

# RISE UP MUSIC AWARDS



**Reg no: K2018/078475/07**

**Event Manager**

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**To: DSAC**

**From: Chris Plaatjie**

**Event Manager**

It is with extreme delight and excitement that we invite you to be one of the sponsors for the annual Rise Up Music Awards show that begins in the year of 2021. We plan to solve the problem around the music scene in Cape Town and establish an entertainment hub that is already established in Johannesburg, Durban and currently developing in Limpopo; stealing the limelight in the international market. With this event we plan to give necessary entertainment industry platforms for Cape Town's upcoming artists to have their music felt by the established music companies and teach them about being an independent artist without no label. Your sponsorship comes with some advertising opportunity space on the event banners, media coverage and online platforms.

We know that there is a third wave currently in the country, this event comes at a right time for the company to exhaust the opportunities that will come with this event. The event will strictly be virtual, there will be no event attendees, it will only be the booked artists that will be present at the event. We aim to make it online since everyone will be home and not having anything to do or watch on a Saturday night under the new restricted regulations.

As your organisation values the importance of people connecting their way into the world, we would be extremely thankful if you could join our family of sponsors. Cash or in kind donations would be highly appreciated. For us to make this project mutually beneficial, we would appreciate the opportunity to meet with you to discuss how we can reach this goal. We thank you for taking the time to read this letter.

Should you have any enquiries or more information about our event please do not hesitate to contact us on the details provided.

Kind Regards

Chris Plaatjie

## **Event Overview**

Rise Up Music Awards (RUMA) is awards for new artists in the music industry (1 to 3 years in the industry). The awards will focus on artists who have released albums, EPs, singles and music videos. The award show is a virtual show, that will be broadcasted on Facebook, Instagram and YouTube live, simultaneously. The awards will also be driven by an extensive social media campaign, the company and the nominated artists. RUMA also seeks to put a spotlight on independent artists and digital artists in the music industry, by conducting a workshop, which will also be online.

This concept is responding to the need for recognition of young upcoming talent in the music industry, as they are not necessarily given a fair platform to compete on already existing award shows in Cape Town and South Africa as a whole. RUMA is also responding to the calls for opening up the industry. It will not only honour those who have done well, but will also help create a dialogue about the industry, going forward.

### **Primary Objective:**

1. Award young creative in the music industry.
2. To educate and create dialogue about the future of the music and entertainment industry in Cape Town.
3. To encourage and promote independent artists and the use of digital space.

## **Event details**

**Date & Time:** 4/September/2021, the event is scheduled to take place from 18:00pm until 21:30pm virtually

**Location:** To be confirmed

**Activities:** red carpet, photo booth, competitions, live performances, awards ceremony & thank you address

**Attendees:** the event will be attended by performing artists that will be booked, guests that won an online ticket during a digital promotion strategy, the organizers and hosts of the event. These will be the only ones remaining at the event as the performers will come perform and leave after they had performed.

The rest of the public will be joining us digitally as this will be taking place live on radio, youtube, facebook & Instagram and Tv.

**History:** This will be the first year the Rise Up Music Awards will be held, Sakh'Sphiwo neMfundo was founded in 2018 and has been involved in various lifestyle and social events since then. We recently changed the company to All Rise Up Entertainment as we seek to rise from the ground up through our events.

**Parking & Transport:** The venue that we have selected has enough parking space to accommodate performing artists transport and our few event equipment transport. Due to COVID we will not allow the public to attend the event physically.

## **Target audience**

**Upcoming artists:** This is the primary target for the Rise Up Music Awards show, they will be nominated to compete for an awards and they will request the public to vote for them in return for them to win the award through the most votes in that category.

**Content creators:** One content creator on social media consist of an average of more than 6K followers and more than 500 engagements for one post on Instagram. YouTubers and Podcasters have some different engagement stats from the Instagram since with them they can upload a paid promoted video on YouTube and that will not only appear on their subscribers but the new market that is engaging with their subscribers on social media. Since the event will be virtually their influence in spreading the word and growing the engagement around it will be effective through them in the build up to the event day.

**Media personalities:** This target will be primarily used to communicate, breakdown and create hype for the event before and during the event day as they will be the face of it and will play a significant role in moulding it.

**Brand influencers:** They are part of our primary target as they will also be nominated for influencing music content using their brand influencing sphere, they will come in handy as they will influence their brands, followers and other circle of brand influencers to create a much anticipated event by the public.

**Varsity & College students:** Students in all spheres of learning have access to free wifi whether it be at school, home or receive data from the school since learning is remote in the higher learning institutions. With that in mind it makes them part of the target audience to always seek for

new content online of which with the build-up event content and the event day content will give them a much needed content.

**Northern millennials:** Millennials are known for being too social and glued in their devices, they will make up a bulk of our target audience for this virtual event as they seek to have social media confirmation by sharing the latest news about a hyped up influencer.

## **GENERAL SPONSORSHIP OPPORTUNITIES**

**Title Sponsorship:** This option will afford the Title Sponsor total co-branding and naming rights of their company alongside the Rise Up Music Awards in all media, advertising, PR and other coverage the festival will receive pre, during and post the event. Title sponsorship allows for involvement at any and all of the calendar of events that they would require and feel that their company would benefit or be suited to.

**Event Sponsorship:** This option will afford the Event sponsor total co-branding and naming rights of their company alongside the Rise Up Music Awards Show in all media, advertising, PR and other coverage for the chosen event before, during and post the event.

## **SPONSORSHIP BENEFITS**

- Co-branding on all advertising material
- Co-branding on the Rise Up Music Awards social media pages
- Co-branding on the Rise Up Music Awards Guide
- Co-branding in the naming rights
- Distribution of Marketing Material
- Display of banners
- Welcome packs to the performing artists and ticket winners
- Availability of the attendee's database
- Sponsor areas for VIP guests
- Opportunity to present your company and its services and products at the event/s
- Additional brand exposure to guests of other similar events co-sponsors
- Sponsorship mentions and inclusion in all
  - PR campaigns across all Print, Broadcast and Electronic media through our PR company partner. PR for this Rise Up Music Awards show will be facilitated by Bizwaphi creatives and Siv Nkomo Marketing, Media and PR.

## **OPTIONAL EXTRAS INCLUDE:**

- Branding on T-shirts
- Branding Welcome Hampers
- And whatever your company can add as far as additional exposure is concerned!!

## **BUILD-UP EVENTS:**

These will take place from the mid of July on Instagram, Youtube and Facebook live through to the day before the event.

- Media launch mid-July
- Q&A activations at events asking relevant artists their thoughts about the event and how it will empower the music scene in Cape Town.
- Music industry lessons in and around Cape Town townships from music legends that will be asked to do so.
- Competitions and activations at Malls and events to giveaway 10-15 tickets to the public.

Exposure is given to every company that contributes to the Rise Up Music Awards Show, no matter how big or small the contribution is. We list each and every one on our social media bio space.

## PROPOSED MARKETING PLAN

We deploy publicity-driven campaigns backed up with a combination of traditional, guerrilla and new media marketing. Below are some of the key elements of a big event campaign:

### ROAD TO THE RUMAS

**Road To The RUMAs** is going to be a digital promotions roadmap for the Rise Up Music Awards show. This promotional tool is going to be a series of short segments shoots that will give a chance to the event content creators of the event to sort of present the event details, what is it about and what makes it stand out of the upcoming awards shows. Our hosts will give the public insights as to how things will unfold in bringing this event to life.

Road To The RUMAs will be a roadmap promotion strategy to be used by the event content creators and promoters to effectively push the event numbers, pull stakeholders and bring the concept closer to its market. This promotion strategy come at the time whereby our hip and happening target market spend more time on their devices than traditional promotion tools. This type of promotional tool is used to take the market from the birth of the event idea to its final stage and eventually the event day, this strategy is utilized when the promoters seeks to make the public feel as if they are part and parcel of the event and that lead to the public to feel more opinionated and entitled in the making of the event.

Since the Rise Up Music Awards are a new event that wishes to emerge and pull all the necessary attention from all corners of potential markets, this promotional strategy will help unable how the event idea was born. This will help the public to be on our side and also sympathize with the event hosts that will then lead to manipulation of markets whereby a stakeholder can eventually be pulled towards our direction merely because of feeling pity and public sympathy.

A full implementation of these strategies that are to be used will result in effective manipulation of the market and numbers to be in our favour as the event underdogs at this point.

Road To The RUMAs will consist of Cape Town influencers, Upcoming artists in the province and some national artist that will be given a chance to have a say as to the importance of this event in the music scene in Cape Town.

This strategy will also seek to hold interviews at events asking artists important question and their opinions around the music scene in Cape Town and how this event will bring about change in the scene.

- Promotional team
- SMS / MMS
- Podcasts
- Mobile phone video ads
- Printed Posters and Flyers
- Online communication – traditional
- Social Media; Facebook, Twitter, Tiktok & YouTube
- Strategic alliances
- Media partnerships
- PR campaign
- Direct Marketing campaign; experiential/activation or sms
- E-Flyers
- Photoshoot campaigns in unique areas.



**Rise Up Music Awards Budget**

Items	Category	Amount
Venue		5000
	Full Sound System	7500
	Stage	5000
	Lighting	1350
	Big screen background	3000
Marketing		
	Social Media	3000
	Merchandise	2500
	Photographer	3000
	Activations/Promotions	5000
	Marketing Resources	5000
	Event Hosts, artists and Influencer	5000
Prizes		
	Trophies	4200
	Prizes	49000
	Honorary	5600
Total		105900