

NYASUBA GOLDEN TALENT FEST 2026

LITTLE STARS, BIG DREAMS

A Stage for Every Young Dream

CORPORATE & STRATEGIC PARTNERSHIP CONCEPT

INTRODUCTION

Sometimes, all it takes is one platform, one audience, one opportunity, or simply one person believing in a child to completely transform their confidence, purpose, and future possibilities.

For Lencer Nyasuba and Gifted Janelle, this belief is deeply personal.

Having grown around communities where talent often struggles to be noticed or supported, they understand the reality many gifted children face every day — extraordinary creativity and potential, but limited exposure, mentorship, and opportunities.

Yet across our communities are countless talented children whose gifts remain unseen.

Some perform in tiny living rooms before family members and neighbors.

Some dance on dusty estate roads and crowded informal settlement pathways using borrowed speakers and cracked phones for music.

Some create videos outside mabati houses and unfinished compounds with limited resources and little visibility.

And many silently carry dreams far bigger than the environments around them allow.

Through their own journeys in entertainment and digital content creation, Lencer Nyasuba and Gifted Janelle have witnessed how talent can remain hidden simply because no one created space for it to be seen.

That realization inspired a bigger vision — a platform where talented children are discovered, celebrated, empowered, exposed, and inspired to dream bigger.

Together with Nyasuba Golden Pillars, a community-driven platform focused on empowering young talent through creativity, mentorship, exposure, and positive engagement, they are now building a transformative movement that creates opportunities for young stars to shine brighter through creativity, entertainment, and opportunity.

That vision has now become the **Nyasuba Golden Talent Fest 2026**.

ABOUT THE INITIATIVE

The Nyasuba Golden Talent Fest 2026 is a vibrant child talent discovery, entertainment, and digital engagement platform designed to identify, nurture, celebrate, and expose talented children and emerging young creatives across multiple performance and entertainment categories.

The initiative combines:

- Community empowerment
- Entertainment and creativity
- Digital influence
- Family engagement
- Youth empowerment
- Livestream visibility
- Talent development opportunities
- Influencer and creator engagement

The event is a collaborative initiative between:

- Lencer Nyasuba — Digital Creator & Community Influencer
- Gifted Janelle — Young Digital Entertainer & Child Content Creator
- Nyasuba Golden Pillars — Community Talent Empowerment Initiative

Together, the collaboration creates a unique platform that merges entertainment, digital culture, creativity, youth engagement, and social impact into one highly engaging experience.

EVENT OVERVIEW

The Nyasuba Golden Talent Fest 2026 will be a highly engaging one-day physical event supported by professional livestream broadcasts and interactive digital engagement activities.

The festival will feature:

- 🎤 Singing Competitions
- 💃 Dance Competitions
- 🎭 Creative & Performance Showcases
- 🏆 Cash Prizes, Trophies & Recognition Awards
- 📺 Professional Livestream Broadcasts
- 📱 Social Media Engagement
- 🚀 Brand Activations & Exhibitions
- 👨‍👩‍👧‍👦 Family Entertainment Experiences
- ★ Talent Exposure & Digital Visibility Opportunities

The event will bring together:

- Talented children and young performers
- Families and communities
- Digital audiences
- Creatives and influencers
- Corporate partners
- Media and entertainment stakeholders

DIGITAL ENGAGEMENT & VISIBILITY

The initiative will leverage strong digital amplification and audience engagement through:

- TikTok campaigns and challenges
- Facebook & Instagram engagement
- YouTube livestream broadcasts
- Influencer collaborations
- Talent spotlight features
- Behind-the-scenes content
- Interactive social media campaigns

This positions the initiative as both a live and digital entertainment experience capable of generating strong community engagement and online visibility for participating partners and sponsors.

WHY THIS INITIATIVE MATTERS

The Nyasuba Golden Talent Fest 2026 is more than a talent competition.

It is about:

- ✓ Giving children a platform to believe in themselves
- ✓ Discovering and nurturing hidden talent
- ✓ Inspiring confidence and creativity
- ✓ Creating positive youth engagement opportunities
- ✓ Encouraging productive and inspiring holiday experiences
- ✓ Building visibility for young creatives
- ✓ Supporting future talent development opportunities
- ✓ Creating meaningful community impact through entertainment and mentorship

For many children, this may become:

- Their first stage
- Their first audience
- Their first public recognition
- Their first opportunity to truly feel seen and celebrated

And sometimes, that single opportunity changes everything.

WHY PARTNER WITH US

By partnering with the Nyasuba Golden Talent Fest 2026, you will not only support a meaningful child empowerment initiative — you will also position your brand within a vibrant family entertainment and digital engagement platform with growing audience reach and strong community impact visibility.

Partners will benefit from:

- ✓ Strong brand visibility and recognition
- ✓ Livestream and social media exposure
- ✓ Direct engagement with family and youth audiences
- ✓ CSR and community impact positioning
- ✓ Influencer-driven audience engagement
- ✓ Brand activation opportunities
- ✓ Positive association with child empowerment and creativity

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

Platinum Sponsor / Title Partner — KES 500,000+ -Premium branding • Naming rights • Major livestream visibility • VIP recognition • Exhibition space • Digital campaign integration

Gold Sponsor — KES 200,000 -Stage branding • Livestream mentions • Social media promotions • Activation booth opportunities

Silver Sponsor — KES 100,000 -Brand visibility • Sponsor recognition • Exhibition opportunities • Digital promotions

Community Partner — Flexible Support -Community recognition • Support visibility • Collaborative engagement opportunities

ADDITIONAL ENGAGEMENT OPPORTUNITIES

Partners and supporters may also participate through:

- Product sponsorships & giveaways
- Audience voting sponsorship
- Kids activity zone sponsorship
- Livestream advertising
- Influencer collaborations
- Merchandise partnerships
- Sponsored competition segments
- Digital campaign collaborations
- Talent support initiatives

BE PART OF THE MOVEMENT

Be part of a transformative movement that is turning hidden talent into opportunity and young dreams into possibility.

Together, we can create a platform where children from estates, neighborhoods, and communities across Kenya can dream bigger, shine brighter, and grow through creativity, entertainment, mentorship, exposure, and opportunity.

CONTACT INFORMATION

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