

PARTNERSHIP PROPOSAL



2025

[Democracy Radio Letterhead/Logo]

[Date]

[Recipient's Name]

[Designation]

[Organization/Brand Name]

[Address]



Subject: Partnership Proposal – Strengthening Democracy Through Media

Dear [Recipient's Name],

I am writing to introduce Democracy Radio, a platform dedicated to promoting good governance, civic education, and inclusive participation across Nigeria. Our mission is to amplify citizen voices, foster accountability, and bridge the gap between leaders and the people.

Over the years, Democracy Radio has become a trusted channel for civic dialogue, community engagement, and development-focused storytelling. Our audience, comprising elected and appointed government officials, professionals, civil society actors, policymakers, grassroots communities and youths, value our role as a credible voice for democracy and social progress.

We believe your organization shares these values, and we see strong potential for collaboration. Enclosed is our Media Kit & Sponsorship Proposal, which outlines partnership opportunities through program sponsorship, co-branded campaigns, advertising, and community engagement initiatives.

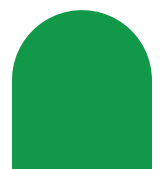
By partnering with us, your organization will not only gain visibility with an active and socially conscious audience but also demonstrate leadership in strengthening democratic values and sustainable development.

For further discussion and to explore customized partnership opportunities, kindly reach out to me directly or our **Head of Marketing, Femi Oyegoke**, who will be glad to engage with your team. You may contact him at **08034965129** or **olufemi.oyegoke@nils.gov.ng**.

Thank you for considering this opportunity to work with us in empowering citizens and advancing democratic ideals. We look forward to a mutually beneficial partnership.

Yours sincerely,

Mrs. Uju Nwachukwu
Ag. General Manager
Democracy Radio 104.9 FM, Abuja



ABOUT US

ABOUT DEMOCRACY RADIO

Commissioned in May 2023 by the National Institute for Legislative and Democratic Studies (NILDS), Democracy Radio 104.9 FM Abuja is Nigeria's first dedicated democracy-focused media platform.

Our mission is simple: to give democracy in Nigeria a stronger voice.

Broadcasting on 104.9 FM from our studios in Abuja and streaming worldwide via internet radio, we reach millions of Nigerians and the global community with content that informs, engages, and empowers.

From governance, elections, and policy debates to health, education, security, climate change, and globalization, we connect citizens and leaders on the issues that matter most.

More than broadcasting, we are a platform for civic participation, amplifying diverse voices, promoting accountability, and creating dialogue between policymakers, civil society, and the people.

Together with the National / State Assemblies, government agencies, CSOs, NGOs and international partners, we are shaping a culture of tolerance, transparency, inclusion, and active citizenship.

Democracy Radio 104.9 FM — bridging the gap between government and the citizens.

ABOUT US



ABOUT NILDS

The National Institute for Legislative and Democratic Studies (NILDS) is a capacity-building agency under Nigeria's National Assembly, established formally by the Legislative Studies Act on March 2, 2011. NILDS evolved from the earlier Policy Analysis and Research Project (PARP), initiated in 2003 with support from the African Capacity Building Foundation, which provided research and analytical support to the National Assembly for over seven years. Subsequently, the NILS (Amendment) Act, 2017, signed into law on January 26, 2018, expanded the institute's mandate to include capacity development services for other democratic institutions across Nigeria.

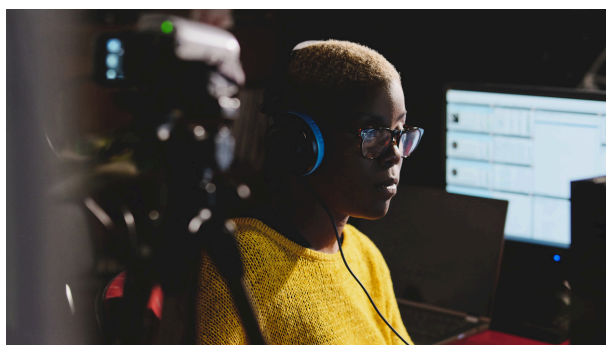
NILDS is a regional hub and premier research and training institution that supports dynamic, effective, and accountable legislatures and democratic institutions. Its mission explicitly focuses on strengthening the legislature and other democratic actors in Nigeria and beyond, by delivering focused research, training, best-practice sharing, and professional support services. Among its core objectives are providing multidisciplinary training and capacity building for legislatures at all levels (federal, state, local), equipping legislators and staff with systematic studies and legislative process training, improving the technical capacity of legislative aides, facilitating science-based lawmaking, conducting policy analysis, and supporting governance through research dissemination and consultative forums.

OUR VISION & MISSION



OUR VISION

Our vision is to be Africa's leading voice for democracy. A trusted platform where citizens are informed, leaders are accountable, and governance is inclusive. We aspire to inspire a culture of tolerance, transparency, and civic responsibility, while shaping public conversations that strengthen democratic institutions in Nigeria, across West Africa, and beyond.



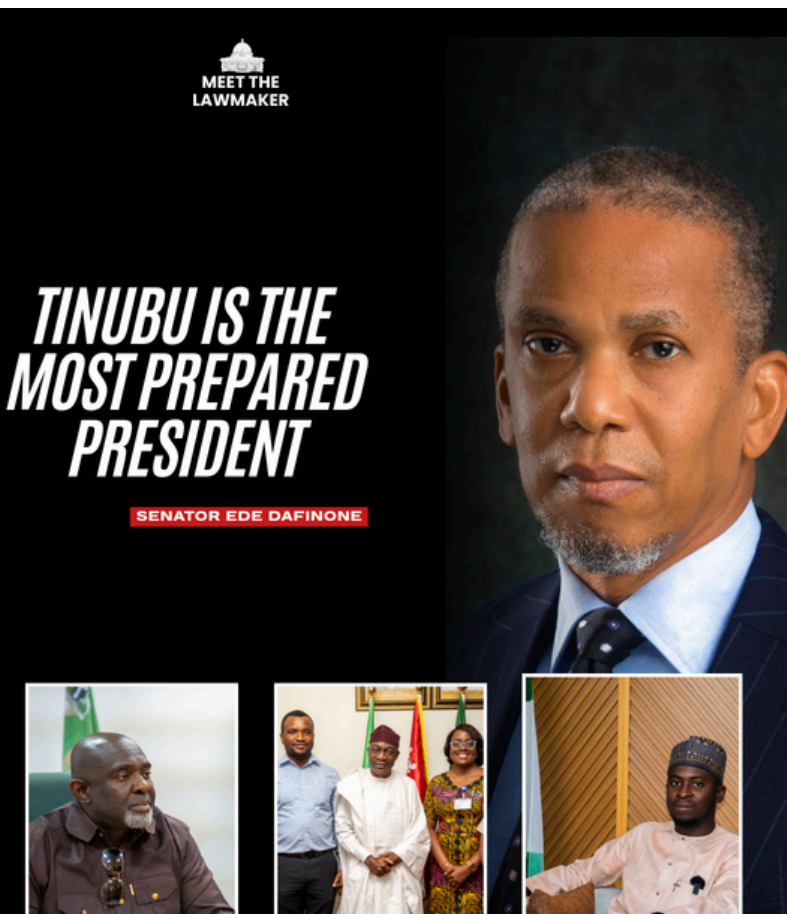
OUR MISSION

Our mission is to use the power of traditional and digital media to inform, engage, and empower.

By delivering accurate information, amplifying diverse voices, and providing spaces for constructive dialogue, we promote democratic values, civic education, and active participation in governance.

We are committed to bridging the gap between citizens and policymakers, partnering with civil society, government agencies, and international organizations to advance policies and practices that build stronger, more inclusive democracies.

HIGHLIGHT PROGRAMMES



MEET THE LAWMAKER

Each episode features an in-depth conversation with a sitting legislator from the National or State assembly, offering listeners a rare glimpse into the person behind the title. From constituency priorities to national policy positions,

“Meet the Lawmaker” gives citizens the chance to hear directly from those shaping Nigeria’s future.



ELECTORAL PROCESS

This weekly programme explores processes, reforms, technology, institutions, and the civic responsibility of every citizen in ensuring credible elections.



YOUTH IN POLITICS

Through interviews, debates, and roundtables, Youth in Politics empowers emerging leaders and encourages youth participation in democratic processes at all levels.

HIGHLIGHT PROGRAMMES



LEADING LADIES

Leading Ladies celebrates the achievements and journeys of women in leadership. It explores their unique challenges, wins, and aspirations of Nigerian women in public service and governance.



GRASSROOT MATTERS

Grassroot Matters takes listeners into Nigerian communities, spotlighting local initiatives, citizen advocacy, and engagement at the ward and LGA levels, where democracy truly lives.



CIVIC SOCIETY PARLIAMENT

“Civil Society Parliament” brings CSO leaders together to debate, analyze, and hold governance to account; a platform for policy critique, advocacy, and public accountability.



DEMOCRACY DIALOGUE

A thought-provoking show that brings academics, policymakers, and global voices together for bold conversations on governance, reform, and the future of democracy in Nigeria and beyond.

ONLINE EXCLUSIVES



LEGISLATURE 101

Confused by legislative jargon? Legislature 101 is your 2-minute crash course that simplifies Nigeria's legislative system for the average citizen. Each episode takes one key term, phrase, or procedure and breaks it down in plain language.



FROM THE ARCHIVES

Step back in time with From the Archives, as we dive into the people, policies, protests, and pivotal events that have defined Nigeria's political journey. Relive the stories. Remember the names. Understand our history.



CIVIC QUIZ

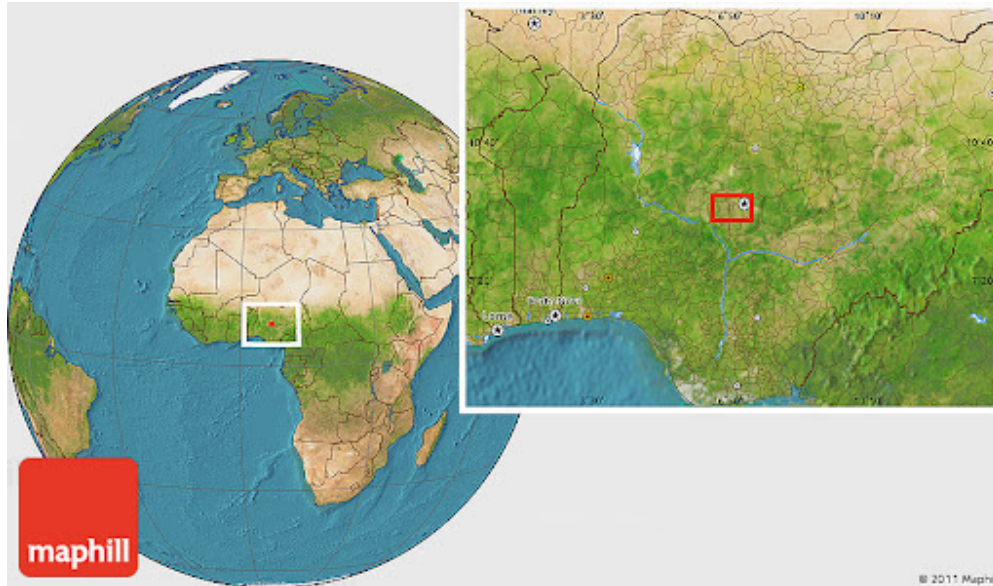
A fast-paced trivia series that brings Nigerian and global history, politics, geography, and culture to life through fun, competitive quiz game designed to entertain, educate, and spark debate.



BILLS, BILLS, BILLS

Unpacking Nigeria's legislative process, one bill at a time. From public hearings to final readings, we track key pieces of legislation, what they mean, who's behind them, and what's at stake.

OUR REACH



	TERRESTRIAL RADIO BROADCAST	*1.8M+ WEEKLY LISTENERS
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	ONLINE RADIO STREAMING	*10,000 WEEKLY LISTENERS
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	ONLINE VIDEO VIEWS	1.2M+ ACROSS CHANNELS
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*projected figures for August 2025

WHY PARTNER WITH US?

Partnering with Democracy Radio goes beyond brand visibility. It is an opportunity to **align with a mission-driven platform that is shaping civic consciousness and empowering communities**. Here's why organizations, government agencies, and brands choose us as their trusted partner:

Direct Access to Socially Conscious, Engaged Citizens

Reach a dynamic audience of elected and appointed government officials, youth, professionals, policymakers, and community leaders who are socially conscious, active, and influential.

A Trusted Platform for Governance and Civic Dialogue

We are a credible, neutral platform that fosters open dialogue between citizens, civil society, government, and the private sector.

Tailored Messaging for Impact-Driven Organizations & Brands

From civic campaigns to CSR visibility, we create customized packages that align with your mission and amplify your message.

Global Reach with Localized Relevance

We combine wide broadcast coverage with community-focused content, ensuring messages resonate both nationally and locally.

Enhancing Your Brand's Social Responsibility Profile


Partnering with us showcases your commitment to democracy, accountability, and community development, values respected by today's audiences.


Proven Impact & Strong Partner Networks

With a track record of successful collaborations, we bring credibility, reach, and trusted partnerships that deliver measurable results.

WE LOOK FORWARD TO PARTNERING WITH YOU

Explore more on our programs and schedules on www.democracyradio.ng or visit our station at 2 Abubakar. O . Sulaiman Avenue, Piwoyi, Lugbe, Abuja.

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