

AWARENESS

TRAINING

COACHING

COMPETITION

SHOW

TV SHOW

INTERNATIONAL

**BRAINBALL 26**

Edouard Glissant (1928-2011)



# National Brainball Contest – “Le Tout Monde”

“Unleash brilliant minds, harness collective intelligence!”

**1<sup>st</sup> edition**  **IFC-Yaounde**  
**APRIL 2026**

With the support of the  
French Institute of Cameroon

France 

INSTITUT  
FRANÇAIS  
Cameroon



# MARKETING DOSSIER

« Unleash brilliant minds, harness collective intelligence! »

Over 10,000 participants from ten (10) regions will be mobilised in the following games:

**FLASH  
QUIZZ**

**LOGIC & MATHEMATICS  
CHALLENGE**

**CREATIVE  
BRAINSTORM**

**EXPRESSION & PUBLIC  
SPEAKING CHALLENGE**

**PERFORMANCE**

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# ABOUT BRAINBALL

The National Brainball Contest is an intellectual and fun contest that highlights young people's cognitive skills, quick thinking, team spirit and creativity. Inspired by the principles of: "edutainment" (education + entertainment), the Brainball is conceived as an "Intelligence match" where participants compete in various challenges testing their general knowledge, logic, innovation and public speaking skills (eloquence). Édouard Glissant's "Tout-Monde" is much more than a literary concept: it is a poetics, an ethics and a politics of relationship.

Contrary to identity barriers and global standardisation, it opens up a horizon where cultures enrich each other in the unpredictability of encounter.

## 1. CONCEPT

- A travelling competition across Cameroon's 10 regions, with a test phase in Douala and Yaounde.
- Educational workshops and cultural immersion programmes in at least 100 schools and universities.
- Regional selections for secondary schools in 13 cities across Cameroon.
- A national final in Yaounde

bringing together the 20 best brainballers (2 per region).

## 2. ORIGINALITY OF THE PROJECT

- First national Brainball contest in Africa.
- Integration of new technologies: online activities, audio-visual creations, virtual workshops).
- Promotion of oral tradition as intangible cultural heritage and as a tool for social inclusion.
- Development of motor skills and concentration in young people and adults.

## THEME

The 2026 edition of #Brainball26 focuses on the "Tout-monde" (Whole World). Martinican novelist, poet and philosopher Édouard Glissant is the founder of the concepts of "Tout-monde" and "Relation", among others. This is an opportunity to mobilise more than 10,000 participants from ten (10) regions around promotional, educational, cultural, scientific, tourist, media and commercial activities.

## TARGET AUDIENCE

- ▶ Industrialists with CSR youth, education, culture
- ▶ Companies (equipment manufacturers, automotive, aviation, logistics, fintech, printing, new technologies, etc.)
- ▶ Investors (banks, financial institutions, business angels)
- ▶ Universities, top-ranking higher education institutions, secondary schools and colleges
- ▶ Media, patrons, individuals
- ▶ Hotels, vocational training centres
- ▶ Foreign travel and study agencies, etc.

## OBJECTIVES

### Secondary objective 1:

Raise awareness among at least 10,000 young people in 100 schools and universities (10 per region) about the links between oral tradition, languages, traditions, modernity and entrepreneurship by stimulating intelligence and creativity through innovative public speaking competitions

### Secondary objective 2:

Train a new generation of young people whose general knowledge and academic excellence become their trademark, with a view to better socio-professional integration through the search for solutions adapted to current problems.

### Secondary objective 3:

Create and run a national network of Brainball ambassadors (young people, adults), active in all 10 regions, to promote cultural diversity, intercultural dialogue and innovation by setting up a national platform.

### Secondary objective 4:

Represent Cameroon at the world's largest artistic, cultural and scientific competitions in all international languages, with a view to dominating the international scene.

## AMBITIONS OF BRAINBALL

- ▶ 1 million television viewers reached (TV programme)
- ▶ 10,220 direct participants (10,000 brainballers, 20 coaches, 50 ambassadors, 50 judges and 100 regional partners)
- ▶ 20,000 e-participants (indirect), mobilised on social media
- ▶ 150 universities, colleges and high schools enrolled, with 15 institutions per region
- ▶ 500 direct spectators at the final stages in Yaounde





# BRAINBALL MAJOR EVENTS

## The major events

### BRAINBALL OFFERS YOU SEVERAL OPPORTUNITIES FOR VISIBILITY:

**2 PRESS CONFERENCES:** official launch, closing ceremony, including 1 inaugural conference at the IFC in Yaounde.

**10 AWARENESS/TRAINING CARAVANS IN 10 REGIONS COVERING 13 CITIES:** Maroua, Garoua, Ngaoundere, Douala, Yaounde, Ebolowa, Kribi, Bertoua, Bamenda, Buea, Limbe, Dschang and Bafoussam.

**1 NATIONAL PUBLIC SPEAKING COMPETITION IN THREE PHASES:** online, in the regions and the final phase in Yaounde.

**2 CULTURAL AND TOURIST ACTIVITIES OF CHOICE IN THE CITY OF YAOUNDÉ,** including a visit to the national museum.

**2 IMMERSIONS IN HIGH SCHOOLS, COLLEGES AND UNIVERSITIES TO RAISE AWARENESS** among young people about the values of our partners.

**1 GRAND PUBLIC SPEAKING EXHIBITION** featuring the best performers in the categories in competition.

**1 ENTERTAINMENT TV PROGRAMME,** produced for deferred broadcast in 10 to 12 sessions of 40 minutes each.

**PARTICIPATION IN TWO (02) INTERNATIONAL COMPETITIONS AFTER THE GRAND FINAL.**

**1 FEEDBACK WORKSHOP** with public and private partners.

## The Brainball prize

A total of nearly 250 medals and 20 trophies will be awarded for BRAINBALL.

- ▶ 10 regional trophies: in the colours of Brainball and the main partner/sponsor for the best teams in each region.
- ▶ 210 regional medals: (gold, silver, bronze) for the three (03) best Brainball teams per region/city.
- ▶ More than 36 national medals and 6 national trophies: best school (21), best team (6), best rhetorician (3), best Brainball ambassador (3), best Brainball coach (3), best university (3), online audience award (1).

## Promote your products at BRAINBALL

During the final phase in Yaounde (IFC Yaounde), and in the regions, if desired, we provide you with spaces to showcase your products and services.

**FOR MORE INFORMATION, CONTACT US BY .**

☎ +237 620 35 17 86 / 6 71 67 47 43  
+237 698 94 87 99

✉ EMAIL AT [OFFICE@DEBATECAMEROON.ORG](mailto:OFFICE@DEBATECAMEROON.ORG) WITH THE SUBJECT LINE "SPONSORING BRAINBALL"



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#ALUMNISENGHOR





# BRAINBALL

## Brainball Calendar

**January :**

Launch of online registration + Official information for stakeholders: beneficiaries, sponsors and partners.

**January :  
February**

Brainball National Tour - Awareness-raising in the ten (10) regions and mobilisation of 10,000 registrations - Panels & training in the regions + 50 Brainball Ambassadors - Close collaboration with the AF network.

**March :**

Brainball regional finals - 10 regions - 13 cities + Transmission of reports to the National Commission.

**April :**

Official invitations to regional winners (500 spectators expected - Brainball National Finals - 1st edition - IFC Yaounde)

**July :**

Start of the national team's participation in international competitions (Kenya)

**October :**

ENOC 237 International Tour (Egypt, Nigeria, France).

## WANT TO BECOME A BRAINBALL PARTNER OR SPONSORING?

**You can get involved in BRAINBALL at four (04) levels :**

**Sponsor or patron:** symbolic or technical contribution ≥ €1,500 Number of places: 02 places.

**Institutional partner:** technical, logistical or cash contribution ≥ €1,500 Number of places: 05 places.

**Sponsor:** logistical or financial contribution ≥ €3,000 Number of places: 05 places.

**Media partner:** free coverage of BRAINBALL or co-production. Number of places: 10 places.

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## INSTITUTIONAL PARTNERS



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With the support of the French Institute of Cameroon

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