

Proposal for Hosting of Sihlanguanisa Izizwe Music Festival

by



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Introduction

Background

Kokstad is one key town that is central between two powerful provinces been Eastern Cape and KwaZulu-Natal. The town is under Harry Gwala District Municipality of KwaZulu-Natal Province. It was put on the map and got know worldwide by the school named Oprah's Angel Network in Shayamoya Township, the school that was set up by Oprah Winfrey through her charitable foundation. The town enjoys and attract people from both provinces, be they come for shopping or to attend the activities that the town offers. It is with this background in mind that Niniva Group identified Kokstad as the best town best suitable to host an outstanding national event. An event that seeks to bring different cultures together through music and cultural activities, with the name best suiting of the event to be called SIHLANGANISA IZIZWE CULTURAL EVENT.

Through this event Niniva Group seeks to enhance the already existing cohesion of different cultures which come together due to the position where the town is based. Through this event one of the objectives that will be achieved is to find two provinces working together and joining forces to share culture and way of doing things. Secondly it will showcase to other provinces how best we can build a better South Africa for all, if we can unit under one common goal and objective and indeed we can achieve a lot as a nation. Niniva Group thought it's best to use the tools we already have and best understand which are music and culture, as opposed to re-inventing the wheel and try out new things that will take time to be understood and might loose the purpose along the way.

The Rich Maskandi Music & Culture

Most people do not realize the richness of Maskandi music history and the link it has with the culture of the people of South Africa. EtheKwini Online describes it as "The music played by the man on the move, the modern minstrel, today's troubadour. It is the music of the man walking the long miles to court a bride, or to meet with his Chief; a means of transport. It is the music of the man who sings of his real life experiences, his daily joys and sorrows, his observations of the world. It's the music of the man who's got the Zulu blues." This rich culture you can tell by how vast and well celebrated in the world in honor of those who took it upon themselves to embrace and popularise it.

Amongst the few we count the recent fallen hero Johnny Clegg who promoted the music on world international stages and it was well received and loved by many.

We talk of the living musicians such as Mbuzeni Mkhize who tours the world proudly singing the Maskandi music and promoting our African culture with the artier as they appear on stage. He recently was approached by one of the most world popular American singers of Hip-pop Rihanna to make collaboration.

Sjava who has infused the Maskandi genre with Hip-pop is doing extremely well and has been recognised with many accolades.

The young and talented boys Thee Legacy who sing Isicathamiya ad infused it with different genres.

How can we forget our very own Saba Mbixane who is even acknowledged by Sjava on one of his songs. The legend who lived his life and worked to uphold and promote the music of Maskandi and Culture. He drove the biggest Maskandi show on Mhlobo Wenene FM and won numerous South African Traditional Music Achievement (SATMA) Awards.

Community engagement

This event aims to bring in revenue and community engagement around two Provinces KZN and EC, also Alfred Nzo District Municipality and Harry Gwala District Municipality and the Local Municipality Greater Kokstad and surroundings through a better education on Maskandi Music & Culture that has not been embraced before. The proposal seeks to detail more refined aspects behind creating a Musical & Cultural tailored for raising awareness about various cultural aspects and retaining of values and customs of the people of South Africa.

Event Goals

The major goal of this event is to broaden the economic base of Grater Kokstad beyond the traditional sectors and to grow and develop the services sector of the Municipality with the focus on Arts, Tourism, Culture, Cohesion and Exposure of new talent. This Event will also address Gender based violence, child and women abuse through workshops that will be held around both Harry Gwala District Municipality and Alfred Nzo District Municipality as targeted areas in the beginning. It will instill the spirit of Ubuntu amongst Africans.

We plan to have the main event at 09:00am and end at 18:00pm.

Key Deliverables

Amongst other things, this proposal highlights the rationale behind the execution of this important concept. It further outlines some of the salient features with regard to the management and the implementation of this toilet system thereof. The document provides a high level summary of the proposal which will be followed by a detailed implementation plan.

The key deliverables of this initiative are:

- I. To supply, Install and Commission two new tank toilet units as per design illustrated in this document
- II. Construction and set up of the units to be completed within three weeks from funding or as directed by the municipality
- III. Operation and Maintenance of aforementioned units.
- IV. Essential services for users to be provided by Sabagroup of companies.
- V. Ensuring that the toilet units are clean and free of debris, garbage through regular monitoring, maintenance and solid waste collection/disposal.
- VI. Making sure that they never run out of toilet paper, water to wash hands to maintain hygiene at all times.
- VII. To connect South African citizens and the local inhabitants from diverse cultures living, working and studying in within KZN and EC in the process broadening the tourism potential within the two provinces.

- VIII. To promote brand KZN & EC by attracting people through various festival public relations activities. This should lead to the generation of long term economic spin-offs and strengthening working relations between provinces as they get to know and understand the different cultures through this event.
- IX. To create inclusive and innovative partnership platform for collaborations between big businesses and small businesses, between different faith communities, between the rich and poor, between the private sector and civil society groups thereby enhancing inclusive socio-economic participation and development.
- X. To stimulate conversations around shared value themes (i.e. respect, diversity, etc.) that all who Live, Work & Study in the EC and KZN catchment provinces can buy into, in order to create a socio-economic environment that benefits all.
- To bring to the fore, expose and market rural artists who are instrumental in the preservation of our culture by providing them with access to a wider musical market.
- I. To anchor the Municipality as a viable alternative eco-tourism, leisure tourism and culture promotion.
- II. To provide a Music & Culture Event that will be nurtured into a meaningful, measured and sustainable annual economic event that should grow into a multi-day Festival.
- III. To host an Event that will leave a legacy and have an impact in the lives of the Community through direct and indirect benefits.
- IV. To afford opportunities for organised business and unorganised business stakeholders to generate income through direct on-site and offsite vending.
- V. To grow a unique project that empowers the local community (and the surroundings) through business opportunities; platform for talent display in various fields (e.g. music, event management, cultural displays, trade, etc.).
- VI. To generate approximately 600 direct temporary jobs opportunities for the youth within the Greater Kokstad Municipality and surroundings.
- VII. To use this Event and other Performing Arts to promote Social Cohesion and Nation building in the Municipality (intergenerational, intercultural and interracial) by hosting an event that will bring the young and old together for the common purpose of fun and musical entertainment and culture sharing.

- VIII. To provide VALUE for MONEY for sponsors through an interactive grass-root level approach, thus opening the door to the sponsor brands to form an emotional bond with their current and potential clients.

Logistics

At the centre of the successful hosting of an event of this magnitude, logistics is going to be key and critical and as one of a large umbrella of categories that beginning a festival entails. This will encompass an array of intertwined activities and the coordination thereof which should ensure that the whole event culminates into a memorable event with potential and capacity to migrate into an annual event on the Greater Kokstad Municipality's calendar.

One of the main logistical points that we would like to highlight is where we would like to have our Event. The event would be best held at the Riverview Play Grounds. It is believed to be one of, if not the best spot to hold an due to capacity, safety, accessibility and design.

Implementing Partners

Greater Kokstad Municipality

The Greater Kokstad is a municipality situated on the N2 route between KZN Province and EC Province, South Africa. It is the last town of the KZN Province before entering EC province. So it has a high volume of travellers who stop by to refresh, before continuing with their journey. It has a population of estimation of just over 50 000. But it has surroundings of closer municipalities such as Mbizana which is 62km, Ngquza Hill Municipality 8km, Matatiele Municipality 60km, Umzimkhulu Municipality 56km, Umzumbe Municipality 84km, Ntabankulu Municipality 55km, Ubuhlebezwe Municipality 56km, Umdoni Municipality 85km, Ezingolweni Municipality 74km, Kwa Sani Municipality 7km. All these municipalities are combined contributes to a large number of a population that can be drawn to the event and many can learn and benefit from this magnificent event.

UWFM & UKHOZI FM

These two giant radio stations will be our partners in this event. We have worked with them before in events of similar nature since 2011, including the one event that was hosted in Kokstad. Their presence and market saw us attracting more than 3000 revellers in our first event, in 2012 the event grew to more than 11000 spectators.

Ukhozi FM is the biggest radio station in South Africa that broadcasts in IsiZulu and in 2016 they launched their transmitter in BCMM in the EC to broaden their coverage and broadcast.

Umhlobo Wenene FM is the second biggest radio station that broadcasts in IsiXhosa. Having these two radio stations in your event is a massive pull card and they can do coverage in both languages. By working together in an event it symbolises a spirit of togetherness, which is instilled under the banner of Ubuntu.

We plan to work with Local Radio Stations as well such as from both provinces to promote the event.

Niniva Group Capacity

We have held major similar events in other provinces before and 15 years in the industry have given us a lot of experience in dealing with concerts and events of all magnitudes. We are committed to making constant consultation with the to ensure that special requirements are met to fulfil the objective of the event. We have the technical expertise to help design and set up staging for any event starting from conception and our support system will be there to ensure that everything stays on course throughout the whole event.

Below is a list of our major events which we successfully hosted

- Maskandi Music Concert in Pietermaritzburg
- Maskandi Music Concert KwaMashu
- Berlin November Horse Racing Event (Supply technical equipment)
- STATE OF THE PROVINCE 2016-2018 (EC)
- Series of ANC Rally (Regional and provincial)

- National Departmental Events
- May Day Rally
- Human Rights Day
- London Roots (EL)
- Natives Summer Party (Mthatha)
- BCMM Maskandi Music Festival 2019

We also donated to charity R120 000.00 (in value) yearly around the entire Eastern Cape Province in various areas ranging from education to community projects. We aim to increase this good work with your assistance and we can spread to KZN Province and to other parts of South Africa as we grow.

EVENT DETAILED CONCEPT

The outline of the event aims is to ensure that the festival brings sufficient “people numbers” to Greater Kokstad Municipality structures for a five day period from the 01 March 2022 to the 05 March 2022. This will avoid the once off touch and go approach where visitors are in on the day of the event and exit the same day.

DATE	EVENT	VENUE	PURPOSE AND TARGET GROUP
28 February 2022	Media Briefing	Kokstad Community Hall	To inform the media on progress and respond to questions about the event
28 February 2022	Fundraising Galla Dinner	Different venues around GKLM to raise awareness	Targeting youth and upcoming artists in all genres * Workshop setup for upcoming local artists • Galla dinner

01 March -4 March 2022	Artists workshop and arts training days to young and old	Several media outlets	All SABC radio stations and all local radio stations around Eastern Cape and Kwazulu Natal and Lesotho as Kokstad is close to the border of Lesotho.
05 March 2022	Main Event	Riverview Playgrounds	Targeting youth and upcoming local artists Exhibitors Rural artists
06 March 2021	Media Breakfast	Ingeli Lodge	Post Event analysis and debriefing

Proposed Artists & Media guests line up

The outline has been proposed with the intention to cater for both the younger and the older generation. The younger generation will be catered for, at the beginning of the event with the transition towards the older generation as the event proceeds till 18:00pm

The event will be hosted by two of South Africa's biggest radio station Dj's and they own the event. Radio stations UMHLOBO Wenene and Ukhozi FM will be our official media partners.

Below is a list of our proposed list of performances:

Performance by Phuzekhemisi who is widely acknowledged as the king of the Maskandi, a traditionalist, an ambassador of the genre and a successful musician.

Performance by Mbuzeni who have produced several gold selling albums. Currently recorded a song with Rihanna an International American R&B Artist.

Performance by Amawele Kamamtshawe

Performance by Ntombethongo

Inkunzemdaka

Ichwane Lebhaca

Mdara (Zimbabwe)

Performance by Bethusile gospel a highly successful and very popular gospel artist of note.

Performance by Butho Vuthela gospel

Performance by 20 local upcoming groups

Performance by Mobi Dixon

Performance by Amankentshane

Performance by Duncan Village boys

Performance by Sjava (Multi award winner of many music awards including such as BET and SAMA)

Performances by 5 cultural groups from around GKLM that will be chosen in conjunction with GKLM. This is to promote and expose local talent which GKLM is richly blessed with, but in desperate need of exposure.

Our Budget

As part of our efforts to successfully hold this festival, we are seeking the Department of Arts and Culture patronage towards this event in the form of funding. We garnered a wealth of support in the previous years and hope to expand the funding with several income producing strategies in form of ticket sales, exhibitor fees and vendor fees. We propose to make the 2022 event a second to none festival with potential to leave many memories and connect our people with their culture.

Below is an itemised list of expected revenue and expenditure from the festival.

BUDGET OUTLINE

DAC Funding Required

R 1 910 000,00

Projected Expenses

• Artists, Hospitality and accommodation	450 000,00
• Marketing campaigns, social	300 000,00
• Infrastructure, tent, toilets, stage, sound, flooring, furniture/ live streaming and recording each artist(alternative due to the pandemic covid 19)	500 000,00
• 4 day workshop and training of artists	210 000,00
• Security and liability cover	100 000,00
• Structural Certificate, Ambulance and compliance certificate	150 000,00
• Local artists from the two provinces	200 000,00
• Sub-total expenses	<u>1 910 000,00</u>

We have taken careful consideration of the fact that there is need to accommodate many performing artists and crafters to fully integrate the shape of the Event. It is critical to expose a lot of talent as that can be exported to represent our culture in different countries. Due to an increasing number of foreign immigrants in South Africa in general, there is also need to understand that bringing acts from Zimbabwe, Malawi and Nigeria will help to add value to the event as it grows.

Event anticipated results

The proposed event is a follow up of to a number of similar events that we implemented previously in other provinces in South Africa. We are building on the successful experience from previous years, now focussing even more on cross culture and inter ethnic relationship building in GKLMM catchment area, thereby enriching the event with a national dimension.

Our future vision invitation of music groups from Zimbabwe and Nigeria as well as other provinces in South Africa confirms our desire to broaden our reach to many people. Like this we will create a forum for different cultural groups to meet and exchange using the tool of arts and music. Moreover, we will present to the local communities of GKLMM and visitors from other different regions, a cultural event that broadens their view on cultural differences, promoting mutual respect and intercultural learning through non-formal experience. This experience will be boosted by offering information desks on the festival grounds of different national and international cultures.

The expected substantial results from the streets festival will be as follows:

- An open-air two-day international music & culture event aiming to build relations and understanding of Maskandi music & Culture preservation.
- Exposure to local young people and youth from various backgrounds. This should lead to the creation of cross-cultural collaborations, joint music performances, traditional and modern music, importance of music in society, journalism and PR of public events, intercultural dialogue and understanding,
- Promotion of the cultural diversities, the local young musicians, artists and youth NGOs will be done during the festival as an outreach activity aiming to empower young people to get involved as active citizens.

Exposure for cultural exhibitors and artists

Niniva Group realizes the importance of exposing artists and craftsmen during the exhibition. We intent to usher in this art and culture through interactive workshops and theatrical performances. We believe that this event can bring awareness back to the rich arts and culture that has been overlooked in the nation. We hope to not only reinvigorate interest in our arts and culture, but also bring new interest to their entire Municipality.

GKLM and surroundings has a lot of local talent and the exhibition of this arts and culture event will showcase this. Those working to organize this event have high hopes that, it will grow into an internationally recognized event that will revive our local arts sector industry. Extensive research and the ability to look at what has worked for other culture **festivals**

have allowed us to plan what we feel will be a successful Sihlanganisa Izizwei Music & Culture Event.

The one-day event will include many hands-on workshops that will invite the community to engage with the artists first hand. There shall be a marketplace where artisans can sell arts, crafts, and baked goods. Event attendees will be able to browse and purchase hand-made items and connect with the creators of these goods. This marketplace will be an optimal place for those attending our event to ask questions and get to know individuals within our rich culture. We anticipate that this marketplace atmosphere will provide cultural educational opportunities and foster personal connections.

Featured Guests

Further, the event will focus mainly on National Artists as the crowd pullers. Opportunities will be open for any local artists performers that may want to showcase their talents to be the curtain raisers forerunners. Prior advertising will be done to urge interested local talent to bring forth their names and a selection will be made to accommodate as many as we possibly can.

Radio Stations Ukhozi FM and UMHLOBO Wenene FM will be our partners in areas of marketing and publicity, to ensure that this event is well marketed. The two radio stations command a combined listenership of over 12 million people which should help us rigorously market the event as they have been doing previously. This also gives the GKLM free advertising and putting the municipality on the map for tourism attraction.

Conclusion

Your time and consideration is deeply appreciated. Whether you are able to contribute at this time or not; we would consider it a pleasure to have you and your staff attend this event as it will be noted as a memorable occasion for years to come.

Should you have any unanswered questions or concerns as to how your contributions will be disbursed or how your sponsorship will benefit you and your company; we encourage you to contact us and we are always eager to meet those who are interested in helping us advance.

ANNEXURE A

IMAGES OF PREVIOUSLY HELD EVENTS WITH UMHLOBO, UKHOZI AND VODACOM AS MAIN PARTNERS.



