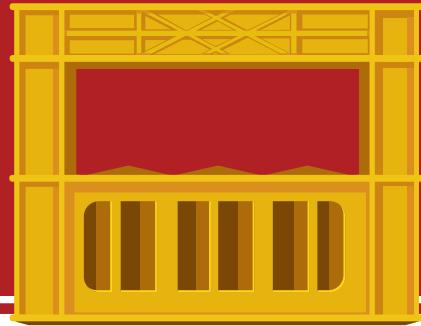




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## INTRODUCTION

At Fruitful, we recognize that true change starts at the heart of our communities.

With the belief:

**"If you want to change the fruits you are growing,  
change the seed."**

we present the Fruitful Crate Dancing Showcase - a transformative platform that celebrates South Africa's vibrant street culture while empowering local talent.

This initiative turns crate dancing, a grassroots art form born on busy intersections, into a nationwide movement. Through regional showcases, national competitions, and strategic partnerships, we aim to uplift youth, create opportunities, and build cultural and economic momentum that reaches every corner of South Africa.

## PROPOSAL: KING PRICE INSURANCE SPONSORSHIP PARTNERSHIP WITH FRUITFUL HOLDINGS



## PREFACE

Fruitful Holdings is excited to propose a dynamic partnership with King Price Insurance, leveraging our shared vision of innovation and community impact. This collaboration aims to amplify King Price's brand presence while empowering youth and driving social entrepreneurship through the Fruitful Crate Dance initiative. As Gideon Galloway, the founder of King Price Insurance, once said: "We don't take ourselves too seriously, but we take what we do very seriously." This ethos perfectly aligns with Fruitful Holdings' mission to make a difference while embracing creativity and fun. Reflecting on Gideon's words from a 2019 conversation:

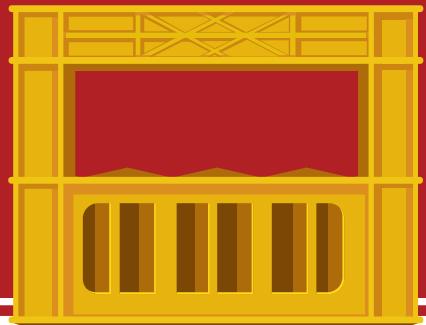
**"Ek laaij jou en wat jy doen baie!!! and his assurance,  
"Ons sal iets nog saamdoen,"**

we are inspired to craft a partnership that not only highlights King Price's innovative spirit but also delivers meaningful, measurable impact. This proposal seeks to turn that shared admiration into actionable collaboration, building something extraordinary together.





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2. STRATEGIC PARTNERSHIP OVERVIEW \_\_\_\_\_
3. BRANDED CRATE INITIATIVE \_\_\_\_\_
4. SPONSORSHIP PACKAGES AND METRICS \_\_\_\_\_
5. KING PRICE'S EXCLUSIVE FEATURES \_\_\_\_\_
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7. ROI AND DATA METRICS \_\_\_\_\_
8. NEXT STEPS \_\_\_\_\_

## 1. EXECUTIVE SUMMARY

King Price Insurance's innovative and fun brand identity makes it an ideal partner for Fruitful Holdings. By introducing King Price-branded crates at Fruitful Crate Dance events and community activations, we aim to: Promote King Price's products (motor, family, and funeral insurance) through a unique and engaging medium.

- Drive sign-ups via memorable incentives like branded crates and exclusive giveaways (e.g., car prizes and family insurance packages).
- Expand King Price's presence in rural and urban areas, emphasizing its role as an affordable, community-focused insurer.

As Gideon Galloway noted during King Price's early days:

**"We're in the business of making insurance fair, affordable, and downright fun."**

This collaboration will bring those values to life in new and impactful ways.

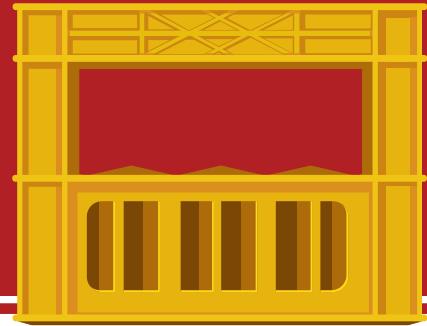


## 2. STRATEGIC PARTNERSHIP OVERVIEW

- **SHARED VISION:** Both brands prioritize community upliftment, innovation, and fun.
- **TARGET DEMOGRAPHICS:** Youth, rural communities, urban families, and small businesses.
- **KEY DIFFERENTIATORS:** King Price's declining premiums align perfectly with Fruitful's message of empowering sustainable economic growth.



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### 3. BRANDED CRATE INITIATIVE

#### DESIGN:

- Crates will feature King Price's royal red with the logo, slogans ("Super Cheap Premiums"), and a QR code linking to their website.
- Multi-use crates for seating, storage, or dance platforms.

#### DISTRIBUTION:

- EVENTS:** Exclusive crate giveaways at Fruity Crate Dance Showcases.
- RURAL OUTREACH:** Community-focused activations in partnership with local leaders.
- SIGN-UP INCENTIVE:** Receive a free crate upon signing up for King Price insurance.

### 4. SPONSORSHIP PACKAGES AND METRICS

#### PLATINUM TIER: R1.5 MILLION

##### • EXCLUSIVE BENEFITS:

- Title sponsorship of all Fruity Crate Dance events.
- Brand integration into event themes (e.g., King Price Dance-Off).
- Car giveaway to top dancers.
- Family insurance policies awarded to winners and finalists.

##### • METRICS:

- Expected Reach: 2 million impressions across digital platforms.
- Engagement: 20,000 direct sign-ups projected through QR code scans and event promotions.

#### GOLD TIER: R750,000

##### • EXCLUSIVE BENEFITS:

- Co-sponsorship of event stages and branded merchandise.
- Regional crate activations.
- Funeral insurance giveaways during outreach campaigns.

##### • METRICS:

- Expected Reach: 1 million impressions.
- Engagement: 10,000 projected sign-ups.





#### SILVER TIER: R300,000

- **BENEFITS:**
  - Branded crates distributed at select events.
  - QR code and flyer promotions.
- **METRICS:**
  - Expected Reach: 500,000 impressions.
  - Engagement: 5,000 sign-ups.

## 5. KING PRICE'S EXCLUSIVE FEATURES

1. **CAR GIVEAWAY:** Showcase King Price's motor insurance by awarding a car to the top performer, fully branded for marketing.
2. **FAMILY INSURANCE PACKAGES:** Position King Price as a family-friendly insurer by offering discounted or free policies to participants.
3. **FIRST-OF-ITS-KIND CRATES:** Highlight King Price as an innovative brand with crates that double as memorabilia and marketing tools.



## 6. ACTIVATION PLAN

### PHASE 1: PILOT ROLLOUT

- Timeline: First quarter of implementation.
- Locations: Gauteng, Alexandra, and rural regions.
- Activities: Branded crate distribution and QR code promotions.

### PHASE 2: NATIONAL EXPANSION

- Timeline: Mid-year.
- Events: Integration into all Fruitful Crate Dance showcases and competitions.
- Incentives: Car giveaway and insurance packages to drive participation.

### Phase 3: Data-Driven Optimization

- Timeline: Year-end.
- Focus: Refining strategies based on sign-ups, impressions, and audience feedback.





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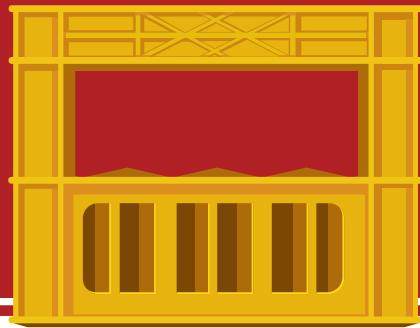
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## 7. ROI AND DATA METRICS

### KEY METRICS TO TRACK:

- Impressions: Digital reach through social media, event livestreams, and partner promotions.
- Engagements: QR code scans, website visits, and sign-up conversions.
- Community Impact: Number of crates distributed, rural activations held, and participants engaged.
- Brand Lift: Surveys and feedback to measure improved brand perception.
- Projected ROI:
- Platinum Tier: 5x ROI with increased market share and brand loyalty.
- Gold Tier: 3x ROI through enhanced regional awareness.
- Silver Tier: 2x ROI from targeted engagements.

## 8. NEXT STEPS

1. **DRAFT APPROVAL:** Review and finalize the detailed proposal.
2. **PRESERVATION:** Schedule a meeting with King Price's marketing team to present the proposal.
3. **ACTIVATION PLANNING:** Collaborate on designs & rollout schedules.

### CLOSING STATEMENT:

This partnership offers King Price Insurance a unique platform to amplify its reach, engage with communities, and reinforce its reputation as an innovative and community-first insurer. As Gideon Galloway aptly put it,

**"The only way to achieve something great is to think differently. Together, we can achieve something truly remarkable."**





## VISION:

At Fruitful, we are driven by a belief that transformation begins with intention:

**"If you want to change the fruits you are growing, change the seed."**

The Fruitful Crate Dancing Showcase is a cultural movement that transforms South Africa's vibrant and overlooked street artistry into a nationally recognized platform. We aim to inspire youth empowerment, celebrate creativity, and create economic opportunities by turning grassroots talent into a force for social and economic change.

## WHAT WE ENVISION

### 1. A PLATFORM FOR UNTAPPED TALENT

- o Uncover and elevate crate dancers from South Africa's streets, intersections, and communities.
- o Provide these young performers with access to resources, professional mentorship, and national exposure.

### 2. ECONOMIC TRANSFORMATION

- o Create pathways for sustainable livelihoods by bridging grassroots talent with national and corporate opportunities.
- o Develop income streams for performers, artists, local vendors, and event participants through shows, sponsorships, and merchandising.

### 3. A CELEBRATION OF SOUTH AFRICAN CULTURE

- o Showcase crate dancing as a symbol of resilience, innovation, and unity.
- o Inspire pride in local talent by turning a raw, grassroots art form into a celebrated cultural movement.

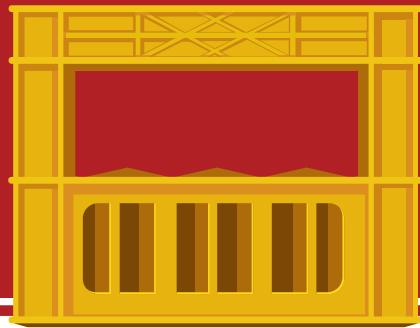
### 4. A BRIDGE BETWEEN BRANDS AND COMMUNITIES

- o Offer brands an authentic way to connect with youth, talent, and local communities by aligning with a movement that drives real impact.
- o Leverage sponsorship opportunities, media partnerships, and interactive engagement platforms for cultural visibility.





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## THE FRUITFUL PROMISE

We are not just building a showcase; we are planting seeds of hope, growth, and transformation.

By empowering crate dancers and connecting them with the right opportunities, we are reimagining what's possible for South African youth.

***This is more than entertainment. This is change in motion.***

### STRATEGIC GOALS

To bring this vision to life, the Fruitful Crate Dancing Showcase will focus on the following key areas:

#### 1. TALENT IDENTIFICATION AND DEVELOPMENT

- Host regional auditions across South Africa to identify top crate dancers and crews.
- Structure the competition in progressive rounds, mirroring global standards such as Idols. Each round will challenge participants to develop their skills further and prove their merit as they advance.

#### ROUND 1:

Open auditions held at key locations to uncover raw talent.

#### ROUND 2:

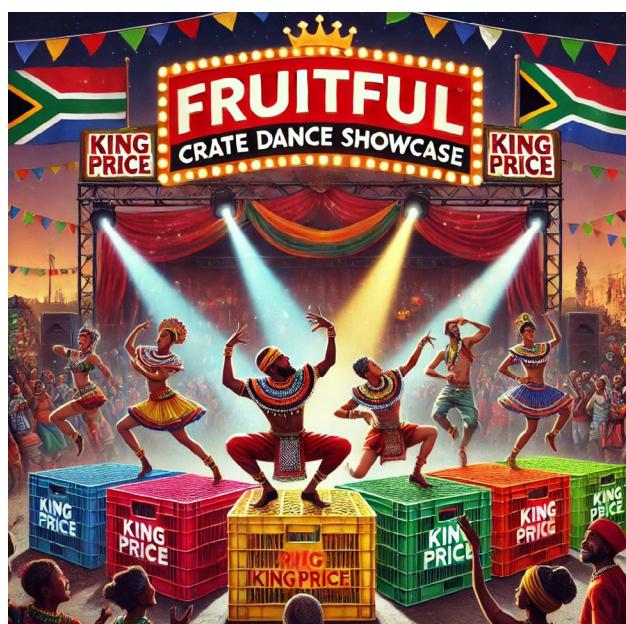
Selected dancers undergo mentorship sessions and present choreographed routines.

#### ROUND 3:

Performers collaborate on group performances to build teamwork, synchronization, and creativity.

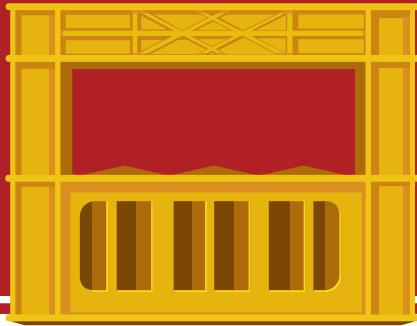
#### FINAL ROUNDS:

Top participants refine their acts with professional support, culminating in a high-impact, live National Grand Finale.





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## 2. COMPETITIONS AND SHOWCASES

The Fruitful Crate Dancing Showcase is structured to discover, elevate, and celebrate crate dancers nationwide while building cultural and economic impact:

### Regional Auditions:

Host auditions across urban centres, townships, and underserved communities to ensure inclusivity and uncover hidden talent. These events will bring communities together while fostering pride and engagement.

### Regional Showcases:

Top performers will compete in live regional events that feature vibrant performances, brand activations, and local vendor support. These showcases will serve as festive cultural celebrations, amplifying visibility for dancers and partners.

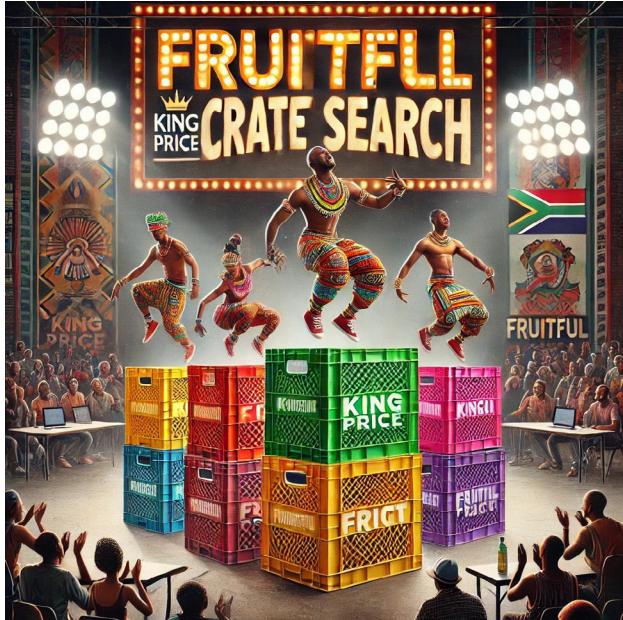
### National Competition & Grand Finale:

The best performers from the regional showcases will advance to a professionally produced National Competition and Grand Finale. The finale will reward participants with:

- Cash prizes and performance opportunities.
- Career-building exposure through collaborations with sponsors and cultural icons.
- Mentorship programs to support performers' growth beyond the showcase.

### Live and Digital Streaming:

Performances will be captured and broadcast through partnerships with Netflix, Showmax, and Red Bull, further amplifying exposure nationally and globally. Viral content and branded campaigns will engage millions through social media, ensuring maximum reach for participants and sponsors.



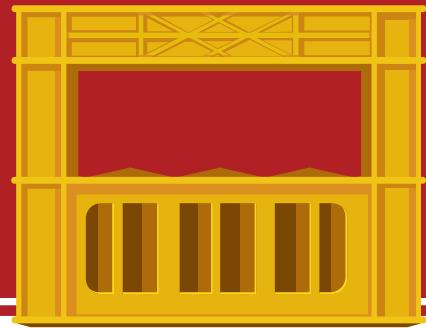
## 3. PARTNERSHIPS AND SPONSORSHIPS

Forge strategic partnerships with brands, cultural organizations, and sponsors to provide funding, resources, and promotional support.

Align with partners like Coca-Cola, MTN, and Red Bull to ensure mutual growth and impactful engagement with youth and communities.



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#### 4. ECONOMIC EMPOWERMENT

Enable participants to earn income through sponsored performances, merchandise sales, and digital content monetization.

Introduce platforms like Fruityful Sekelbos Tank, which focuses on supporting local artists creating hand-crafted goods, paintings, and unique items from rural and suburban locations. Sekelbos Tank assists artists by:

- Facilitating bulk purchases to build up stock efficiently.
- Providing branding, packaging, and production support to enhance product quality.
- Connecting artists to corporate markets such as Mr Price Home, Makro, Builders Warehouse, Woolworths, and many more.
- Integrating these products into the corporate supply chain via Fruityful, ensuring streamlined distribution, access to larger buyers, and sustained income opportunities for artists.

This platform ensures artists gain access to larger markets, enabling sustainable economic growth and greater visibility for their work.

#### 5. COMMUNITY AND CULTURAL IMPACT

Highlight crate dancing as a symbol of innovation, creativity, and resilience within South Africa's cultural landscape.

Inspire youth to pursue their passions, fostering a sense of purpose, pride, and opportunity in underserved communities.

#### IMPLEMENTATION PLAN

##### 1. PHASE 1: Awareness and Recruitment

Launch targeted marketing campaigns across social media, radio, and community channels.

Partner with schools, local organizations, and influencers to recruit participants for regional auditions.

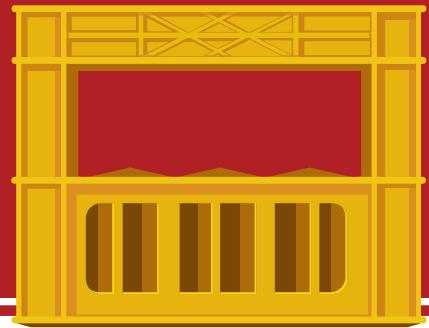
##### 2. PHASE 2: Auditions and Regional Showcases

Host auditions in key cities and rural areas to ensure inclusivity. Organize live regional showcases to highlight talent and engage communities.





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### 3. PHASE 3: National Competition and Grand Finale

Select top performers from regional events to compete in the national competition.

Host a professionally produced grand finale event, streamed on platforms like Netflix, Showmax, and Red Bull.

### 4. PHASE 4: Post-Event Support and Growth

Provide post-event opportunities such as brand collaborations, performance contracts, and continued mentorship. Expand the showcase into an annual event, building a sustainable cultural legacy.

### 5. A Platform for Untapped Talent

Uncover and elevate crate dancers from South Africa's streets, intersections, and communities. Provide these young performers with access to resources, professional mentorship, and national exposure.

### 6. Economic Transformation

Create pathways for sustainable livelihoods by bridging grassroots talent with national and corporate opportunities.

Develop income streams for performers, artists, local vendors, and event participants through shows, sponsorships, and merchandising.

### 7. A Celebration of South African Culture

Showcase crate dancing as a symbol of resilience, innovation, and unity. Inspire pride in local talent by turning a raw, grassroots art form into a celebrated cultural movement.

### 8. A Bridge Between Brands and Communities

Offer brands an authentic way to connect with youth, talent, and local communities by aligning with a movement that drives real impact. Leverage sponsorship opportunities, media partnerships, and interactive engagement platforms for cultural visibility.

### 9. Long-Term Community Development

Inspire ongoing change through platforms like Fruitful Sekelbos Tank, offering production spaces, mentorship, and branding support to local artists. Use creativity as a tool for uplifting communities, creating unity, and driving local entrepreneurial growth.

