



REG:2011/131593/07

INCOME REF NO: 9394502170

SUBJECT: Proposal for funding of *Mosadi Mogopo Cultural Festival*

Please accept our warmest regards for your support of Mosadi Mogopo Cultural Festival. We as Mmausi Production and Entertainment would like to take this opportunity to take our province to brand it and make it a cultural Hub as it has so much history about the Batswana people.

We would like to show tourists that it can be an interesting place for exploring. The important aim of this festival is to attract sponsors to invest in the cultural sector, unite Batswana at large, supports and benefit small scale entrepreneurs in the tourism industry more especially the accommodation sector, filling stations, retail stores, the creative industry and culinary businesses.

The festival presents our community members the opportunity to (re)discover the unique multi-cultural and multi-religious heritage of Ngaka Modiri Molema District. Ensuring a sustainable future for this cultural heritage which is concern to all those who cares for preservation of Batswana's spirit, soul and memory, and who believe that cultural heritage should in future play a stronger role in building bridges and promoting mutual respect and understanding between Batswana and the rest of the country.

"THE HEART & SENSE OF ART"



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EVENTS PROMOTIONS ENTERTAINMENT

About the event	Event details
Name of the event	Mosadi Mogopo Cultural Festival
Date of the event	6 November 2021 to 2 April 2022
Time of the event	06:00 am-06:00 pm
Location of the event	Moshana Cultural Village, Montshioa Cultural village, Matloding Cultural village, Bakgatla Museum and Goot Koppie cultural village
Target audience	Local families, Batswana, adults, teens, children, and anyone who enjoys getting g out and having fun
Summary of the event	<p>Mosadi Mogopo Cultural Festival is the brain child of MmaAusi Lekoma who is the founder of the organisation called Mmaausi Production and Entertainment. The festival came about as a means to promote social cohesion amongst the various ethnic groups in Batswana by fostering intercultural dialogue and or culture of peace, as well as to create leisurely time for the local community while at the same time promoting the understanding and appreciation of the diverse cultural practices in North West region.</p> <p>The festival is aiming to generate some income through sales of entrance tickets and merchandise. Any revenue that will be raised from these activities will be ploughed back into the festival to pay suppliers as well as for marketing of the festival and the funds will not be enough.</p>
Festival goals and objectives	<ol style="list-style-type: none"> 1. To increase public awareness about the rich culture and history of Batswana while at the same time creating leisurely time for the local people. 2. To unite all different ethnic groups in the district as well as to develop a sense of identity and pride amongst the local people. 3. To promote cultural diversity through the safeguarding of indigenous knowledge system and the enhancement of activities of cultural expression such as dance, music, drama and poetry etc.

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4. To promote sustainable cultural tourism in the region with a view to contributing to the economic and social development of local

Festival goals and objectives	<p>Communities and their active participation in the management and conservation of local heritage sites.</p> <ol style="list-style-type: none"> 5. To provide an opportunity for local artists and traditional handcrafts manufactures to exhibit and market their work.
Festival management	<p>Mosadi Mogopo Cultural Festival is managed by Mmaausi Production and Entertainment committee .The committee is mainly responsible for the general coordination , planning, design, develop and complete direction and execution of the festival plan.</p>
Why funding the festival	<p>Mosadi Mogopo Cultural Festival relies heavenly on patrons like you for its survival. Any revenue that will be generated will be re-invested into the festival to make it more eventful.</p> <p>This is our first time hosting this type of the event and we want it to be bigger to attract more people to invest in it. Despite these, there is event insurance, rentals and even licenses needed before getting off of the ground. We are looking for partners in the community willing to sponsor our event to offset these costs.</p> <p>As the organisation committee, we believe that your esteemed department fits well with our festival goals and objectives in several ways.</p> <p>Community involvement: Your department has strong roots in the community. Your sponsorship of this event will only solidify that belief in patrons of your business.</p> <p>SUPPORT OF THE ARTS: You belief in the arts and their accessibility in our community .This is the most important reason we wish to collaborate with you.</p>

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Funder opportunities and benefits

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Becoming a sponsorship of the Mosadi Mogopo Cultural Festival not only means that you become the integral part of a great adventure event but also join a team which is fully focused in the socio-economic development of this country. Your participation as a funder will ensure that your department is counted amongst the most progressive and socially responsible brands in the market.

BUDGET

Services	Quantity	Per unit price	Total Amount
Sound, stage and lighting	5	R45 000,00	R225 000,00
Catering	5	R10 000,00	R50 000,00
Transport	5	R15 000,00	R75 000,00
Accommodation	5	R20 000,00	R100,000,00
Advertising	5	R5 000,00	R25 000,00
Administration And PPEs		R25 000,00	R25 000,00
Audit fee	1	R45 000,00	R45 000,00
Security	15	R1 500,00	R22 500,00
Artists Fee	5	R50 000,00	R250 000,00
stipend	15	R1 500,00	R22 500,00
Venue	5	R15 000,00	R75 000,00
Salaries	3	R25 000,00	R75 000,00
Grand Total			R975 000,00

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