



## MONNAKATO YOUTH EMPOWERMENT

*Launch yourself*

You can't love others if you don't love yourself. There lies the fallacy in rainbowism. Let the love be true.  
Start with you #HeritageDay"

- **Simphiwe Dana**, *twitter quote*



## Annexures

### MYE Company Profile

#### • INTRODUCTION

##### 1.1 Summary

Project name	Imvelaphi Arts, Culture and Indigenous Games Festival		Focus area	Heritage Celebration Event
Background	<p>The Imvelaphi Art, Culture and Indigenous Games Festival is designed to promote the value of culture and sports in our community by bring awareness of arts and culture with the question of one’s identity and self-expression as instruments to influence the world.</p> <p>In the past four (4) years of holding the event, the annual growing attendance grew from 600 to 1000 people.</p> <p>The festival is inspired to bring different cultures together in one venue to share and understand and celebrate different languages, origins and history. It presents an opportunity for development for different participants groups through road shows, seminars, etc. as the buildup towards the main event which involves sports, art and culture, entertainment activities.</p>			
Duration	5 Weeks	Total estimated beneficiaries	1000	
Local Municipality		Venue		
Bojanala District Municipality <ul style="list-style-type: none"><li>Rustenburg Local Municipality</li><li>Moses Kotane Local Municipality</li></ul>		Monnakato Sports Ground		
List of activities				
<ul style="list-style-type: none"><li>Road shows</li><li>Advertisements (Radio, Newspaper, and social media)</li><li>Performing arts seminars</li><li>Cultural awareness presentations</li><li>Indigenous games</li><li>Music and dance performances</li><li>Arts showcasing</li></ul>				

## • INTRODUCTION

The young minds behind Monnakato Youth Empowerment NPC are arts aficionados with recognizable contribution to clap and tap music, spoken word, drama and other forms of arts which informs about and embraces the South African cultures and heritage.

The non-profit company (NPC) is an advancement of Monnakato Youth Organization, founded in 2007, to facilitate and create a platform where young people can debate/ talk about the challenges and issues facing them. A number of products and initiatives were created, to name a few; Dikgoka Film, Who's to be blamed Film, Thokolosi Film, Mr and Miss Winter Rustenburg, We also conducted the Monnakato Community Awards (which ran for a period of three years). We also participated in the North West Culture Calabash, and Meropa & Diaporoma Competitions.

Drawing the lessons and energies from the above and numerous other initiatives towards social cohesion and transformation of historically disadvantaged communities, we envisioned the provision of best development solutions, employing the arts and local resources to activate our communities. This gave birth to Monnakato Youth Empowerment NPC, with a philosophy of linking young people with the abundance of opportunities South Africa has to offer, and give each person a boost to launch him/herself.

## • THE BACKGROUND

The **Imvelaphi Art, Culture and Indigenous Games Festival** is designed to promote the value of culture and sports in our community. It aims to bring awareness of arts and culture with the question of one's identity and self-expression as instruments to influence the world. In a form of buzz (loud and noticeable) and fun event, the initiative will activate the community, especially young people to seek understanding of the important role that culture and sports play in our everyday lives.

The event is envisioned to be of annual occurrence which ensures continuation and keep people expectant and thus inspire other cultural appreciation and sports activities within the community in preparation towards the next event or the offspring the previous one. In the past four (4) years of holding the event, the annual growing attendance grew from 600 to 1000 people. Heritage month is best suited for hosting the event to amplify the efforts of government and other agencies concerned with arts, culture and heritage.

With the help from our stakeholders as listed below, we have managed the last three events have been successful:

- Monnakato Youth Club
- Platinum Productions
- Ikage Arts Foundation
- KKB Productions
- Thira Melegi
- Godisang Home Based Care
- Dikakapa Tsamino Traditional Dance
- Local Business People

- Ward Councilor's/ Tribal Councilor's
- And Local Artists

Imvelaphi Art, Culture and Indigenous Games Festival is inspired to bring different cultures together in one venue to share and understand and celebrate different languages, origins and history. Thus, the event is planned to promote unity and diversity amongst the people, so that we understand that as Africans **"WE ARE ONE"**.

It has always been in our hearts to create something special to the people of the North West, since there are less recognizable initiatives of its kind in our province. The Imvelaphi Art, Culture & Sports festival is expected to serve as one of the events that the people of North West should look up to.

## • **MISSION STATEMENT**

We believe this event will inspire the shift in mindset of our people in accepting different racial identities and beliefs. We project the impact of initiative being growth of communities regarding sports, art and culture participation and beneficitation. As an NPC we aspire to see our event being rated as one of the biggest and valuable events in the country.

### **3.1 The Vision**

Vibrant communities with an informed interpretation of culture, remembers and embrace their heritage, and celebrate arts as aspects of everyday life.

### **3.2 The Mission**

Engage knowledge impartation platforms, sports and celebration to ignite the conversations on arts, culture and heritage, and portray an identity that countercharge the social illness facing our communities.

### **3.3 The Objectives**

- Inform and inspire youth on arts and culture.
- Celebrate our heritage as the People of South Africa.
- Create a platform for cultural exchange.
- Present opportunities for employment and economic transformation for historically disadvantaged individuals.
- Empower artists, athletes, cultural activists, local suppliers, other organizations, and the local economic landscape.
- Built relationships for the pursuant of community empowerment.

## • **TARGET MARKET**

The event is open for all members of different communities, more especially young people, cultural organizations, community based organizations, schools, churches, sports clubs, neighboring villages and government departments.

We project an overall capacity of 1000 attendees, excluding performers and organizers.

## • **EVENT ACTIVITIES**

The event involves mainly on sports, art and culture and entertainment activities. It further presents an opportunity for development for different participants groups.

### **5.1 The Buildup**

The buildup of the festival is an important part of the initiative. We have planned the duration of the buildup to be five (5) weeks. It presents us as the organizers (and our stakeholders) with the opportunity to meet with the communities to understand their expectations and create recognition of the benefit of the event with the following platforms:

- Road shows
- Radio, Newspaper, and social media advertisements

It presents the beneficiary groups with a platform for development through the following activities:

- Performing arts seminars
- Cultural awareness presentations

### **5.2 Culture, Arts and Indigenous Games**

#### **5.2.1 Indigenous Games**

We will be having indigenous games competing with each other for prizes/rewards and to add vibrancy to the festival.

#### **5.2.2 Culture**

We will be having different cultural celebration activities:

- Traditional dance
- Poetry
- Gumboots dance
- Contemporary dance
- Drama
- Singers

### **5.3 Art**

We will be having:

- Visual art artists
- Beading artists
- Fashion designers

## • KEY STAKEHOLDERS AND OTHER PLAYERS

- Rustenburg Local Municipality
- Moses Kotane Local Municipality
- Bojanala District Municipality
- Tribal authorities
- Department of Sports Arts and Culture (Provincial & District Office)
- South African Police Services (SAPS)
- Rustenburg Public Safety
- Schools
- Community Organizations
- Local businesses

## • BUDGET

### COMPLETE BUDGET:

Quantity	Description	Unit Price	Total
1	Venue	R 12 000.00	R 12 000.00
Combo	P A System & Instruments	R 35 000.00	R 35 000.00
Combo	Stage, lights, LCD monitors & Generator	R 55 000.00	R 55 000.00
1500	Posters	R40.00	R 60 000.00
2000	Flyers	R 15.00	R 30 000.00
7	Drop Banners	R 3 000.00	R 21 000.00
7	Rollup Banners	R 2 500.00	R 17 500.00
5	Gazebo's	R 6 500.00	R 32 500.00
1000	T-shirts	R 100.00	R 100 000.00
20	Transport (Buses)	R 3 000	R 60 000.00
1	Security	R 30 000.00	R 30 000.00
1	Safety File	R 20 000.00	R 20 000.00
1000(people)	Catering	R 150.00	R 150 000.00
1	Decoration and Equipment's	R 15 000.00	R 15 000.00

20	Local Artists	R 5 000 .00	R 100 000.00
5	Guest Artists	R 20 000.00	R 100 000.00
-	Radio and Media adverts	-	R 35 000.00
30	Staff Salaries	R 3 500.00	R 105 000.00
<b>Total Amount = R 978 000.00</b>			

- CONTACT DETAILS**

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