



LA MATHIL EVENTS

Executive Summary – Venue & Guesthouse Promotions Proposal

We aim to maximize bookings for our guesthouse & event venue through three targeted promotions:

Project Good Faith – Up to 50% off for churches booking the full venue.

Travel Agent Cashback Program – Commission-based room bookings.

Event Planner Partnership – Discounted rates & incentives for corporate & private events.

Proposed Ad Budget & Strategy

✓ Facebook & Instagram Ads (R1,500) – Targeting churches, travel agencies & event and wedding planners in Pretoria.

✓ Google Ads (R6,000) – Targeting people searching for “event venues near me” & “church retreat locations.” etc

✓ WhatsApp & Email Outreach – Done in-house (zero cost).

Target Market & Ad Strategy

Run ads for 3 months

Ads will be presented to the team before launching

Extensive keywords & research will be done beforehand

FINANCIAL PROJECTIONS: BEST & WORST-CASE SCENARIOS

● WORST-CASE SCENARIO (MINIMAL BOOKINGS)

Promotion	Monthly Bookings	Revenue
Church Promotion	1 full venue booking	R6,500
Travel Agency Program	1 full guesthouse booking	R6,500
Event Planner Partnership	1 Event Booking	R13,000

R26,000



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● BEST-CASE SCENARIO (FULL CAPACITY BOOKINGS)

Promotion	Monthly Bookings	Revenue
Church Promotion	4 full venue bookings	R26,000
Travel Agency Program	4 full guesthouse bookings	R26,000
Event Planner Partnership	3 event bookings	R39,000

R91,000

✓ SUMMARY & CALL TO ACTION

🚀 WITH A R7,500 AD BUDGET, WE EXPECT A WORST-CASE REVENUE OF R26,000 AND A BEST-CASE REVENUE OF R91,000+ ENSURING CONSISTENT BOOKINGS AND MAXIMIZING PROFITABILITY.

🔊 NEXT STEPS: APPROVE BUDGET, LAUNCH ADS, AND BEGIN DIRECT OUTREACH.
LET'S TAKE ACTION NOW!