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RUNWAYJAZZ 2025

WYNTON MARSALIS ASA OBAMA BARRACK OBAMA AFOUABIBI KENYATTA JERRY OMOLE SEYDIAMOWE ABIBAT TIMOTHY  
RUNWAY  
JAZZ  
TWENTY TWENTY FIVE  
SPECIAL EDITION  
A.U.6.R.G.  
AFRICAN UNION SIXTH REGION GLOBAL







KIRK WHALŪMASA OBAMA A Y  
FEMIKŪTĪ  
RŪNWAY  
JAZZ  
TWENTY TWENTY FIVE  
SPECIAL EDITION  
A.U.6.R  
AFRICAN UNION, SIXTH REGION



2025

His Excellency.  
Bola Ahmed  
Tinūbū  
PRESIDENT OF THE FEDERAL REPUBLIC OF NIGERIA





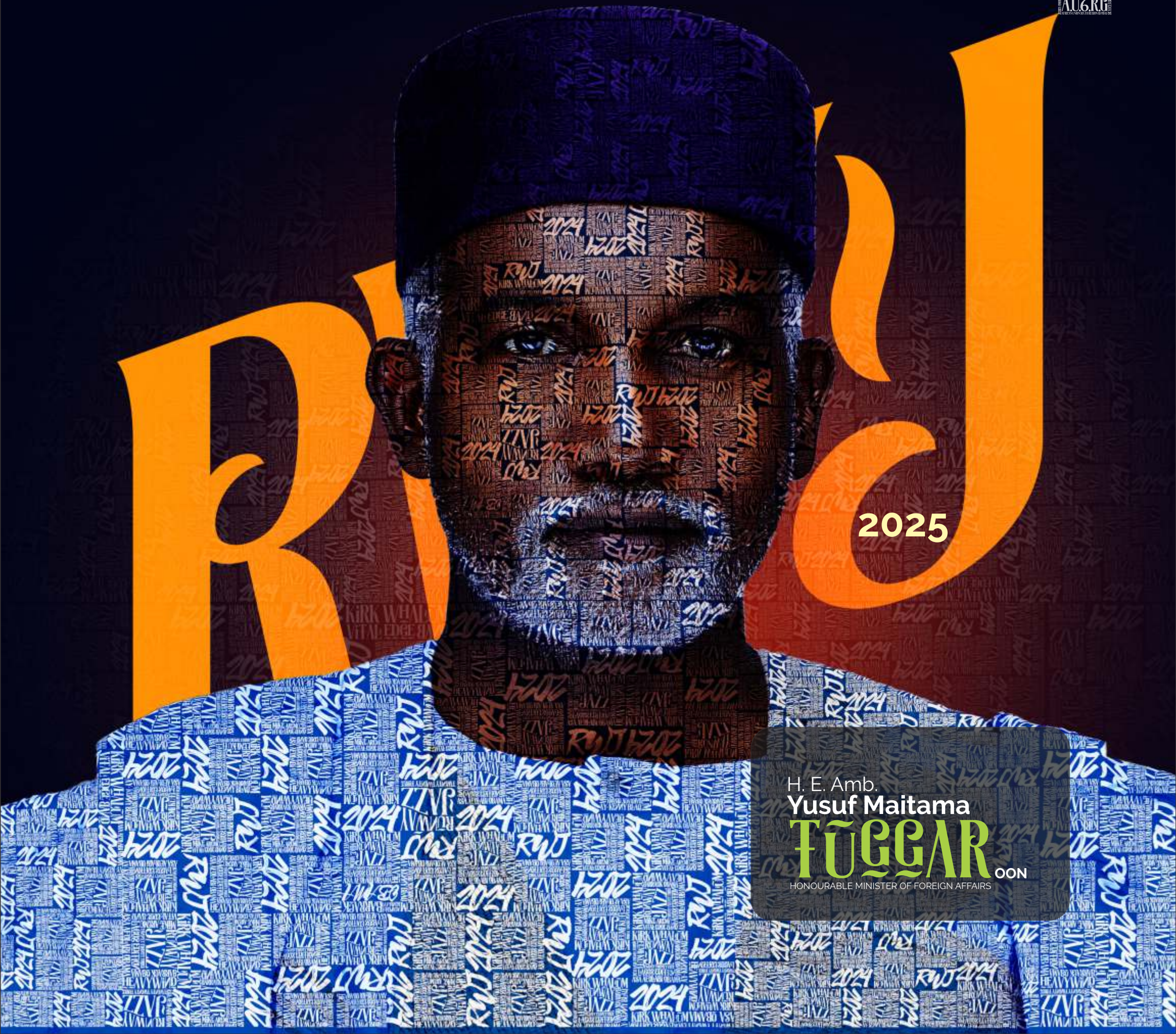
Her Excellency.  
Senator Oluremi  
**TINUBU**  
THE FIRST LADY OF THE FEDERAL REPUBLIC OF NIGERIA



2025

His Excellency.  
Kashim Ibrahim  
**SHETTIMA**  
VICE - PRESIDENT OF THE FEDERAL REPUBLIC OF NIGERIA





2025

H. E. Amb.  
Yusuf Maitama  
**FUGGAR** OON  
HONOURABLE MINISTER OF FOREIGN AFFAIRS



Her Excellency.  
Hannatu  
**MŪSAWA**  
MINISTER OF ARTS, CULTURE & CREATIVE ECONOMY



2025

Her Excellency.  
Jamila

**BIO IBRAHIM**

HONOURABLE MINISTER OF YOUTH DEVELOPMENT

Femi  
**GBAJABIAMILA**  
THE CHIEF OF STAFF TO THE PRESIDENT  
OF THE FEDERAL REPUBLIC OF NIGERIA



# RJAL

2025

NGOZI  
**OKONGO-IWELLA**  
DIRECTOR-GENERAL OF THE WORLD TRADE ORGANIZATION

# RJAL

2025

Prof.  
**Patrick**  
**LUMUMBA**  
PUBLIC COMMENTATOR



## GOVERNOR'S WORDS

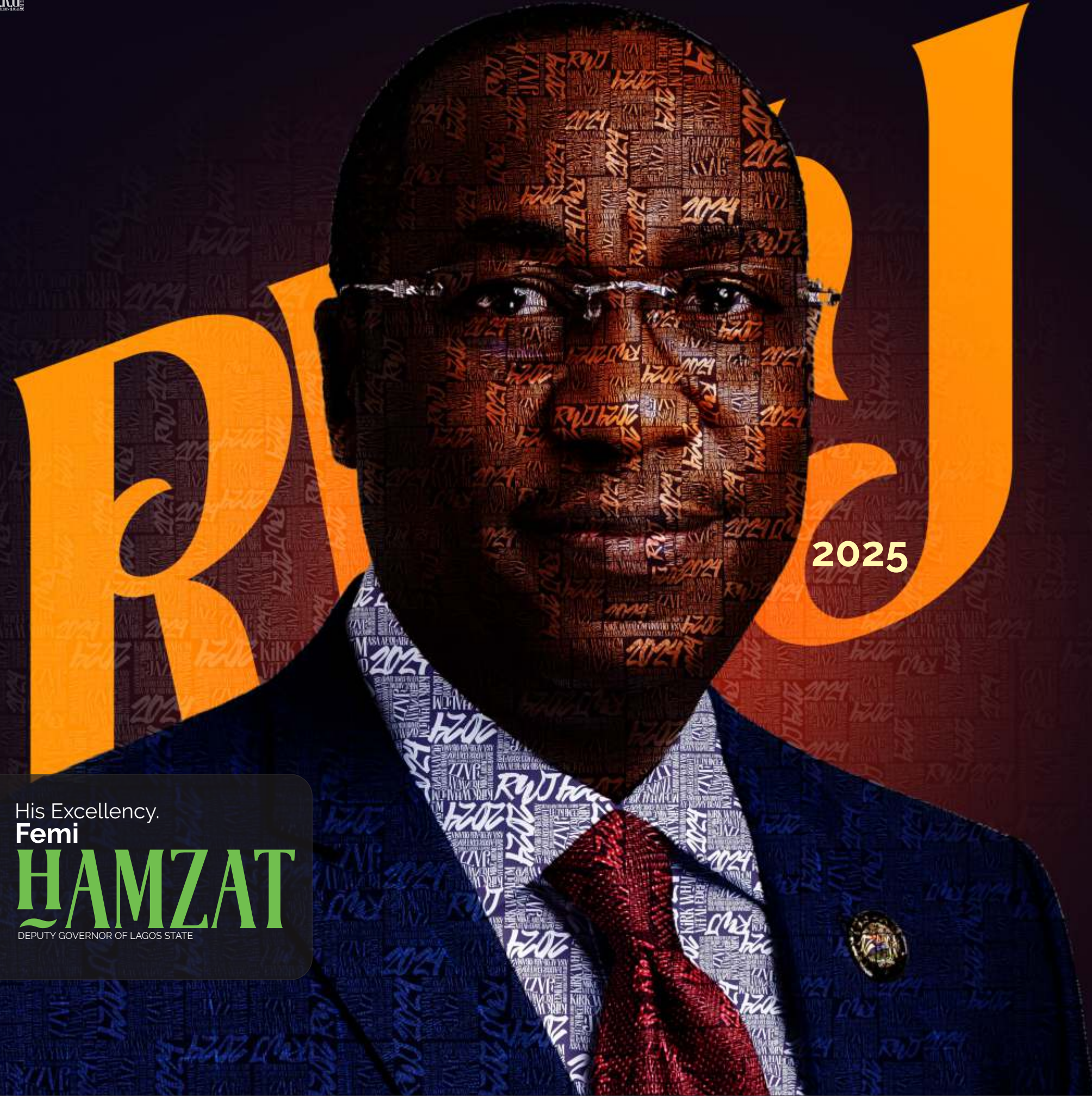
Lagos is the financial and commercial hub of Nigeria.  
We also want it to be the tourism hub of Africa and we are going to  
use the Jazz family to hasten that journey...

**BABAJIDE SANWO-OLU**  
EXECUTIVE GOVERNOR OF LAGOS STATE  
HOST



His Excellency.  
**BABAJIDE**  
**SANWO-OLU**  
EXECUTIVE GOVERNOR OF LAGOS STATE





2025

His Excellency.  
**Femi**  
**HAMZAT**  
DEPUTY GOVERNOR OF LAGOS STATE



Her Excellency.  
**Toke Benson**  
**AWOYINKA**  
LAGOS STATE COMMISSIONER FOR TOURISM



# RUGBY

2025

Idris  
**AREGBE**  
SPECIAL ADVISER TOURISM ARTS AND CULTURE

# RUGBY

2025

Jermaine  
**SANWO OLU**  
SPECIAL ADVISER TO THE GOVERNOR, LAGOS STATE DIASPORA OFFICE AFFAIRS





His Excellency,  
**DR. ONYEKACHI  
MACAULAY O.  
KALU**

Chairman, AU6RG and Policy Advisor Diaspora Focal Point  
African Union Commission Citizens and Diaspora Directorate  
for the Americas (AUC-CIDO)

## A MESSAGE FROM THE SECRETARY GENERAL

### Ladies and Gentlemen, Greetings,

As Secretary General of the African Union Sixth Region Global (AU6RG) and the Economic Community Africa Sixth Region (ECASR), I extend a warm and heartfelt welcome to all participants of the 12th Anniversary of the African Diaspora as the Sixth Region of Africa, featuring the NEW EDITION OF RUNWAY JAZZ.

AU6RG, a distinguished institution committed to uniting individuals of African descent and advancing global socio-economic development, stands as a proud symbol of unity and progress. Since its official recognition by the African Union on May 25, 2012, as the sixth region of the continent, in response to a declaration by the Pan-African Parliament, AU6RG has remained steadfast in its mission to inspire, mobilize, unify, and coordinate the African Diaspora in our collective journey to strengthen our shared heritage.

Today, we stand at the crossroads of history, where geographical boundaries yield to the unbreakable bonds of shared heritage and unity. This celebration transcends borders, embracing the rich diversity of the African diasporas, Friends of Africa, and African descendants worldwide. It ignites a renewed sense of pride, collaboration, and belonging.

As we gather in the spirit of celebration, let us reflect on the journey that brought us here—a journey marked by resilience, creativity, and the enduring spirit of our people. Together, we embody the vibrancy and dynamism of the African continent, weaving a tapestry of cultures, traditions, and aspirations that enrich our global community.

In the rhythm of RUNWAY JAZZ, let us embrace the power of music, art, and culture to amplify our voices, celebrate our achievements, and chart a collective path towards a brighter future for generations to come.

This significant event, brought to fruition through the collaborative efforts of AU6RG and RUNWAY JAZZ, marks a pivotal milestone in our pursuit of cultural exchange, creativity, and collaboration. As we celebrate the universal language of jazz and commemorate the 12th anniversary of AU6RG, we embrace the transformative power of music, art, and culture to foster unity and mutual understanding among diverse communities.

Together, let us honor our past achievements, celebrate the richness of our present, and envision a future brimming with promise and opportunity. As we come together to mark this special occasion, let us reaffirm our unwavering commitment to advancing the cause of Africa and its diaspora on the global stage.

With profound gratitude for your steadfast support and dedication, I extend my warmest greetings to each and every one of you. May this celebration serve as a testament to the resilience, strength, and unity of our collective efforts as we strive for a more inclusive and prosperous world for all.

Thank you for your invaluable contributions to our shared vision of a brighter tomorrow, as One Voice, One People, One Africa.

Warm regards,

**H.E. Dr. Onyekachi Macaulay O. Kalu**  
Secretary General, AU6RG and Policy Officer Diaspora  
Focal Point African Union Commission Citizens  
and Diaspora Directorate for the Americas (AUC-CIDO)



**AFRICAN UNION**  
SIXTH REGION GLOBAL



In fulfilling the UNESCO initiative, Runway Jazz was birthed to include Nigeria as one of the participating 196 countries and to serve as a platform to engage music and art enthusiasts and jazz aficionados, giving stylish expression to art and culture through music and fashion. The focus on Jazz music really broadens its appeal, particularly in Nigeria and across Africa, and introduces an innovative music/fashion franchise onto the Nigerian entertainment scene.

Runway Jazz engages stakeholders from a broad spectrum of industries, including fashion houses and brands, food & beverage, entertainment, private and public sectors in Nigeria and from its international communities.

The theme, "Promoting Peace, Unity and Dialogue through Art", delivers a key message to all stakeholders to join in the social challenge of fostering and attaining peaceful interactions in Nigeria and between us and the rest of the world; exporting our indigenous but world-class talents to the world; and developing a culture of encouraging our young and budding talents to take centre-stage.

# FULFILLING THE UNESCO MANDATE

Afolabi  
Kehinde  
**OKE**  
CONVENER

Ambassador of The African Union 6th Region (AU6R)/  
The Economic Community of Africa Sixth Region (ECASR)  
to Nigeria and The Economic Community of  
West African States (ECOWAS)



2025

Audrey  
**AZOULAY**  
UNESCO DIRECTOR-GENERAL

## AUDREY AZOULAY

UNESCO Director-General.

*"Jazz makes the most of the world's diversity, effortlessly crossing borders and bringing people together. From its roots in slavery, this music has raised a passionate voice against all forms of oppression. It speaks a language of freedom that is meaningful to all cultures."*

*Director-General Audrey Azoulay said that jazz crosses all borders and links all generations. She recalled that UNESCO created International Jazz Day in 2011 to honor one of the most ground-breaking cultural expressions*

### UNESCO'S MANDATE

**April 30** - The International Jazz Day is a worldwide initiative designated to celebrate Jazz music as a symbol of peace and unity among nations. Created by UNESCO in 2001, its focus is to promote peace, intercultural dialogue, diversity and respect for human dignity, eradicating discrimination, foster gender equality, and promote individual expression.

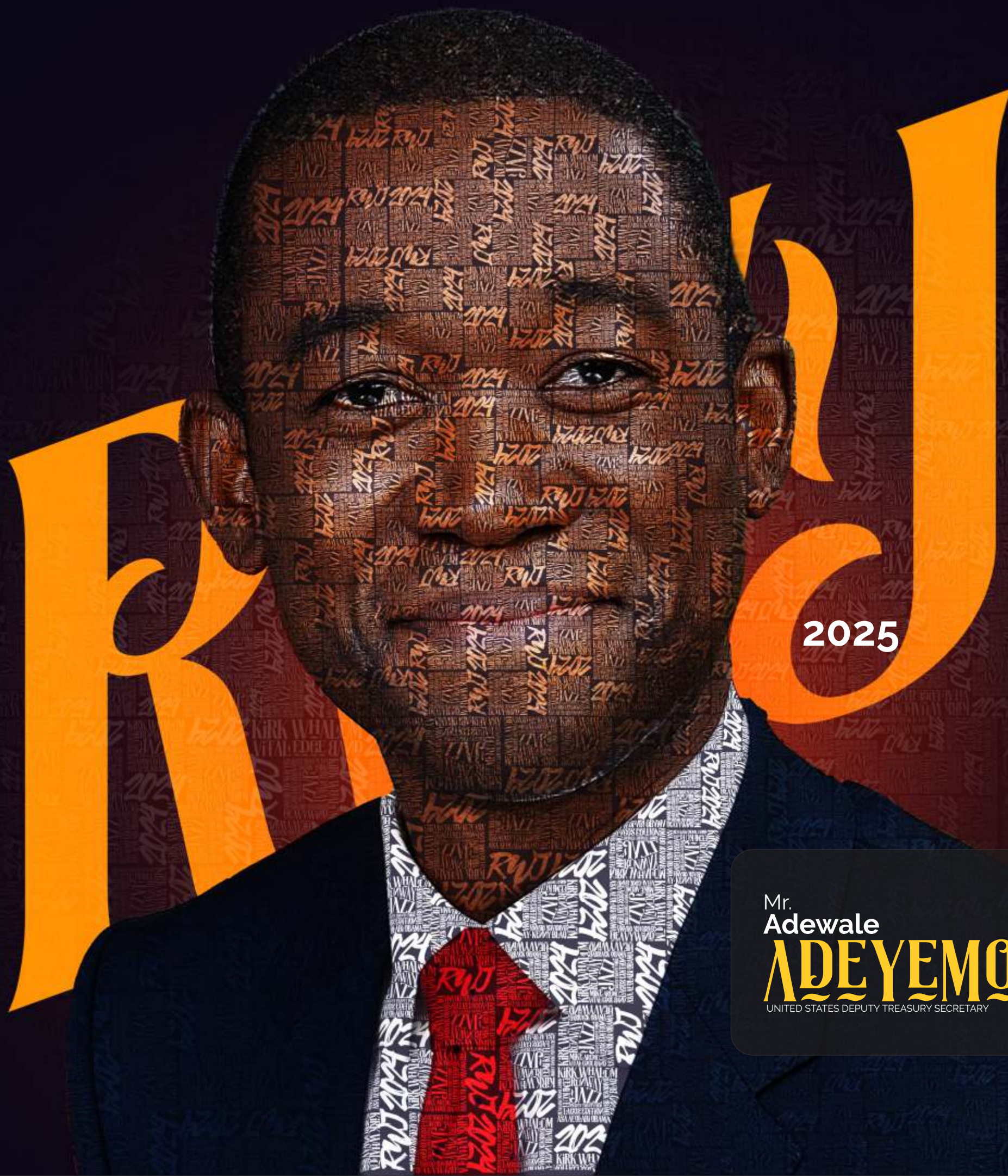


United Nations  
Educational, Scientific and  
Cultural Organization





SPECIAL GUEST OF HONOR  
His Excellency.  
**Barack Hussein**  
**OBAMA**  
FORMER PRESIDENT OF THE UNITED STATES OF AMERICA



2025

Mr.  
Adewale  
**ADEYEMO**  
UNITED STATES DEPUTY TREASURY SECRETARY





2025

Burnice  
**KING**  
US ACTIVIST, MLB'S DAUGHTER



2025

Abike  
**DABIRI-EREWA**  
EXECUTIVE CHAIRMAN/CEO NIGERIANS IN DIASPORA COMMISSION





**AISHA RIMI**

MD/ CEO OF NIGERIAN  
INVESTMENT PROMOTION  
COMMISSION



**AISHA ADAMU AUGIE**

DIRECTOR- GENERAL  
CENTER FOR BLACK &  
AFRICAN ART &  
CIVILIZATION



**OBI ASIKA**



**VICTOR GBENGA  
AFOLABI**



**RICHARD M. MILLS JR.**

U.S. AMBASSADOR TO NIGERIA



# GUESTS WHO HAVE ATTENDED OUR PREVIOUS EVENTS



**Folusho Philips**  
CEO, Philips Consulting

*Honored to have been part of the organizers of this awesome event. it turned out to be a memorable night.*



**Aliko Dangote**  
Chairman, DANGOTE GROUP

*What an interesting evening of Jazz music.*



**Donald Duke**  
Fmr. Governor of Cross River State

*I enjoyed myself doing what i love to do most...*



**Tony Elumelu**  
Chairman of Heirs Holdings, the United Bank for Africa, Transcorp and founder of The Tony Elumelu Foundation.

Runway Jazz was Great.

*Runway Jazz event was magnificent.*



**Adeola Azeez**  
Deputy Managing Director of Deutsche Bank Nigeria

*A phenomenal evening of Jazz at its very best in Lagos, Nigeria. Very enjoyable, entertaining and an unforgettable evening"*



**Femi Otedola**  
Chairman, Zenon Oil

*I am glad I didn't miss such a very lovely night.*



**Pst. Ituah Ighodalo**  
Senior Pastor, Trinity House

*Very proud to be part of an initiative that helps to promote Unity & peace, through music. Well done Runway Jazz.*



**John Bray**  
Former US consul general

*International Jazz is a global initiative, designated to promote jazz as a symbol of peace, unity & dialogue, runway jazz evening was phenomenal.*





**Gbenga Oyeboode**  
Chairman, CFAO Nigeria Plc .

*It was a smooth night of Jazz and Fashion. I thoroughly enjoyed myself.*



**Tunde Fowler**  
Elder-Statesman

*Honoured to have witnessed this phenomenal event. vent.ventsawesome event. it turned out to be a memorable night.*



**Betty Irabor**  
Nigerian columnist, philanthropist, writer, publisher and founder of Genevieve magazine. She previously had a column in Black & Beauty



**Walter Akpani**  
MD/CEO  
Providus Bank Plc



**Mrs. Fashola**  
Former First Lady of Lagos State



**Ibukun Awosika**  
Nigerian business woman, motivational speaker, and an author. She was former Chairman of First Bank of Nigeria



**Yewande Zacccheaus**  
founder and CEO of Eventful a leading events planning, venue management and consulting company in Lagos



**Gbenga Ogunsanya**  
Chief Executive officer Airtel Africa



**Aishat Ahmad**  
Deputy Governor of the Central Bank of Nigeria (CBN) in charge of Financial System Stability



**Harriet-Ann Omobolanle (Bola) Adesola**  
Chairman, ECOBANK



RAY PHIRI

I don't miss Miles (Davis) in the way that people  
might expect because... so much of what I learned  
from Miles is ingrained in me now. It's become  
part of my DNA.

## PARTNERS

**Dotmount**  
COMMUNICATIONS



ADCONCEPTS  
BRAND MANAGEMENT

*A quick trip down memory lane...*

## RUNWAY JAZZ TWENTY EIGHTEEN

*A Night of great Entertainment  
A Night of Glitz and Glamour*

2018



# CON VER GENCE







GET  
REA  
DY



REAWAY  
JAZZ  
SPECIAL EVENT  
AUG 6  
6PM

*Music, Dance and Fashion like never before...*





NEW  
BEES  
ROCKED  
THE  
STAGE  
ALL  
NIGHT  
LONG





# SPAN SIZZ LED





# HEAVY WIND CYRA TED



# NEW MUSIC NEW SONGS NEW ARTI STES





# GERALD BROUGHT THE HOUSE DOWN





THE RUNWAY JAZZ AU6RG

# THE RUNWAY



## WEDDING GOWNS FROM AVANT GARDE



THE RUNWAY JAZZ AU6RG



# BOOGIE DOWN





*Get ready for...*  
**RUNWAY JAZZ TWENTY TWENTY FIVE**

*It's going to be Electric!*



KIRK WHALŪMASA OBAMA AY  
BARRACK OBAMA AFRICA  
FEMIKITI  
JERRY OMOTE SEYI LAW  
TWO TWENTY FIVE  
SPECIAL EDITION  
INTRODUCING  
AU.6.R  
AFRICAN UNION, SIXTH REGION



featuring  
**Wynton**  
**MARSALIS**  
REKNOWNED JAZZ ARTIST





Alexa  
**TARANTINO**  
SAXOPHONIST



Carlos  
**HENRIQUEZ**  
BAZZIST



Chris  
**CHRENSHAW**  
TRUMPETER



Kenny  
**RAMPTON**  
TRUMPETER



Marcus  
**PRINTUP**  
TRUMPETER



Sherman Irby  
**IRBY**  
SAXOPHONIST



Victor  
**GOINES**  
FLUTIST



Vincent  
**GARDNER**  
SAXOPHONE



Dan  
**NIMMER**  
PIANIST



Elliot  
**MASON**  
SAXOPHONIST



Paul  
**NEDZELA**  
TRUMBONIST



Ryan Kisor  
**KISOR**  
TRUMPETER



Ted  
**NASH**  
SAXOPHONIST





2025

Also featuring  
**ASA**  
NIGERIAN & INTERNATIONAL ARTISTE



**AEOLABI**  
JAZZIST & HOST



Godwin  
**LOUIS**  
INTERNATIONAL JAZZ ARTISTE

# Jerry QMOLE

JAZZIST





2025

Mai  
**ATAFO**  
FASHION



2025

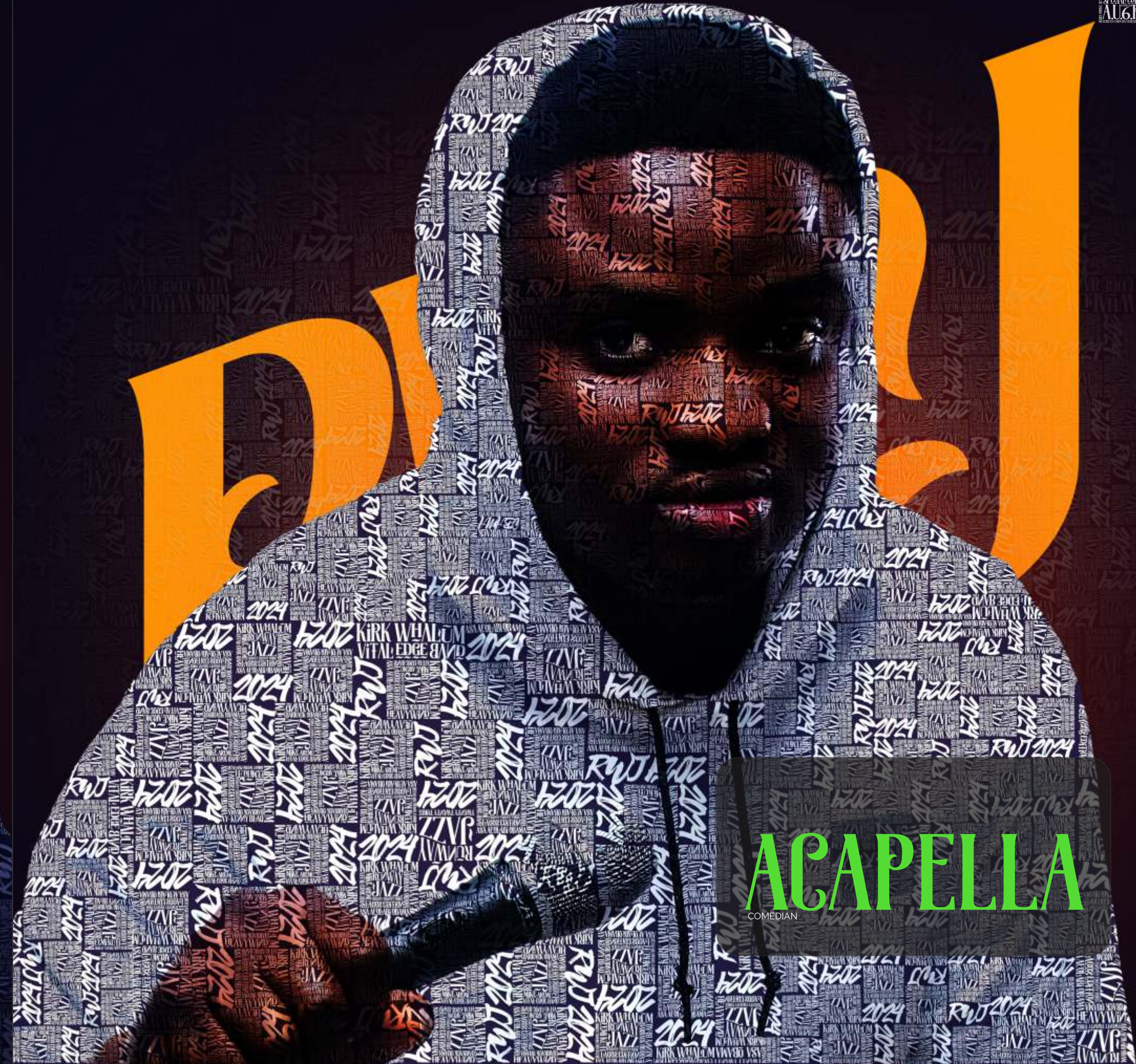
RENI  
**FOLARIN**  
FASHION





2025

A.Y.  
COMEDIAN



ACAPPELLA  
COMEDIAN



# RJ

2025

Kenny

BLAQ

COMEDIAN

# RJ

2025

Dotun

OLAQOLUWA

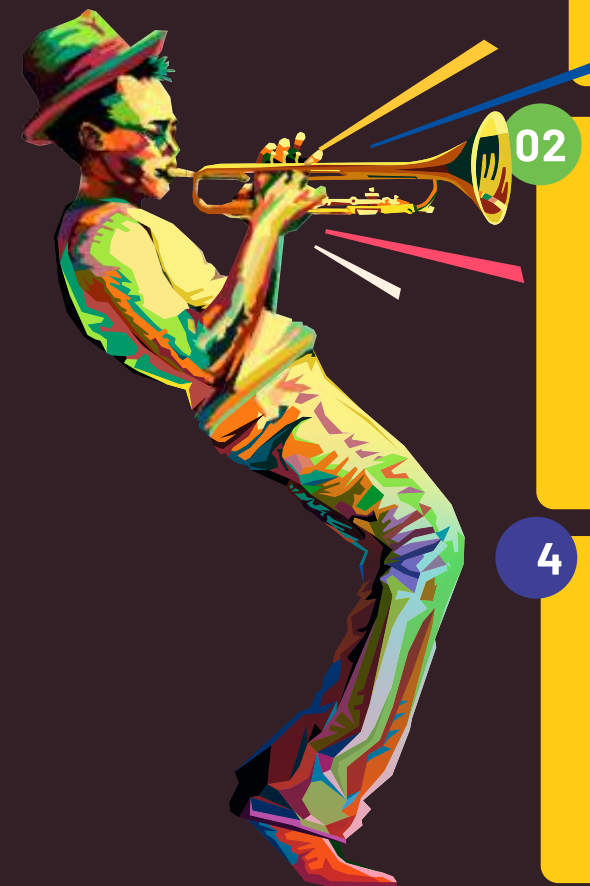
DOTMOUND COMMUNICATIONS - MEDIA PARTNER





Ayo  
**ANIMASÃO**  
HIP-TV - MEDIA PARTNER

# TARGET AUDIENCE



01

## JAZZ ENTHUSIASTS

Fans of jazz music from various age groups and backgrounds appreciate the genre's rich history and evolving styles.

01

## FASHION AFICIONADOS

Individuals who follow fashion trends and are interested in the intersection of music and fashion, including fashion industry professionals, designers, stylists, and models.

03

## PHILANTHROPISTS AND PATRONS OF THE ARTS

Individuals and organizations that financially support the arts and cultural initiatives as a part of their commitment to social contribution. Non-profits and community groups focused on promoting cultural understanding, heritage, and arts education

03

## CULTURAL PATRONS

People who support and enjoy cultural events, including art collectors, music and art critics, and those who champion cultural diversity and expression.

02

## CORPORATE SPONSORS AND BUSINESS LEADERS:

Companies looking to associate with high-quality cultural events for branding and reaching new clientele, along with business professionals interested in networking in a vibrant setting.

02

## YOUNG PROFESSIONALS: URBAN

trend-savvy individuals seeking unique entertainment experiences and networking opportunities.

4

## THE AFRICAN DIASPORA

Members of the African diaspora who want to connect with and celebrate their cultural heritage through music and fashion, as well as individuals interested in African cultures.

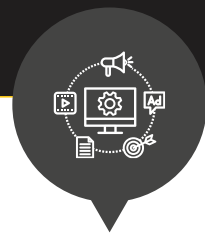
04

## TOURISM AND HOSPITALITY INDUSTRIES

Entities who see the potential in cultural events for attracting tourists and providing guests with local experiences.



# OUR PROMOTIONAL STRATEGY



## Digital Marketing

Launch an engaging digital campaign on social media with targeted ads, countdown posts, and interactive content.

1



## Content Influencer

We will collaborate with popular influencers, comedians, and musicians to leverage their large and engaged following, increasing awareness and interest in the event.

2



## Media Partnership

Collaborate with top media outlets and entertainment blogs to ensure broad coverage and promotional activities.

3



## PR & Media Outreach

•rganize press releases and media briefings for major news outlets and entertainment publications. Host a pre-event press conference with Jazz artists, members of African Diasporas, and fashion experts to create buzz and promote the upcoming event.

4



## Outdoor Advertisement

Strategically place billboards in high-visibility locations to maximize event exposure and create a lasting visual impact.

5

## HOW TO BE PART OF THIS NOBLE INITIATIVE

PLATINUM

gold

SILVER

SEE OUR SPONSORSHIP PACKAGE





# PLATINUM SPONSOR

## N250,000,000

### Exclusive Naming Rights:

- Recognition as the Platinum Sponsor with Prominent
- Logo placement.
- Runway Jazz 2024, Presented by [Your Company].

### Media Exposure

- High-profile media interviews and features Presence
- Extensive coverage in both traditional and digital media outlets.

### Recognition and Awards

- Special acknowledgement during the event as the Platinum Sponsor.
- Partner Recognition through an exclusive commemoration
- plaque

### Ticket Allocation

- 3 V-VIP Table of 10 Tickets
- 40 VIP Tickets for the company.
- 50 extra VIP tickets for your company, which can be utilised as giveaways for online campaigns.

### Branding Dominance

- Logo placement on all promotional materials, including posters, banners, TV, Radio and digital platforms.
- Logo on Red Carpet Media Wall
- Logo Splashed on Big Screen in the event (50x)

### Digital Presence

- On-site product display and sampling opportunities
- Opportunity to distribute branded merchandise at the venue.



ONLY 2 SLOTS OPEN

# GOLD SPONSOR

## N150,000,000

### Gold Recognition

- Recognition as the Gold Sponsor with standard logo placement.

### Media Exposure

- Featured in dedicated social media posts and promotional content.

### Recognition and Awards

- Special acknowledgement during the event as the Gold Sponsor.
- Exclusive commemorative plaque recognizing the partnership.

### Ticket Allocation

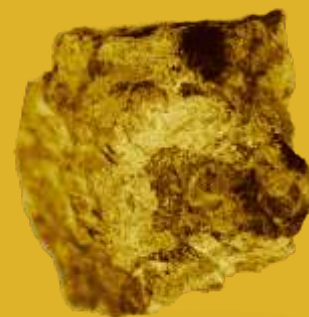
- 2 V-VIP Table of 10 Tickets
- 20 VIP Tickets for the company.
- 20 extra VIP tickets for your company, which can be utilised as giveaways for online campaigns.

### Branding Offer

- Standard logo placement on all promotional materials, including posters, banners, and digital platforms.
- Logo on Red Carpet Media Wall
- Logo on TV, Radio and online Jingles.
- Logo Splashed on Big Screen in the event (30x)
- Standard logo placement on all digital marketing materials.

### Digital Presence

- On-site product display and sampling opportunities.
- Opportunity to distribute branded merchandise at the venue.



ONLY 5 SLOTS OPEN



# SILVER SPONSOR

# N100,000,000

## Silver Recognition

- Recognition as the Silver Sponsor with standard logo placement.

## Customized Activations

- Featured in limited social media posts and promotional content.

## Recognition and Awards

- Special acknowledgement during the event as the Silver Sponsor.
- Exclusive commemorative plaque recognizing the partnership.

## Ticket Allocation

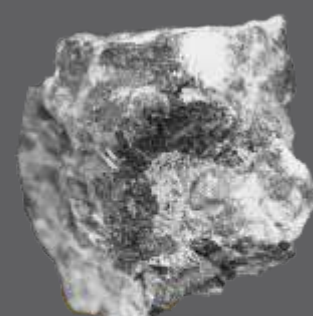
- 1 V-VIP Table of 10 Ticket
- 10 VIP Tickets for the company.
- 10 extra VIP tickets for your company, which can be utilised as giveaways for online campaigns.

## Branding Offer

- Standard logo placement on all promotional materials, including posters, banners, and digital platforms.
- Logo on Red Carpet Media Wall
- Logo on TV, Radio and online Jingles
- Logo on the Big Screen in the event (15X)
- Standard logo placement on all digital marketing materials.

## Digital Presence

- On-site product display and sampling opportunities.
- Opportunity to distribute branded merchandise at the venue.



ONLY 7 SLOTS OPEN

Events  
Partners

## EVENT PARTNERS

RunwayJazz is Proudly organised by:



AFRICAN UNION  
SIXTH REGION GLOBAL



Promoted by:  
**SWEET SOUNDS**  
+234 706 234 0010



# CALL FOR PARTNERSHIP

Please join us in celebrating the 12th Anniversary of the African Diaspora as the Sixth Region of Africa through RUNWAY JAZZ.

This event showcases the unifying power of jazz music and fashion while providing a platform for indigenous Nigerian talent.

Your sponsorship will help uplift young talents, foster peaceful interactions and deliver a message of unity through jazz music and fashion. Partner with us in celebrating our past achievements and igniting a promising future.



## Thank You

 +234 706 234 0010

 [aoke@au6r.org](mailto:aoke@au6r.org)

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