



PARTNERSHIP PROPOSAL



057 HOMECOMING “HC” EVENT CONCEPT PROPSAL DETAILING THE CONCEPT AND BENEFITS TO THE MATJHABENG LOCAL MUNICIPALITY.

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INTRODUCTION

Matjhabeng Local Municipality is a municipality that falls under the Lejweleputswa Local District in the Free State. The Municipality is one that has seen to striving to its stated mission as “to being a benchmark Municipality when coming to the excellence in service delivery”. The Missions of this municipality are one’s that resonate deeply with the spirit of Ubuntu and serving the community first. This municipality has been one that promotes growth, development, social cohesion and unity to mention a few.

We, as the company J&K Media Cc have been involved in the entertainment sector for more than six years. Our journey has prepared us to conquer any entertainment event. We have proved our worth by successfully completing events of various magnitudes, including the 057 Home -Coming Lifestyle annual events, which is our brainchild. This year’s event will be hosted from the 23rd till the 27th of December 2017 and will be the fifth consecutive and successful year.

In line with one of the missions stated by the municipality being “To promote a dynamic community participation and value adding partnerships and to promote a self –reliant community through the promotion of a culture of entrepreneurship” we have highlighted an opportunity for meeting such missions within Matjhabeng Local Municipality and the province by hosting an event like 057 Home - Coming Lifestyle Event of which this year would be week-long fun-filled entertainment activities within the district These activities would aim to attract local and national patrons and will enable the brand to showcase its line to diverse demographic.

This proposal provides our overview for the benefits, facilitation and management of the 057 Home Coming Events. We deem this event as the birth of new and sustainable entertainment concept for the municipality and greater community at large.

THE CONCEPT

057 Home Coming Lifestyle Event (057 HC) has become an annual fun-filled and entertaining event that has positioned itself to achieving one of the five sector developmental strategies, it being, to develop a unique brand of tourism through events in the province. The event is one that prides itself in its ability to educate (via the conference), showcase (arts and crafts shows) and promote (via its talent and locations). The event will attain the following amongst others;

- Boost inbound and local tourism in Matjhabeng Local Municipality
- Create unique brand of Tourism in Matjhabeng
- Enhance economic activity in the district
- Showcase our culture and heritage

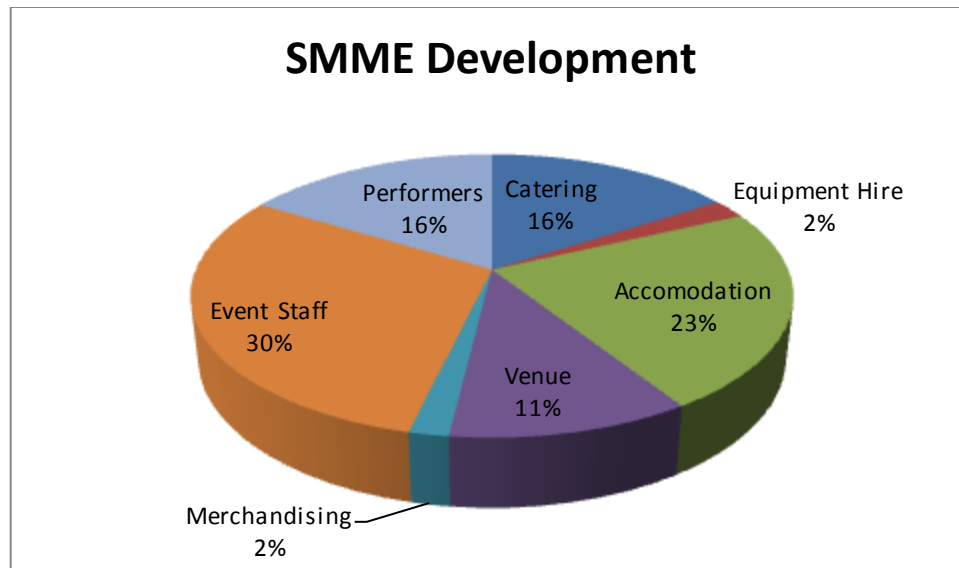
- Promote local artist in the entertainment sphere
- Improve the morale of the community
- Reduces seasonality in terms of Tourism sector in the municipality.

- ❖ The tourism industry is one that has seen to enormous growth during the period in which the event was staged in the previous years. From the lodging partners(ranging from 5 star to 3 star) we had collaborated with the following occupancy was recorded at the top 5 in the duration of the event which was as a result of local tourist that had flocked to the host city of the event;

Establishment	Total Occupancy (Rooms)	Occupancy Recorded (Rooms)	Percentage (%)
Welkom Inn Hotel	120	68	57
Constantia Estate Guesthouse	16	16	100
Captain's Cabin	26	18	100
Gold Guest House	22	12	55
Stanville Inn	33	10	30
Pyramid Guesthouse	8	8	100

- ❖ The Goldfields Mall & casino records all time high revenues as a result of the festive season and buzz the event creates around that same time.
- ❖ The event sees to a further boost in the social development of the district and surrounding areas was depicted in the diagram below

SMME Development

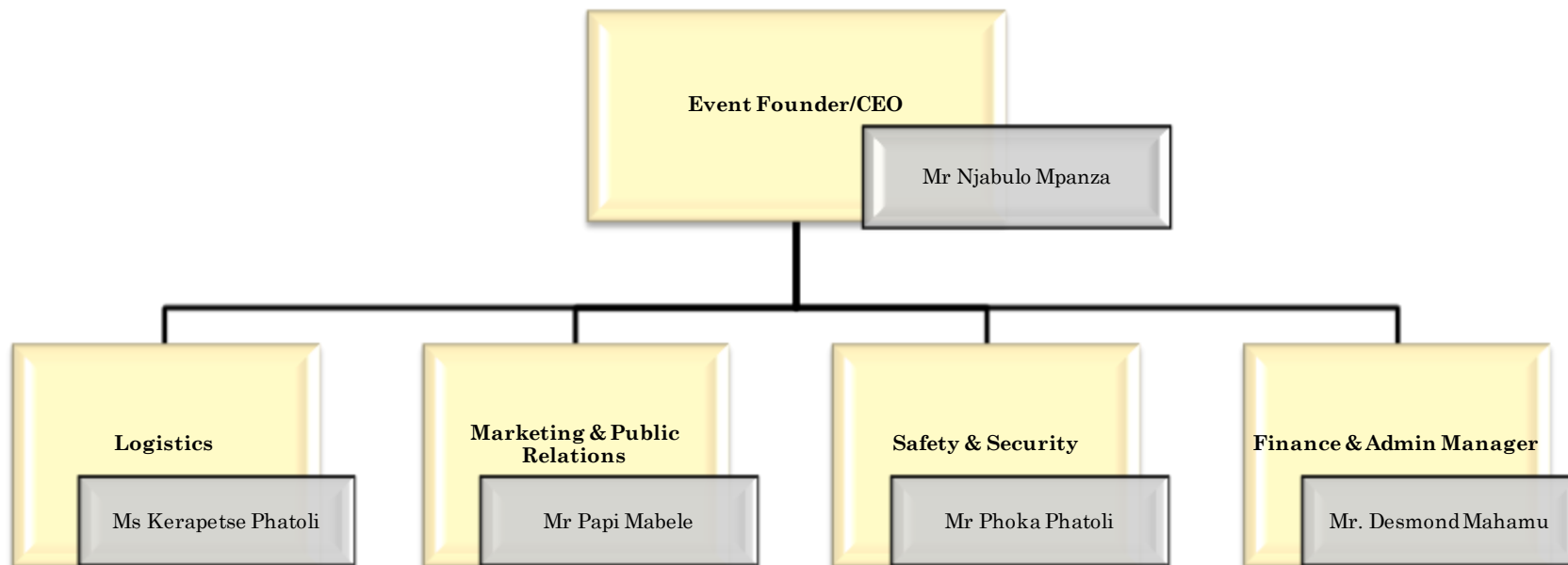


- This event has been seen to improve socio-economic conditions via SMME and community skills development, job creation and youth and women empowerment.
- The event has Arts, Taste and craft markets whereby the community is invited to come and trade.
- The event staff and suppliers utilized for the event are selected based on a frame work of whether they are youth, previously disadvantaged and male/ female
- Creates job opportunities to the inhabitants of Matjhabeng

KEY PROJECT TEAM MEMBERS AND ROLES

Team Members

The organogram presented below provide an indication of our intended project team and operation structure:



Roles and Responsibilities of Key Project Team Members

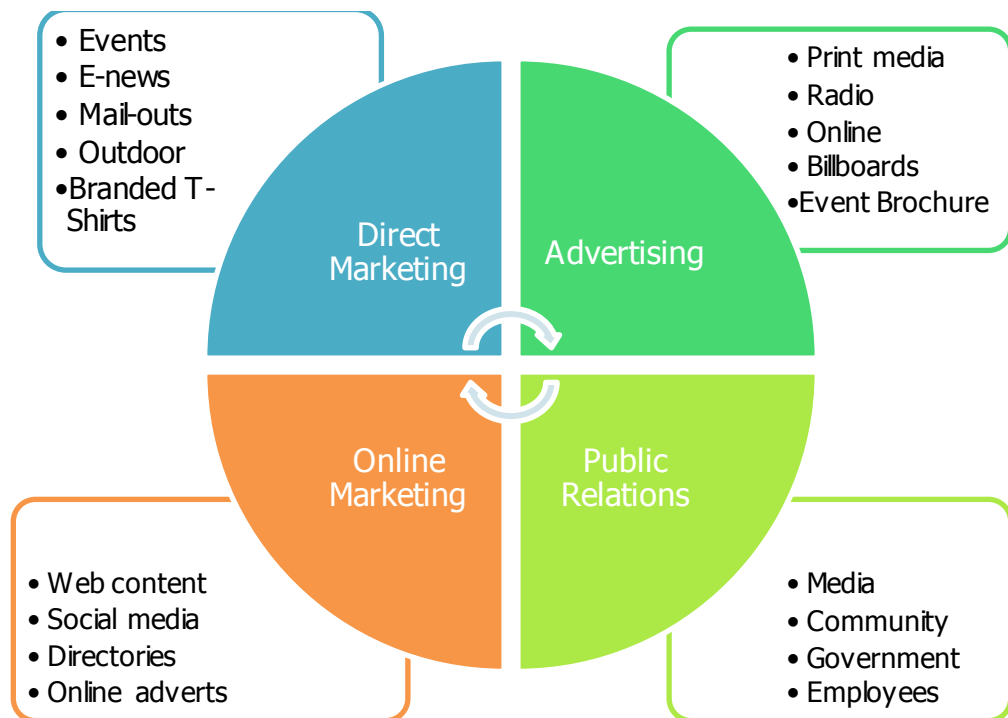
Member & Role	Core Responsibilities in Project
Project Owner/Manager	<ul style="list-style-type: none"> ▪ Provide strategic direction of the project ▪ Resource allocation for the project ▪ Oversee the successful implementation of the project plan ▪ Preparation of event report
Logistics	<ul style="list-style-type: none"> ▪ Stage management ▪ Venue logistics (sitting arrangements, facilities, etc.) ▪ Oversee catering services ▪ Manage other service providers at various event venues
Marketing & Public Relations	<ul style="list-style-type: none"> ▪ Marketing and promotion of the 057 HC Event Concept ▪ Negotiate favorable rates with various media services ▪ Arrange and manage interviews relating to the 057 HC 2016 ▪ Arrange and manage press conference about the 057 HC 2016 ▪ Source and procure promotional materials
Safety & Security	<ul style="list-style-type: none"> ▪ Protocol protection (Premier, MEC's, Mayors other prominent officials) ▪ Safety and security of patrons and VIP's at various venues ▪ Manage security officials
Finances & Admin	<ul style="list-style-type: none"> ▪ Manage project budget ▪ Preparation of payments to be made to service providers ▪ Prepare event financial reports ▪ Liaise with client's officials on finance issues ▪ Manage sub-ordinates

BASIC MAIN EVENT SET-UP



MARKETING & PROMOTION

It is imperative to establish innovative ways of aggressively marketing and promoting the event since this can either make or break the success thereof. We will implement and integrated marketing plan as illustrated below;



Examples of some of our marketing and promotion strategies are demonstrated as follows;





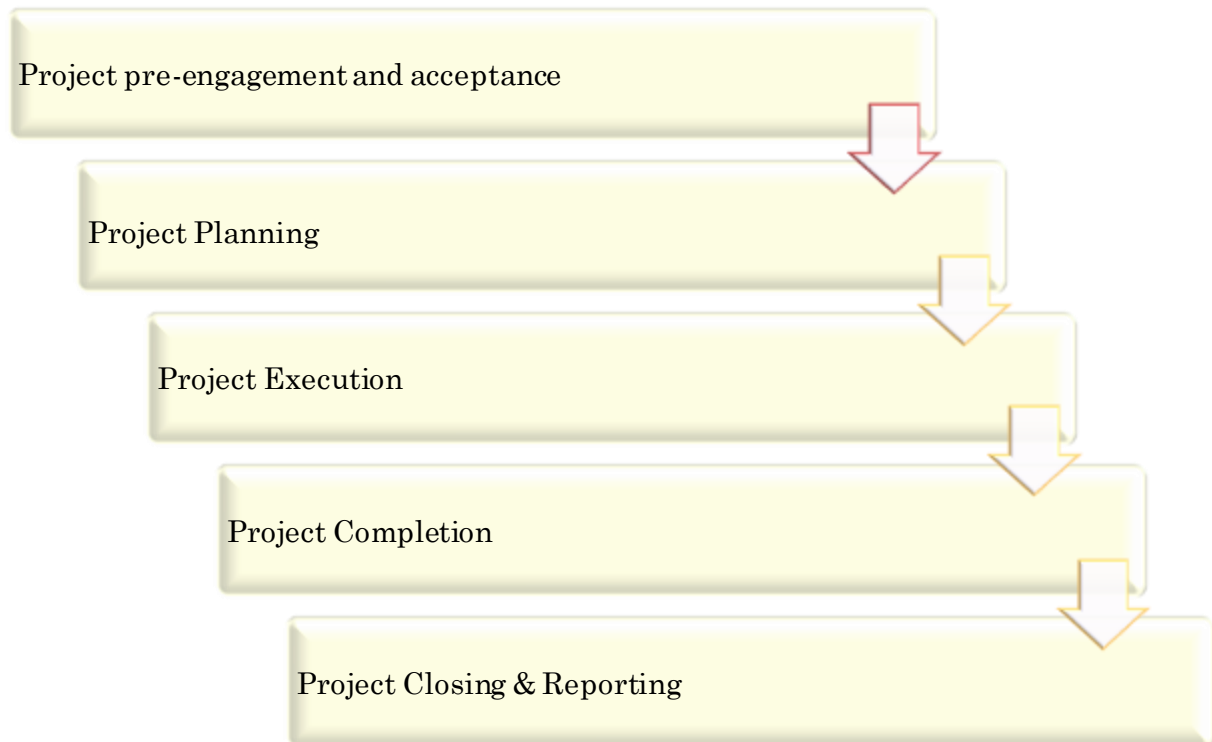
VENUE SNAPSHOTS PLAN



Unicorn Golf Course- 057HC Main Event

PROPOSED PROJECT IMPLEMENTATION PLAN

The main objective of our project implementation plan is a representation of the project in a structured format to ensure that the event is well coordinated and managed as expected by Matjhabeng Local Municipality. Our proposed project implementation plan consists of five phases as presented below;



PARTNERSHIP PROPOSAL

We as the 057 Home Coming (HC) Events organiser would like to propose an establishment of a long-term relationship with the Matjhabeng Local Municipality in exchange for Exclusive naming and advertising rights to the event amongst the many benefits presented earlier in the proposal.

- We would like to further request financial support amounting to R 1 043 040.00 (One million and forty three thousands rands only) for the 2017 year staging.

SOCIAL RESPONSIBILITY

Currently J & K Media Cc has an active social responsibility drive that focuses in promoting decent primary education by providing shoes to the needy children from previously disadvantaged

communities at primary education level. The project started in 2013 and is called 057 Home -Coming cares (057 HC Cares). This initiative is achieved through the following;

- Committing 15% of gate takings to the project.
- Raising funds from the community.

To date more than 3,000 previous disadvantaged children have benefited from the initiative, and we aim to distribute in excess of 2,000 shoes from hosting the 2016 festival.

This year the event organizers would like to further stretch the impact and reach this initiative has had in our communities by introducing bursary schemes.

BENEFITS FOR PARTNERING WITH US

We are a professional managed entity which derives the following benefits to Matjhabeng Local Municipality, Free State province and the country;

- Opportunity to market the district, municipality and the province through the concept.
- Assist the municipality in the collection of accounts in arrears from role -players (Guesthouse owners) that benefit monetarily from the event.
- Municipality generates income via utilization of municipal facilities (billboards advertising, venue hire)
- Boost and sustain an all-inclusive economic growth
- Enhance inbound and local tourism
- Job creation
- Youth and women empowerment
- SMME empowerment and development through skills transfer
- Improve quality of life for local communities and businesses (i.e. social development)
- Promote inbound and local tourism.
- Increase visitation and expenditure
- Reduce seasonality
- Encourage repeat visitation
- Provide stimulus for additional infrastructure development in the local area
- Build Community pride
- Enhancement of the image of the district and municipality to its citizens and country.

- The Municipality has an opportunity to be a part of the social responsibility program namely 057HC cares initiative whereby the organizers commit 15% of gate taking to a shoe and uniform drive for disadvantaged kids.
- An improved and convenient event management experience achieved through our professionalism, reliability, availability and exceptional organizational skills.
- We bring an unparalleled experience in the industry via the know-how of our team members who possess vast knowledge in the events management sphere. This eliminates inherent barriers and ensures that we offer world-class services.
- Our resourcefulness guarantees success, and thus we are well positioned to execute events management services of any magnitude.
- Improve your BEE scorecard by using a 100% black owned, and 50% women established entity, employing 100% individuals from previously disadvantaged communities.
- We outsource certain auxiliary services to a significant number of SMME's which will also boost the local economy and improves the life of the community.
- We will provide our managing director as the dedicated project owner/manager to ensure success of the event.
- We guarantee implementation of various cost saving initiatives on your spending.

PROJECTED BUDGET

Budget item		TOTAL
	057HC Main Event	
Entertainment	R 366 400	R 366 400
Production	R 101 000	R 101 000
Marketing & PR	R 100 000	R 100 000
Catering & Hospitality	R 45 000	R 45 000
Security	R 30 000	R 30 000
Venue Hire	R 30 000	R 30 000

Licencing & Compliance	R 15 000	R 15 000
Equipment Hire & Structuring	R 160 000	R 160 000
Project team remuneration	R 92 000	R 92 000
Event co-ordination fee (J&K Media)	R 103 640	R 103 640
TOTAL BUDGET	R 1 043 040	R 1 043 040

WELCOME NOTE TO PARTNERS

J & K Media Cc as the duly authorized representatives of the 057 Home Coming Events are excited about the possibility of welcoming you once more to this dynamic concept.

The partnership package described in this proposal may be customized to best fit your needs. We would like to meet with you to create a dynamic partnership that will fulfill your wishes and meet your strategies and objectives in order to develop stronger community recognition and awareness in the Matjhabeng Local Municipality

To take the next step, please use our contact below:

Mr. Njabulo I Mpanza

(J and K Media Cc Managing Member)

(057 HC Concept Founder/ Owner)

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Tel: 073 553 7828/ 073 697 6358

Fax: 086 590 6293

Email: jabzz@jandkmedia.co.za

057hc@jandkmedia.co.za

