production.
- Viewer giveaway participation.
- Social media promotional campaigns.
- Brand exposure during behind-the-scenes content.

ASSOCIATE SPONSOR C
Official Logistics & Mobility Partner

N35,000,000

Benefits

- Exclusive logistics category ownership.
- Recognition as official transportation and delivery partner.
- Brand visibility in contestant movement and logistics operations.
- Digital promotion across social platforms.
- Voucher and discount campaigns for viewers.
- Opportunity to activate consumer promotions linked to the show.

ASSOCIATE SPONSOR D
Official Hygiene & Cleaning Partner

N35,000,000

Benefits

- Exclusive hygiene and cleaning category ownership.
- Products used daily in kitchens and production areas.
- Strong association with food safety and cleanliness.
- Repeated on-screen product visibility.
- Audience giveaway opportunities.
- Digital promotional exposure.
- Brand integration into kitchen hygiene messaging.

Overall Benefits for All Sponsors

Every sponsor, regardless of category, receives:

- Brand exposure across all official show platforms.
- Logo placement on approved promotional materials.
- Access to audience engagement campaigns.
- Product placement opportunities where applicable.
- Inclusion in sponsor appreciation materials.
- Visibility during the Grand Finale and Gala Night.
- Access to a growing community of food lovers, families, young professionals, and entertainment audiences.
- Opportunities for long-term partnership with future seasons and spin-off productions.
- Projected Value Proposition
- With 30 contestants across three seasons, multiple episodes, continuous social media promotion, audience competitions, viewer giveaways, and a high-profile Gala Night, sponsors benefit from a 360-degree marketing platform that combines:
- Entertainment marketing
- Product integration
- Consumer engagement
- Digital visibility
- Experiential brand activation
- Direct audience interaction

CONTACT US

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TO REGISTER

VISIT

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WHO
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