

OREFILE

TRADING & ENTERPRISE (Pty) Ltd

REGISTRATION No: 2014/009818/07

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DJ SPHERE ANNUAL FESTIVAL 2023

FUNDING PROPOSAL

29TH OCT – 26TH NOVEMBER 2023: MUSIC BUSINESS WORKSHOPS

24TH DECEMBER 2023: HIP HOP vs AMAPIANO FESTIVAL

Funding Proposal to:



sport, arts & culture

Department:
Sport, Arts and Culture
REPUBLIC OF SOUTH AFRICA

Mzansi Golden Economy

1. COMPANY BACKGROUND

ORATILE TRADING & ENTERPRISE (Pty) Ltd is a dynamic sub-cultural events and production house. The company is registered by a young black innovative mind, born and bred in the genuine heritage and unique cultural land of Taung, in the North West province.

The core intention and aim is to produce innovative concepts, ideas and initiatives that do not only celebrate but reflect and honour the life experiences of all South African societies. Our mission as a black emerging company is to provide opportunities for young people that are from previously disadvantaged backgrounds to showcase their talents to the world.

We provide entertainment based services and products to South African multimedia, mass media, entertainment bodies and industries. We specialize in Marketing, Public Relations, Communications, Audio Visuals, Productions and Artists, DJ management, Event Management, Art and Design Management and trading in all aspect.

As a 100% black owned company, our wish and solemn aim is to help bring entertainment to Dr. Ruth Segomotsi Mompati District and the surroundings areas annually and contribute towards the revival of the District as one of the region in North West Province.

Part of our mission is to create exposure and recognition to emerging artists and equally focus our vision on social responsibility. We are aware of the plight of unemployment, drug abuse and other social problems affecting our disadvantaged area hence we award avenues for emerging and developing small businesses to operate.

The aim of this event is to help generate substantial VALUE CHAIN income that can be ploughed back into the surrounding communities, through strategic program initiative investment and program support. We are also looking at maximize exposure for our young artists so as to ensure sustainable social and economic development.

2. MISSION AND VISION

Our core mission and vision;

- 2.1 Nation Building.
- 2.2 Showcasing young and emerging artists from the North West Province.
- 2.3 Creating a national platform for the emerging talents and linkages to National artists in terms of moulding and mentoring.
- 2.4 Sustainable economic growth for small businesses, artists, local private sectors and Government departments.
- 2.5 Partnering and aiding of a local NPO that we have already identified; the IPOPENG disability centre which caters for 49 disabled people and through which we have donated food parcels and clothes on Nelson Mandela Day.

3. EVENT PROPORSAL

Since its inception in 2013, “DJ Sphere Annual Festival” has been hosted every year on the 24th December in Pudimoe, Taung. Dubbed one of the most renowned music festival in Dr Ruth Segomotso Mompoti District of the North West Province, the festival seeks to fuse together different music genres and highlights the Province’s intersection of cultures whilst creating job opportunities for the community.

“Orefile Trading & Enterprise” successfully hosted DJ Sphere 1st, 2nd, 3rd, 4th, 5th and 6th Annual Events on the 24th December of 2013, 2014, 2015, 2016, 2017 and 2018 at Pudimoe Sports Ground.

In 2023, we are set on expanding the event to include a music business workshops in all the five local municipalities of Dr Kenneth Kaunda District Municipality in order to develop our local upcoming artists and prepare the most promising acts to be part of the main festival. The goal and mission of the music business workshop is to equip local people with the necessary skills and knowledge on how to become entrepreneurs in the music industry.

Various prominent artists and self-made business people will be invited to the music business workshop to come and advice our up and coming artist and business people. It will be a day long workshop whereby attendees will get training materials to advance their skills and abilities.

The entrepreneurial and music workshop is going to be addressing the registration of artists at SAMRO, RISA, SAMPRA, CAPASSO and ISRC CODE. It will further look at building careers of artist around different types of services as opposed to spending a lot of money on an agency/company. Up and coming artist will be educated about social media tactics and the use of social media to build a brand. The workshops will have a special focus on record-labels, library music and royalty pay-outs. Bilateral sessions will be held with local producers.

4. PROJECT PROGRAMME/ TIMELINE

ITEM	DESCRIPTION	DATE
1	Recruiting and Contract Project Team	02 – 06 Oct 2023
2	Securing Workshop Facilitators and Venues	09 – 13 Oct 2023
3	Music Business Workshop Awareness (Marketing)	16 – 27 Oct 2023
4	Music Business Workshop 1 & Artists Selection in Naledi Municipality)	28 Oct 2023
5	Chosen Artists Music Reproduction & Performance Set Preparation in Studio	30 Oct – 03 Nov 2023
6	Music Business Workshop 2 & Artists Selection in Kagisano Molopo Municipality)	04 Nov 2023
7	Chosen Artists Music Reproduction & Performance Set Preparation in Studio	06 – 10 Nov 2023
8	Music Business Workshop 3 & Artists Selection in Mamusa Municipality)	11 Nov 2023
9	Chosen Artists Music Reproduction & Performance Set Preparation in Studio	13 – 17 Nov 2023
10	Music Business Workshop 4 & Artists Selection in Lekwa-Teemane Municipality)	18 Nov 2023
11	Chosen Artists Music Reproduction & Performance Set Preparation in Studio	20 – 24 Nov 2023

Orefile Trading & Enterprise Presents “DJ Sphere Annual Festival 2023”

12	Music Business Workshop 5 & Artists Selection in Greater Taung Municipality)	25 Nov 2023
13	Chosen Artists Music Reproduction & Performance Set Preparation in Studio	27 Nov – 01 Dec 2023
14	Full Poster Marketing & Publicity	27 Nov – 24 Dec 2023
15	Activation 1: Naledi Municipality	01 – 03 Dec 2023
16	Activation 2: Kagisano Molopo Municipality	08 – 10 Dec 2023
17	Activation 3 & 4: Mamusa and Lekwa-Teemane Municipalities	15 – 17 Dec 2023
18	Activation 5: Greater Taung Municipality + Set Up + Group Rehearsal	23 Dec 2023
19	Sound Check + Performances: Hip Hop vs Amapiano	24 Dec 2023
21	Strike	25 Dec 2023
22	Draft Close Out Report	26 – 30 Dec 2023
23	Submission of Report	02 Jan 2024

5. DOWN THE MEMORY LINE

5.1. Posters and attendance



2013: 2300



2014: 3800



2015: 5020



2016: 5690



2017: 6680



2018: 7300

5.2. Production set up



5.3. Value for money



6. BUDGET PROJECTIONS

DJ SPHERE ANNUAL FEST BUDGET 2023

ACTIVATIONS				
DESCRIPTION	RATE	QTY	UNITS	TOTAL
Mobile Stage & Sound	R 10 000.00	5	Venues	R 50 000.00
Accommodation	R 5 000.00	5	Nights	R 25 000.00
DJs and artists	R 15 000.00	5	Venues	R 75 000.00
Film Crew	R 8 000.00	5	Venues	R 40 000.00
Sound Engineer	R 3 500.00	5	Venues	R 17 500.00
Sound Technician	R 2 500.00	5	Venues	R 12 500.00
Transport	R 8 000.00	5	Venues	R 40 000.00
Refreshments and Food	R 5 000.00	5	Venues	R 25 000.00
Runner	R 2 000.00	5	Venues	R 10 000.00
Contingency	R 10 000.00	1	Flat	R 10 000.00
			SUB TOTAL	R305 000.00

MUSIC BUSINESS WORKSHOP				
DESCRIPTION	RATE	QTY	UNITS	TOTAL
Moderator	R 15 000.00	1	Venue	R 15 000.00
Sound, podium, Screens & Generator	R 35 000,00	1	Venue	R 35 000.00
Facilitators x 5	R100 000.00	1	Venue	R100 000.00
Accommodation	R 17 000.00	2	Nights	R 34 000.00
Transport	R 35 000.00	1	Venue	R 35 000.00
Travel and Subsistence	R 6 000.00	2	Days	R 12 000.00
Catering	R 25 000.00	1	Venue	R 25 000.00
Venue	R 15 000.00	1	Venue	R 15 000.00
Film Crew	R 30 000.00	1	Venue	R 30 000.00
Contingency	R 15 000.00	1	Venue	R 15 000.00
			SUB TOTAL	R316 000.00

Orefile Trading & Enterprise Presents "DJ Sphere Annual Festival 2023"

MCs/ ARTISTS/DJS – 24th DECEMBER 2022

DESCRIPTION	RATE	QTY	UNITS	TOTAL
MCs	R 30 000.00	1	Event	R 30 000.00
National Artists/DJs	R350 000.00	1	Event	R350 000.00
Local Artists	R 50 000.00	1	Event	R 50 000.00
Local DJs	R 25 000.00	1	Event	R 25 000.00
			SUB TOTAL	R455 000.00
PRODUCTIONS COSTS				
DESCRIPTION	RATE	QTY	UNITS	TOTAL
Sound, Stage, Lighting, Screens & Generator	R250 000.00	1	Flat	R250 000.00
Event Security	R 400.00	75	Flat	R 30 000.00
Bouncers	R 1 000.00	5	Flat	R 5 000.00
Car Marshalls	R 200.00	15	Flat	R 3 000.00
Armed Guards/ Undercover Security	R 1 500.00	5	Flat	R 7 500.00
Venue	R 12 000.00	1	Venue	R 12 000.00
Crowd Barrier	R 60.00	800	Meters	R 48 000.00
Public Toilets	R 550.00	40	Toilets	R 22 000.00
VIP Toilets	R 2 000.00	4	Toilets	R 8 000.00
Festival Tents and Décor	R 35 000.00	1	Festival	R 35 000.00
Festival Director	R 30 000.00	1	Festival	R 30 000.00
Project Manager	R 20 000.00	1	Festival	R 20 000.00
Project Coordinators	R 15 000.00	2	Festival	R 30 000.00
Film Crew	R 35 000.00	1	Festival	R 35 000.00
Accommodation	R 850.00	50	Rooms	R 42 500.00
Transport (Logistics)	R 20 000.00	1	Festival	R 20 000.00
Waste Management	R 8 500.00	1	Festival	R 8 500.00
Catering for DJs and Artists	R 15 000.00	1	Festival	R 15 000.00
Out Broadcast	R 15 000.00	1	Festival	R 15 000.00
24 Hours Emergency Services	R 16 000.00	1	Festival	R 16 000.00
Engineering Certificates	R 20 000.00	1	Festival	R 20 000.00
Accreditations	R 3.50	10 000	Tags	R 35 000.00
Public Liability Certificate	R 8 500.00	1	Festival	R 8 500.00
Above the line Marketing	R120 000.00	1	Festival	R120 000.00
Below the line Marketing	R 50 000.00	1	Festival	R 50 000.00
Contingency	R 30 000.00	1	Festival	R 30 000.00
			SUB TOTAL	R 916 000.00
			GRAND TOTAL	R1 992 000.00

7. REQUEST FOR SPONSORSHIP

Your involvement in this event will be seen as an effective vehicle for promoting the quest to unite different people in one social umbrella in a relaxed and entertaining environment. It is also to ensure that the Department's logo is upheld and recognized in our company brand products such as posters and clothing. The Department's branded logos will be seen throughout and will be used to achieve **100%** exposures at the venue, and through advertisements.

Your participation in this event will help to boost the economy of nearby towns and the Community of Dr R. S. M. District at large. This will be attained through direct and indirect economic activities linked to the event, by attracting music lovers from Kimberley, Pampierstad, and Harts water, Vryburg, Ganyesa, Kuruman, Schweizer Reneke, Klerksdorp, Mafikeng and other nearby provinces.

The proposed Music Festival will act as an excellent platform that will market Dr R. S. M. District nationally, especially in the Tourism industry which will be one of the main contributors to the economy of the Province. Attendants of the event will be exposed to our Greater Taung heritage site, to view Taung skull in Buxton which has been declared as one of the International Heritage Site.

7.1. Potential economic benefits:

An estimated minimum of R1 252 500-00 can be generated within Taung, Pudimoe from indirect economic activities linked to the Event such as accommodation, transport, food, etc.:

- i. With \pm 1500 expected sleeping visitors to Taung & Pudimoe each spending a minimum of R650-00 on accommodation and breakfast (double bed), Resorts & Guest Houses over 3 days, is estimated at about R975 000-00.
- ii. With \pm 4 500 (25%) of projected 18 000 Music Lovers on the 24th and the 25th each spending R65.00 on Food and a Drink at Pudimoe Sports Ground (Registered Food Stalls), is estimated at R292 500-00.

- iii. With expected \pm 1000 cars to converge to the town for the Festival, refueling petrol for the minimum of R650-00 on their return back home is estimated at R650 000-00.
- iv. Short-term job creation and vending opportunities for local hawkers, all of whom will be registered as an official hawker of the event.
- v. Fifteen (15) Food Stalls and van would be made available to the potential sellers. Health Officials will be on site to monitor the food stuff the hawkers would be sold to the public.
- vi. Hani’s Inn liquor license (NWP0003722) will be used to sell alcohol at the event.
- vii. SMMEs will be given a fair chance to sell products such as Christmas goodies in the morning, self-made products (picnic baskets) and other goods that local SMME’s specialize in.
- viii. Dj Sphere Annual festival will bring about job creation of 60 event marshals. 60% being women and people with disability will be prioritized when shortlisting is done.

7.2. Economic effect

DJ Sphere Annual Fest 2022 will be yet another tool that can be used to maximize your brand by marketing and creating awareness of your new products to the patrons.

7.3. Financial Projections

❖ 24th December 2023

10 000 General Tickets @ R200-00 each, calculates to **R2 000 000-00**

500 Vip Tickets @ R500-00 each, calculates to **R250 000-00**

TICKET SALES	R2 250 000-00
EVENT BUDGET	R1 991 750-00
PROFIT	R 258 000-00

7.4. Marketing campaigns

7.4.1. Print advertising

Print media is key to this campaign because the media is essential in conveying messages and in publicizing the campaign activities around the communities. The nature of the event will allow for a special and exclusive feel as photographers and journalists will be present and allowed to move freely through the venues to capture every moment.

This clearly offers the branding **SPONSOR** relevance and effective mileage in a positive light. A variety of local and national newspapers including various TV Events Channels will be invited to cover up our event.

7.4.2. Street marketing

An extensive street level marketing campaign will be implemented to support **DJ SPHERE's ANNUAL FEST**. This is still an effective marketing medium for emerging market and will be an integral element of the campaign. Posters, banners and flyers will be distributed in all key areas around the North West Province and nationwide. The **SPONSOR's** logo will feature prominently on **flyers, posters** and **banners**.

7.4.3. Online media

This it's a new form of advertising which will be used to invite and inform the clientele of the event. The system has been useful in our past events;

- ❖ Online Newspaper (Taung Daily News, etc.).
- ❖ Social Networks (Facebook/ Twitter/ YouTube/ WhatsApp).
- ❖ Online Magazine (House on mag).
- ❖ Independent Publications.

7.4.4. Reserved tickets

All guest from the Department will receive a certain number of free standard and VIP ticket to be able to form part of the historic, relaxing and joyful event with us.

7.4.5. Sponsorship requested in the following areas

- i. Marketing and Advertising (TV & Radio Ads/ Banners/ Posters/ Flyers).
- ii. Artists/ DJs/ MCs Performance Booking Fees.
- iii. Accommodation & Refreshments for Artists.
- iv. Security Personnel/ Marshalls/ EMRS/ Liability Cover, etc.
- v. Marquee/ Tables/ Chairs/ Ablutions Facilities/ Toilets.
- vi. Sound/ Stage/ Power Generator/ Lights/ Barricades, etc.
- vii. Venue Hire/ Tickets Printing Costs, etc.
- viii. Music Business Workshop

For further engagement, kindly contact;

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