

SPONSORSHIP PROPOSAL FOR THE INAUGURAL MAYORAL CHARITY BALL & CONCERT 2012

By being one of our main sponsors for this event you can:

- Maximising brand awareness in the region.
- Increase brand loyalty in the region.
- Have the opportunity to introduce a new brand/product/service or social awareness campaign to the market.
- Establishing new contacts with decision makers in the public and private sectors.

The event is based on the following principles:

Regional Sponsorship - Overstrand

This is a regional sponsorship to confirm your company's commitment to the region and its people.

Target Market

By sponsoring this event, we'll put you in touch with the following target groups in the Overstrand area.

- With our promotional campaign you will have exposure on all media levels, reaching most income groups within the region.
- With the event itself your company will have the opportunity to showcase itself as a caring and committed entity in touch with its community. At the event a cross-section of decision-makers in the private and public sectors will be your captured audience.

Sponsorship VS the Event

Your association with our event will surely strengthen and enhance your brand in the region. Your association will benefit the following fields of operation:

- Leadership – striving to be a leader. Taking the lead in making sure that even those in need in the community have a way of obtaining funds.
- Regional pride – proud of our heritage, natural beauty and people. Your contribution will not only enhance the tourism potential of the area, but will also create jobs, thereby bolstering the principal of a proud Overstrand community striving to create a centre of excellence along the Cape Whale Coast.

- The event itself will be a showcase of local talent from the Overstrand region. Your association will emphasise your support of the local economy and indeed your support of the local arts & culture scene.
- This event is an innovative way of raising funds in a formal manner to assist destitute individuals and charities in the area. The event has at heart a good cause with multiple positive results, such as showcasing the talent of the region, raising funds, an annual event creating a platform for decision-makers to rub shoulders, and a promotional campaign promoting the tourism potential of the area. We also envisage an annual Awards Ceremony for achievers in the Overstrand region.

Rights offered

- Media sponsor with considerable brand positioning.
- Branding at the event ie pull out banners in the foyer and on the sides of the stage; table talkers; exhibition stand in the foyer of the Arabella.
- Branding of logo on all promotional material ie advertisements, flyers, posters, e-flyers and online marketing.
- Placement of logo on all banners, programmes, invitations, menus at the event.
- Access to complete database of event.
- Below-the-line PR will include press coverage in all local and regional media including print and radio. A lifestyle TV show has expressed interest to film the event for MNET.
- Product placement in our goody bag.

Guaranteed media exposure

Guaranteed media include TV, radio, print, magazines, online, outdoor and a very large combined database provided by role players involved in the event.

Public relations value

- 100% coverage of the event in the Overstrand area and the Western Cape province.
- Interest will be generated in all media with co-operation in radio via Good Hope FM (SABC) and in print Hermanus Times and Gazette (and other Media 24 options), as well as local magazines in the Overstrand such as Splash, Whale Talk and Stanford River Talk.
- Media coverage will be on a national, regional and local level including all mediums such as radio, television, online and print.

Hospitality and entertainment opportunities

Included in the package, the media sponsor will also receive 2 x tickets to the event. The gala/black tie event will include top entertainment by local Overstrand artists, and a five course meal at a five star venue.
Also see document: Mayoral Ball & Concert.

Continuity of the sponsorship

This event will be an annual event with the potential to become THE showcase event of the Overstrand/Overberg. It could also become a prestigious awards ceremony honoring achievers in the area. Media exposure for sponsors will be focused on two months prior to the event and one month after.

Community involvement

This event is organised on a local level by residents of the Overstrand, and only suppliers from the area are involved in all aspects of the event from the flowers to the artists.

Thank you.

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