

STATEMENT OF WORK: Freedom 250: U.S.–Nigeria’s Creative Economy in Focus

Nigeria’s 2026 Creative Season | September 2026 – July 2027 | Lagos, Nigeria

U.S. Consulate General Lagos

Requesting Office: Public Diplomacy Section (PDS)

1. Background

As part of Freedom 250 commemorations and pending funding availability, the U.S. Consulate General Lagos will host a series of engagements integrated into Nigeria’s 2026 Creative Season, spanning visual art, design, fashion, film, theater, literature, music, and cultural enterprise. Through exhibitions, performances, master classes, and business-focused engagements, the program will showcase American excellence in innovation, entrepreneurship, and technology, with commercial diplomacy as a major focus of the Consulate’s creative-industry engagement.

The initiative connects U.S. creative-industry representatives, companies, technology platforms, and exchange-program alumni with Nigerian entrepreneurs, artists, and creative professionals — creating opportunities for business matchmaking, market access, and new U.S.–Nigeria commercial and cultural partnerships. By engaging audiences during Lagos’s peak creative-season calendar, the program will position the United States to compete as the partner of choice for Nigeria’s growing creative economy, support high-level public/private dialogue, and provide a platform for announcing new partnerships and investments — celebrating 250 years of American independence while advancing U.S. economic, cultural, and public diplomacy priorities.

2. Objectives

Showcase American excellence in innovation, entrepreneurship, and technology across Nigeria's creative sectors.

Strengthen U.S.–Nigeria creative-sector relationships and advance commercial diplomacy.

Increase visibility of U.S. expertise, businesses, and technology.

Encourage professional exchange and commercial collaboration.

Position the United States as the preferred partner in Nigeria's creative economy.

3. Scope of Work

Contractor shall provide the following, within categories and budget approved by the U.S. Consulate General Lagos:

3.1 Program Planning & Coordination — Planning, implementation, and stakeholder coordination across all participating festivals; risk management and contingency planning.

3.2 Venue, Production & Technical Support — Venue/staging support; AV, interpretation, connectivity, and power; production and installation of approved branding and signage; conference design (design-thinking labs, plenaries, breakouts, keynotes, panels, matchmaking, deal signings).

3.3 International Travel — Round-trip international air travel for approved U.S.-based speakers, facilitators, and program contributors, coordinated per event and subject to PDS approval.

3.4 Local Travel — Domestic/local ground transportation, including airport-to-hotel and hotel-to-airport transfers, and daily shuttle service between designated hotels and event venues for approved speakers and facilitators.

3.5 Accommodation — Lodging for approved U.S.-based speakers and facilitators for the duration of each event, including arrival and departure days as required.

3.6 Logistics & Hospitality — Registration and hospitality support; per diem for approved speakers; honoraria processing; speaker itineraries, briefings, and rehearsals.

3.7 Business Engagement — Identification of target U.S./Nigerian companies, investors, and industry leaders; business roundtables and matchmaking; database of contacts and tracked partnership outcomes; follow-up summary for PDS.

3.8 Documentation & Reporting — Photography, videography, attendance data, participant feedback; activity and final reports.

All services and materials shall be delivered per U.S. Mission requirements in Sections 6-8, and subject to prior PDS approval.

4. Participants and Stakeholders

Directly engages approximately 300–500 participants; cumulative reach across participating festivals projected at 60,000–80,000 attendees (combined, not unique).

5. U.S. Mission Participation Approach

U.S. Consulate General Lagos will participate in each selected creative-season festival through a dedicated Freedom 250 component, with support extended on a continuous basis across the different creative events, as approved by the PDS. Each event component shall be treated as a discrete input under this SOW, funded and reimbursed per the tranche structure in Section 8.

Participating festivals and organizations include (this list is illustrative and **not exclusive**; additional creative events may be incorporated subject to PD approval):

- Association of Music Theatre Artistes (AMTA)
- Felabration
- Lagos Fashion Week
- Africa International Film Festival (AFRIFF)
- ART X Lagos
- Creative Africa Nexus (CANEX WKND)
- Lagos International Theatre Festival

- FashionEVO
- Entertainment Week Africa
- Ake Arts and Book Festival
- FESTAC Africa

PDS approval shall be obtained prior to initiating support for each individual event, and additional creative events not listed above may be incorporated over the period of performance, subject to PDS approval and available budget.

All components will be visibly branded and integrated into official festival programs, reinforcing the U.S. as a trusted creative-sector partner.

6. Deliverables and Schedule

Deliverables shall be submitted on a per-event basis, corresponding to the multiple inputs and continuous support described in Section 8, with each event following the same three-phase, tranche-linked structure:

Phase Deliverables Tranche (Sec. 8)

Pre-Event: Event-specific project plan; consolidated schedule; speaker list/bios; logistics & production plan; stakeholder coordination plan; registration/communications materials; business engagement plan; risk/contingency plan. 40%

During-Event: Staffed delivery of the event component; functioning venues/AV/branding; speaker and stakeholder coordination; attendance records, feedback, and documentation; status update to PDS. 30%

Post-Event: Individual activity report for that event (attendance, feedback, expenditures, proof of delivery), submitted within 15 business days of the event's conclusion. 30%

Upon completion of all supported creative events, Contractor shall submit a consolidated final report summarizing activities, outcomes, business engagement results, media coverage, and lessons learned across the full program.

7. Period of Performance

September 2026 - July 2027 - across participating Lagos festivals. Final reporting and closeout due within 15 business days of the last approved activity.

8. Budget Summary

Total cost shall be disbursed as multiple inputs corresponding to each creative event supported under this SOW, within the following categories:

Program planning and stakeholder coordination

Venue, production, and technical support

Travel, lodging, and per diem for speakers

Branding, signage, and event materials

Business engagement and matchmaking

Documentation (photography/videography)

Administrative costs

Support shall be provided on a continuous basis through the different creative events, as approved by the PDS, with funding allocated per event based on approved scope and budget.

Reimbursement Schedule

Payment for each supported event shall be disbursed in three tranches, tied to performance milestones:

40% upon completion of pre-event deliverables and PD approval of the event-specific plan

30% upon successful delivery of the event

30% upon submission and PD acceptance of the post-event report and final documentation

Contractor shall provide a detailed budget breakdown with quotes for all major cost components for each individual creative event supported.

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9. Level of Performance Expected

Performance shall be evaluated on a per-event basis across all creative events supported under this SOW, consistent with the tranche-based reimbursement structure in Section 8:

Tranche 1 (40%) Pre-Event: On-time submission and PD approval of the event-specific project plan, logistics/production plan, and speaker/stakeholder arrangements.

Tranche 2 (30%) During-Event: On-time delivery of event milestones; properly functioning venues and AV systems with no major outages; adequate onsite staffing and coordination.

Tranche 3 (30%) Post-Event: Timely submission and PD acceptance of the post-event report, expenditure summary, and supporting documentation.

Overall satisfaction threshold: At least 80% of participants rate each supported event as satisfactory or higher in post-event surveys. Failure to meet the applicable performance standard for a given tranche may result in withholding or adjustment of that tranche's reimbursement, subject to PD review.

10. Required Experience

Contractor shall demonstrate large-scale event experience in Lagos; established relationships with major Nigerian creative-sector festivals/institutions; experience coordinating international speakers; multi-event/multi-venue logistics capacity; knowledge of Nigeria's creative sectors; business-engagement and outcome-tracking capability; strong financial/reporting systems; prior work with diplomatic missions or similar clients (preferred).

10. Reporting and Coordination

Contractor shall participate in a pre-event coordination call and venue walkthrough for each creative event supported under this SOW and shall

designate a day-of point of contact for that event. Reporting shall align with the tranche-based reimbursement structure in Section 8:

Tranche 1 (40%): Submission of the event-specific project plan, logistics/production plan, and speaker/stakeholder coordination plan for PDS approval prior to the event.

Tranche 2 (30%): Submission of a brief during-event status update confirming delivery of milestones, venue/AV performance, and onsite coordination, consistent with the performance standards in Section 9.

Tranche 3 (30%): Submission of an individual activity report for that event — including attendance records, participant feedback, expenditure summary, and proof of delivery — within 15 business days of the event's conclusion, for PDS review and acceptance.

Upon completion of all supported creative events, Contractor shall submit a consolidated final report summarizing activities, outcomes, business engagement results, media coverage, and lessons learned across the full program, within 15 business days of the final approved activity.

11. Point of Contact

Public Diplomacy Section (PDS)