



50TH ANNIVERSARY OCTOBER 2024

10 - DAY ANNUAL SPORTS, ARTS, CULTURE & HERITAGE
FESTIVAL EVENT
(KINSHASA, DRC)

INVESTOR PACKAGE

Title: Rumble

Slide 1: Introduction

- Brief overview of the historic "Rumble in the Jungle" and its cultural impact.
- Significance of the 50th Anniversary in 2024 and Kinshasa's UNESCO City of Music designation.

Slide 2: Event Overview

- Name: Rumble in the Congo
- Date: July 28 to August 9, 2024
- Location: Kinshasa, DRC
- Theme: Commemorating Ali vs. Foreman
- Main Attractions: Music Festival, Soccer Match, Boxing Title Matches, Cultural Exhibitions, Fashion Show, Beauty Pageant, Art Exhibition, Trade Expo, Marathon, Golf Day, Gala Dinner, Legend Awards.

Slide 3: Event Objectives

1. Commemorate historic boxing match.
2. Showcase DRC's cultural diversity.
3. Generate revenue through various streams.
4. Boost local economy through tourism and business networking.

Slide 4: Revenue Streams

1. Pay-Per-View Broadcast: \$4 billion
2. Stadium Attendance: \$8 million
3. Booth Sales: \$5 million
4. Event Sponsorship: Potential \$45 million Total Potential Revenue (excluding Event Sponsorship): Approx. \$4.1 billion

Slide 5: Event Schedule

- 10-day detailed schedule with diverse activities (see attached road map).

Slide 6: Marketing and Promotion

- Objectives, Revenue Streams, and Potential Revenue Recap.
- Strategies: Media Launch, Social Media, Collaborations, Influencer Engagement.

Slide 7: Global Rights Holders

- List of global media partners for broadcasting rights.

Slide 8: Event Partnership Programme (EPP)

- ❑ Rights details, marketing exposure, and benefits for sponsors.

Slide 9: Digital Partnerships

- ❑ Collaboration with major digital platforms for engagement.

Slide 10: Virtual Exhibition

- ❑ Utilizing cloud technologies for a virtual exhibition.

Slide 11: Domestic Sponsorship Programme

- ❑ Engaging local sponsors for exclusive marketing rights.

Slide 12: Marketing and Media Exposure

- ❑ Details on marketing across various platforms and partnership with Music in Africa for talent search.

Slide 13: PR Efforts

- ❑ Strategies for interviews, editorials, and press launches.

Slide 14: Information and Technology Strategic Plan

- ❑ Overview of the IT plan with key components.

Slides 15-27: IT Strategic Plan Details

- ❑ Detailed breakdown of each aspect from Event Management Systems to Legal and Compliance.

Slide 28: Conclusion

- ❑ Recap of the potential impact of the "Rumble in the Congo" event.
- ❑ Emphasis on strategic planning, effective marketing, and revenue generation strategies.

EVENT FINANCIAL PROJECTIONS (SUMMARY)

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		Quantity	Amount	Units	Total
Broadcast	Streamn	200 000 000	\$ 20	Flat	1 \$ 4 000 000 000
Sponsorship	Exclusive	1	\$ 5 000 000	Days	10 \$ 50 000 000
Sponsorship	Non-exclusive	10	\$ 1 000 000	Days	10 \$ 100 000 000
Booths	Tech-Expo	100	\$ 5 000	Flat	1 \$ 500 000
	Business Expo	250	\$ 2 000	Flat	1 \$ 500 000
Ticket Sales	Main Venue	80000	\$ 100	Days	10 \$ 80 000 000
	Gala	200	\$ 100	Days	1 \$ 20 000
					\$ 4 231 020 000,00

Expenses

Sites	Stadium - Main	1	1000000	days	10 \$ 10 000 000
	Clubs	6	10000	days	10 \$ 600 000
	Street	2	10000	days	10 \$ 200 000
Convention	Bussiness Expo	1	25000	days	10 \$ 250 000
	Tech Expo	1	25000	days	10 \$ 250 000
Accommodation	Head Quarter	2500	200	days	20 \$ 10 000 000
	Intl. Broadcast Cer	2500	200	days	20 \$ 10 000 000
Security	VIP	5000	100	days	15 \$ 7 500 000
Talent fees	Main Event Boxing	2	5000000	Each	1 \$ 10 000 000
	Underscore	6	100000	Each	1 \$ 600 000
	Celebrity	5	1500000	Each	1 \$ 7 500 000
Salaries	all inclusive	1	40000000	Each	1 \$ 40 000 000
Production	all inclusive	1	4000000	Each	1 \$ 4 000 000
Per Diem	all inclusive	1	1000000	Each	1 \$ 1 000 000
Permits and Fees	all inclusive	1	500000	Each	1 \$ 500 000
Marketing	all inclusive	1	20000000	Each	10 \$ 200 000 000
					\$ 302 400 000



Thank You!

CONTACT INFORMATION AND AN INVITATION FOR QUESTIONS FROM POTENTIAL INVESTORS.

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