
PRESS BRIEFING

Igogo Festival 2026

Owo, Ondo State, Nigeria

Presented by:

Igogo Festival Planning Committee

1. Opening Remarks

Distinguished members of the press, social media influencers, content creators, bloggers, and our valued media partners, we welcome you to this official media briefing for **Igogo Festival 2026**.

The Igogo Festival is one of Nigeria's most historic royal cultural festivals celebrated annually in **Owo Land, Ondo State**, under the leadership of the Olowo of Owo over the past 600 years.

In the past few years, we have been making plans to raise the status of the historic festival. In 2026, plans are in top gear to further elevate the festival under the leadership of **His Imperial Majesty, Oba (Dr) Ajibade Gbadegesin Ogunoye III**, the Paramount Ruler of Owo Land.

Your role as media partners is essential in amplifying Nigeria's cultural heritage and positioning Igogo as a global tourism event.

2. About the Igogo Festival

As earlier noted, Igogo Festival is an ancient cultural celebration held annually in Owo to honour **Queen Oronsen**, the legendary wife of Olowo Rerengejen.

Key highlights:

- Over **600 years of cultural heritage**
- 17-day festival duration, between September 1 and 26
- Sacred rites, royal processions, and community celebrations
- Participation from cultural tourists, traditional institutions, and the Nigerian diaspora

A distinctive feature of the festival is the ceremonial tradition where the Olowo and chiefs dress in symbolic white attire with hairs plated, commemorating Queen Oronsen, while metal gongs replace drums in accordance with ancient tradition.

3. Vision for Igogo Festival 2026

The 2026 edition aims to reposition the Igogo Festival as a **major cultural tourism platform in Africa**.

Strategic objectives

- Attract **over 1 million attendees**
 - Generate huge sponsorship funds to run the programme
 - Expand international media coverage
 - Promote Owo and Ondo State as a cultural tourism destination
 - Digitise festival content for global streaming
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4. Festival Timetable Overview

The Igogo Festival will run for **17 days**, featuring traditional rites, cultural celebrations, and community engagement activities.

Phase 1 – Ancillary Festival Activities (Pre-Festival)

These events create excitement and community participation before the core ceremonies.

Key activities include:

- **Oronsen Ebony Beauty Pageant** – celebrating cultural beauty and heritage
 - **Traditional Games Competitions** – including Uja Ugbama and Ayo Olopon
 - **Olowo’s Cup Football Competition** – involving secondary schools across Owo
 - **Traditional Hair-Do Exhibition**
 - **Tourism exhibitions and cultural displays**
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Phase 2 – Core Traditional Festival Ceremonies

These sacred ceremonies are led by the Olowo and form the heart of the festival.

Key ceremonies include:

- **Upeli Processions (Days 1, 2 & 3)** – ceremonial royal processions every five market days
 - **Uyana** – royal declaration gathering
 - **Ugbagbo Ceremony** – cultural rites involving, priests, Iloro youth and elders
 - **Ugbate Ceremony** – traditional gathering of priests, market women and chiefs
 - **Igogo Oghogede Ceremony** – colourful ceremonial procession of chiefs
 - **Igogo Ologho Ceremony** – the grand royal procession of Olowo through the town
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5. Grand Finale – OgwaLopo

The **OgwaLopo Ceremony**, first of its kind, is the grand climax of the Igogo Festival being introduced for the first time.

Ogwalopo represents the revival of our ancient **Ore festival**, which we used to celebrate and pay homage to our revered King, The Olowo of Owo. To make it clearer, it is designed as a large cultural gathering similar to the celebratory structure of the renowned **Ojude Oba Festival**, where organised groups and cultural associations pay homage to their monarch.

Date of Ogwalopo: September 26, 2026 (11:00AM Prompt)

Venue: Ogwalopo ceremonial arena within Olowo’s Palace, Owo

6. Structure of the Ogwalopo Ceremony

During Ogwalopo:

- **His Imperial Majesty, the Olowo of Owo**, will be seated majestically on the royal throne.
- Royal fathers, dignitaries, government officials, and invited guests will be seated in designated VIP sections.
- Registered Clubs/ Societies/ Associations and groups will take turns to **pay homage to the Olowo** in colourful cultural displays.
- Owo Traditional Musicians will take turn to entertain
- Notable Headline Musician will also perform

Each group will parade before the monarch in coordinated traditional attire and perform celebratory dances.

7. Registration for Clubs/ Societies/ Associations and Groups

Clubs/ Societies/ Associations and cultural groups are invited to participate in the Ogwalopo procession.

Eligible participants include:

- Social Clubs/ Societies/ Associations
- Quarter Chiefs or Otu Chiefs groups
- Royal family groups
- Community associations
- Quarter youth Clubs/ Societies/ Associations
- Professional or diaspora social Clubs/ Societies/ Associations/ groups

Registration fee (non refundable)

Booth - ₦250,000 per group

Priority Seating Area - ₦100,000 per group

General but Dedicated Seating Area - ₦50,000 per group

Vendor - ₦5,000

Owo Musicians - Free

Registration process

Interested groups should:

1. Visit www.igogofestival.com
2. Click “**Register for Ogwalopo**”
3. Complete the registration form, indicating the category of seating area and Booking Class. **This determines payment amount.**
4. Make payment into the bank account below **using the name of the Club/ Group as reference:**

Account Name: Owo Cultural Heritage Organisation

Account #: 122 382 8941

Bank: Zenith

5. **Attach the receipt** to the form on the website and **Submit.**
Note: You can also submit without attaching the payment receipt but ensure you email the payment receipt to **reg.ogwalopo@igogofestival.com**

Registration deadline

September 18, 2026 (Close of Business)

No club or group will be allowed to participate without prior registration.

8. Cultural Display Requirements

Participating Clubs/ Societies/ Associations and groups are expected to:

- Dress in **gorgeous coordinated traditional attire**
- Represent their cultural identity proudly
- Organise their own refreshments if desired
- Maintain discipline and respect throughout the procession

Each group will be allocated a time slot to:

- Pay homage to His Imperial Majesty, The Olowo of Owo and Paramount Ruler of Owo Land.
 - Dance and perform cultural displays
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9. Music and Entertainment Programme

Ogwalopo will feature a vibrant musical programme.

Traditional music performances

Owo traditional musicians will perform throughout the event.

- Each musician and their band will perform **approximately 20 minutes**
- Stage musical equipment will be provided
- Traditional musicians will **register free of charge**

Guest entertainment

The ceremony will also include:

- **Headline musical artiste performance**
 - Guest music acts for Afrobeat
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10. Audience and Media Reach

Expected festival audience:

- **1 million+ physical attendees** over the whole festival
- **10 million+ digital impressions**
- Extensive national and diaspora media coverage

Audience segments include:

Segment	Share
Youth	50%
Professionals	20%
Cultural tourists	15%
Diaspora visitors	10%
Government & Royalty	5%

11. Corporate Sponsorship Opportunity

The Igogo Festival offers brands a powerful platform for engagement.

Sponsorship tiers

Tier	Description	Rate NGN	Benefits
Title Sponsor	Highest visibility and exclusivity	50,000,000	Festival naming rights (e.g Igogo Festival Presented by xxxxx); Category exclusivity (e.g. Official Beer Sponsor, Official Telecom/ Bank Partner) ; Logo dominance across all media; Main stage naming rights; Prime advertising placements; VIP hospitality suites; Speaking slot at opening ceremony; Integrated digital campaign; 20 Advertising Boards
Platinum	Strategic brand partnership.	30,000,000	Secondary stage naming rights; Category exclusivity (e.g. Official Beer Sponsor, Official Telecom/ Bank Partner) ,Major branding on all materials; Product Sampling opportunity; Large experiential activation zone; VIP hospitality tickets; Media exposure; Inclusion in press conferences; 15 Advertising Boards
Gold	Strong commercial exposure.	20,000,000	Logo placement on stage screens; Branded festival zones; Product sampling; Sponsored festival experiences; Social media integration; Product Sampling opportunity; 10 Advertising Boards
Silver	Brand awareness partnership.	10,000,000	Logo on festival website; 5 advertising boards; Vendor activation booth; Product promotion rights; Hospitality tickets
Bronze	Entry-level sponsorship.	5,000,000	Vendor stall; Brand inclusion on sponsor wall; Digital promotion; 2 Advertising Boards
Individuals	Cultural Affinity, mainly for indigines		Letter of Appreciation signed by His Imperial Majesty; Call out by the MC for appreciation as sponsors during event; name listed in the brochure as a sponsor

We will share detailed sponsorship park with prospective sponsors

12. Economic and Tourism Impact

The Igogo Festival contributes significantly to:

- Tourism development in Owo and Ondo State in general
 - Hospitality industry growth
 - Local SME empowerment
 - Cultural preservation
 - Youth employment and engagement
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13. Media Partnership Invitation

We invite:

- Television stations
- Radio networks
- Newspapers and magazines
- Digital media platforms
- Social media influencers and bloggers

to partner with us in promoting the Igogo Festival.

Together, we can position Igogo Festival as **one of Africa's most prominent cultural tourism events**.

14. Q & A

15. Closing Statement

The Igogo Festival represents the intersection of **culture, heritage, tourism, and community pride**.

With the support of the media and cultural stakeholders, we are confident that **Igogo Festival 2026** will achieve unprecedented visibility and global recognition.

We look forward to welcoming you all to **Owo Land in September 2026**.

Media Contact

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