

SA's No 1 Comedy promotion Presents.



FEST 2024

**Building communities through laughter.**

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Creating opportunities and platforms for discovery, development, showcase, and celebration of South Africa's comedy

**LIVE Underground - Fest Activation Tour**

**Workshops & Training**

**Premier & Festival**

*Featuring*

**BIG-On-Local-BIG-On Sale Market Platform**

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**PROPOSAL FOR FUNDING**

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Prepared For DSAC Mzansi Golden Economy - By Phillip Dikotla

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## BIG COMEDY LIVE – 2024

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### Overview

A national comedy celebration and showcase festival event of South Africa's indigenous, urban, underground, and street comedy in its linguistic, racial, and cultural diversity - with a focus on development, showcase, and celebration. Building communities through laughter.

**Program:** Stand-up comedy, Sketch comedy, Puppeteering, Magwarana, Comedy Roasts, Storytelling, Live-Podcasting, and Magic Acts & shows

**Shows:** 25 Live performance experiences

**Opportunities:** 169 Work opportunities to be created (*123 for performance talent, and 54 in technical, training, admin, and logistics personnel*)

**Reach:** For an estimated minimum audience of 5000 people.

### Breakdown: A festival in parts

#### Festival Part 1: LIVE UNDERGROUNDS ACTIVATION TOUR

Over a period of 8 weeks, the Big Comedy Live fest 2024 will host a series of 2 weekly, live Pop-up-like comedy show experiences titled LIVE UNDERGROUNDS, by forging collaborations with a variety of unique everyday spaces such as – rooftops, museums, markets, etc , creating a platform for promotion and discovery of new/emerging talent. Each experience features a line-up of 3 new/emerging comedic acts. Developing an audience, by promoting tickets & merchandise Sales for the Big Comedy Live Festival 2024

To learn more about what Big Comedy Live – Underground visit-  
[www.bigcomedy.live](http://www.bigcomedy.live)

#### Festival Part 2: BIG COMEDY LIVE FESTIVAL & PREMIER

Showcasing the best-of-the-best RAW, street, and underground indigenous South African comedy talent, featuring talent from across the Country and African continent.

Taking place from **25 to 29 of Sep**, the 2024 Big Comedy Live Festival will be a 5 day comedy culture showcase extravaganza, hosted across 5-venues in and around the city.

#### Part 3: FESTIVAL ADDITIONAL FEATURES

Outlined below into **Feature A & B** – *This' a selection of the festival's activities, to be curated and implemented as complementary to either Part 1 and/or 2 of the festivals programming.*

**Feature A: BIG-On-Local/Big-On-Sale** – a social market and festival experience, complimentary to *Festival Part 1 and 2*, featuring a curated selection of activities, local brands, and products.

- *Audiences can shop, experience, and find convenience getting their festival show tickets, resting, relaxing, and socializing.*
- *Supports local businesses, encouraging collaboration between the artistic and the enterprising community, while also supporting the festival’s promotion, marketing, community building, and sales efforts.*

**Feature B: BIG-on-Comedy Performance Workshop** – a five (5) day performance training workshop for emerging and experienced comedy talent, facilitated by a select group of professional – *voice, physical, acting, directing, and literary* – performance coaches. For comedy talent of different levels to:

- *learn, be empowered, and introduce tools, tricks, vocabulary, and explore alternative understanding or artistic perspective and interpretation in their performance.*
- *enhance their routines, shows, and audience’s experience.*
- *encourage innovation, creativity, and create room for artistic diversity, entertainment value, and artistic voices. To ensure that there is growth when it comes to comedy in South Africa.*

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### **Our Vision & Mission**

To make South Africa the *mercer* of the world’s comedy in the next three (3) years.

Promoting the art of comedy, and building communities through laughter, by creating opportunities and platforms for discovery, development, showcase and celebration of SA Comedy.

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### **How?**

*Nurturing and cultivating a diverse, accessible, and competitive comedy consumer community, culture, market, and demand.*

*Supported with an all-in-one, full-service, and digital solutions infrastructure connecting audiences with talent, talent with venues, and vice versa.*

*Opening doors for entertainment tourism - where the world’s comedy (audiences and talent) can easily visit, access, and participate in our economy.*

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### **Why?**

- *To promote the art of comedy,*
- *To create enterprising opportunities, that support local entrepreneurs, and encourage collaboration between the arts and enterprising communities.*
- *To create work, training, and skills development opportunities. Primarily for youth, women, and people living with disabilities in local communities.*
- *To stimulate demand and build a comedy loving and supportive consumer community market.*

- *To discover, train, develop, promote, and showcase SA comedy talent to the world.*
- *To make South Africa a leader in entertainment tourism through comedy.*
- *To contribute in the development of township economies.*
- *To be an exemplary beneficiary and extension of the DSAC - MGE continued support of the arts by being an exemplary project in our sector.*

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## Our Core Values

Community | Development | Showcase | Celebration

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## Festival Background

The **Big Comedy Live festival** was conceptualised, developed, and founded in 2022 By Dikotla Originals. The outcome of three (3) uniquely curated comedy events, hosted across three 3 different venues, as part of developing **Big Comedy Live** Since then, in 2023 the festival has had its first and official program, through the generous support of the DSAC MGE funding, and we intended to see it grow bigger and better with the 2024 program.

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## About Dikotla Originals

Dikotla Originals is a young, black owned company behind the

- [www.skierlik.com](http://www.skierlik.com) - a digital theatre project - *the most advanced digital theatre project in SA* - produced in collaboration with BOMB Production
- [www.bigcomedy.live](http://www.bigcomedy.live) - a undergrounds comedy experiences platform, responsible for producing more than 10 monthly intimate comedy experiences, hosted in secret locations, across South Africa.

We produce original live, video, audio, animation, and new media productions, while vested in developing and building solution, services, and entertainment platforms in live and digital media.

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## Our Team

- **CEO/Managing Director: Phillip M Dikotla** – a 33-year-old Market Theatre Laboratory graduate '10. Internationally revered multi-award-winning performer, playwright, and theatre practitioner. Writer, actor, comedian, director, and Impresario.
- **Dikotla Originals Projects Director: Angela Y Seepe** – Holds Marketing Management Degree from Boston City Campus '16, and a Post Graduate Diploma in Financial Planning Law from UFS '19. A Market Theatre Laboratory graduate '22. Actor, singer, and dancer.

## FESTIVAL IMPLIMENTATION ACTIVITIES OUTLINE

**Period: 3 - 4 Months**

*NB: The below activities outline is subject to change.*

MONTH 1	
Activity	Details
<p><b>Recruitment and contracting</b></p> <ul style="list-style-type: none"> <li>▪ Key Roles</li> <li>▪ Units (including trainees/assistants)</li> </ul> <p><i>NB: Call for Submission/s in the first week, pending budget approval.</i></p>	<p><b>Personnel/Teams</b></p> <p><u>Administration</u></p> <ul style="list-style-type: none"> <li>▪ ×2 Administrator</li> <li>▪ Legal (consultation)</li> <li>▪ Accounting (Consultations)</li> </ul> <p><u>Activations, Marketing &amp; Media</u></p> <ul style="list-style-type: none"> <li>▪ Brand Manager</li> <li>▪ Market general management</li> <li>▪ Audience Development and Sales</li> <li>▪ Partners acquisition and relations management</li> <li>▪ Graphic Designer</li> <li>▪ Copywriter</li> <li>▪ ×2 Digital marketing managers (social media, site content, SEO &amp; SEM manager)</li> </ul> <p><u>Technical</u></p> <ul style="list-style-type: none"> <li>▪ Production Manager</li> <li>▪ ×5 Sound Tech (NB: One per venue)</li> <li>▪ ×5 LX Tech (NB: One per venue)</li> <li>▪ ×1 Stream Tech (NB: One per venue)</li> <li>▪ ×3 Camera Operator/s per venue (NB: Total of 12 operators across 4 venues)</li> </ul> <p><u>Live Production</u></p> <ul style="list-style-type: none"> <li>▪ Programs Curator</li> <li>▪ Executive producer</li> <li>▪ ×2 Trainee Producers and Assistants (Will be Ushers/Runners during events)</li> <li>▪ ×4 Talent scouts (NB: To work closely with program curator)</li> </ul> <p><u>Digital/Archive Production</u></p> <ul style="list-style-type: none"> <li>▪ Digital producer</li> <li>▪ ×2 Trainee digital content producers</li> <li>▪ ×2 Director/s</li> <li>▪ ×2 Assistant directors</li> <li>▪ ×3 Content Editor</li> </ul>

<b>Project Planning</b> <i>(with Key Personnel)</i>	<ul style="list-style-type: none"> <li>▪ Project Briefing/Presentation</li> <li>▪ Brainstorming</li> <li>▪ Venue Scouting &amp; securing <i>(NB: 8 venues tour venue partners, &amp; 4 Main festival 4 venues)</i></li> <li>▪ Sourcing and contracting of service providers</li> <li>▪ Talent, Workshops, &amp; Shows: <i>Callouts, Selections, Invitations, etc.</i> to festival participants.</li> </ul>
<b>Project Review &amp; Programming</b>	<ul style="list-style-type: none"> <li>▪ Tour Program Planning</li> <li>▪ Main Festival Premier Event Planning</li> <li>▪ Main Program Planning</li> </ul>

MONTH 2	
Activity	Details
<b>PROJECT LAUNCH</b>	<b>Multimedia Marketing &amp; Media Campaign</b> <ul style="list-style-type: none"> <li>▪ Digital</li> <li>▪ Print</li> <li>▪ Audio-Visual</li> </ul> <i>Activations (NB: Township Activation &amp; Showcase Tour program)</i>
<b>FESTIVAL PART 1 (Start)</b>	<b>LIVE UNDERGROUNDS ACTIVATION TOUR</b> <i>Featuring a BIG-On-Local/Big-On-Sale festival market.</i>

MONTH 3	
Below - Divided into Festival Part 1 & 2	
<b>FESTIVAL PART 2 (Finish)</b>	<b>LIVE UNDERGROUNDS ACTIVATION TOUR</b> <i>Featuring a BIG-On-Local/Big-On-Sale festival market.</i>
<b>Festival Part 2</b>	<b>BIG Comedy Premier &amp; Fest 2023</b> - <i>Featuring a BIG-On-Local/Big-On-Sale festival market</i>

### Big Comedy Live Festiva: Programming

	VENUE 1	VENUE 2	VENUE 3	VENUE 4
<b>Day 1</b>	<b>FESTIVAL Premier (Special Venue)</b>			
<b>Day 2</b>	Stand-up comedy	Magic show	Sketch Comedy	Live Podcast Show
<b>Day 3</b>	Puppet Show	Stand-up Comedy	Comedy Roast	Live Podcast Show
<b>Day 4</b>	Storytelling	Magwarana	Stand-up Comedy	Live Podcast Show

Day 5	Sketch Comedy	Comedy Roast	Stand-up Comedy	Live Podcast Show
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MONTH 4	
Activity	Details
Post Festival wrap-up	<ul style="list-style-type: none"> <li>• Production wrap</li> <li>• Ensuring that rental equipment is collected.</li> <li>• Internal feedback and recommendations for 2024 Festival</li> <li>• Accounting</li> <li>• Reporting</li> </ul>

## BUDGET

### Budget Summary

ITEM	AMOUNT
Talent	R747 000.00
Technical team	R319 000.00
Marketing and Media	R200 000.00
Project Team	R345 000.00
Operating Cost	R335 000.00
<b>PROJECT TOTAL COST</b>	<b>R1 946 000.00</b>

### Detailed Budget Breakdown

TALENT			
<i>(Comedy: stand-up, performers, directors, host/mc, magic, ventriloquist/puppeteer, and music)</i>			
A total of 82 comedians participating in across all <u>3 tiers</u> of the festival program, hosted across 12 venues (x8 Township venues, and x4 Joburg inner-city venues).			
ITEM	DESCRIPTION	Unit Cost (R)	Total Cost(R)
<b>Tier 1:</b>			
Township Activations & Showcase Tour Program	x 64 comedy acts/slots	R2 000.00	R128 000.00
	x 1 Host/MC	R2 000.00	R16 000.00
<b>Tier 2:</b>			
Festival Premier	x1 Host/MC	R2 000.00	R2 000.00
	x3 Stand-up Acts	R2 000.00	R6 000.00
	x1 Sketch Comedy Act	R4 000.00	R4 000.00

	×1 Magic Act	R2 000.00	R2 000.00
	×1 Puppetry Act	R2 000.00	R2 000.00
	×1 Music Band	R15 000.00	R15 000.00
<b>Tier 3: (BIG COMEDY FEST)</b>			
<b>Comedy Roast</b> <i>(x2 Comedy Roast Shows, each with - A roast panel of x4 comedians, x1 Host/MC, x1 guest talent, and x1 opening acts)</i>	Host/MCs		R6 000.00
	×8 Panellist	R5 000.00	R40 000.00
	×2 Guests	R7 500.00	R15 000.00
	×2 Opening Acts	R2 000.00	R4 000.00
<b>Magwarana</b> <i>(x2 Shows; each featuring a line-up of 8 participants, and 1 Resident MC)</i>	×2 Host/MCs	R3 000.00	R6000.00
	×16 Participants	R3 000.00	R24 000.00
<b>Stand-up Comedy</b> <i>x4 Stand-up Comedy shows spread across all 4 venues as follows: -x2 One man shows – x1 main act, x1 MC, x2 opening act, per show -x2 Line up Shows - x1 opening acts, x1 MC, x4 comedy Acts, &amp; x1 headline Act, per show.</i>	×2 Headline Acts	R15 000.00	R30 000.00
	×2 Main Acts	R15 000.00	R30 000.00
	×8 Line-up Acts	R10 000.00	R80 000.00
	×6 Opening Acts	R2000.00	R12 000.00
	×4 Host/MC	R5 000.00	R20 000.00
<b>Special Comedy Productions</b> <i>x2 booked 1-hour long productions of 1 man shows, x1 performance each.</i>	Magic show	R15 000.00	R15 000.00
	Ventriloquist Shows (Puppetry)	R15 000.00	R15 000.00
<b>Live Podcast &amp; Talk Show</b> <i>Ongoing daily shows, featuring new guests throughout the festival.</i>	×2 Residential Hosts	R15 000.00	R30 000.00
<b>Sketch Comedy Productions</b> <i>x2 fully booked productions, for x2 performances each</i>	Production 1	R30 000.00	R30 000.00
	Production 2	R30 000.00	R30 000.00
<b>Influencers</b> <i>x5 online comedy content creators during the festival</i>	×5 content creators	R10 000.00	R50 000.00
<b>Comedians Storytelling</b> <i>x4 comedians &amp; 1 Host/MC</i>	×4 Comedians	R5 000.00	R20 000.00
	×1 Host/MC	R5 000.00	R5 000.00
<b>Director/s</b> <i>(17 live comedy shows presented across 4 venues by the festival, captured for streaming/digital audiences, under the direction of x2 directors, and their x2 assistants.) NB: Each Live performance will be recorded for archive, streaming, and future monetization purposes.</i>	×2 Directors	R40 000.00	R80 000.00
	×2 Assistant/mentee Directors	R15 000.00	R30 000.00
		<b>SUB-TOTAL</b>	<b>R747 000.00</b>

<b>TECHNICAL TEAM</b>			
<p><b>Township touring festival activation and showcase program - ×8 venue, 10 comedy performers on stage (NB: 1 show per venue)</b></p> <p><b>Main Festival Premier Event - ×1 day, ×1 venue, and ×8 Acts</b></p> <p><b>Main Festival - ×4 days, 4 Venues, presenting a variety of ×16 unique comedy shows</b></p>			
ITEM	DESCRIPTION	Unit Cost (R)	Total Cost(R)
<b>Sound technicians</b> <i>hired throughout the duration of the festival</i>	×1 technician - Township activation and showcase (×8 days)	R2 500.00p/day	R20 000.00
	×1 Technician - Festival Premier Event (×1 day)	-	R2 500.00
	x4 Technicians - Main Festival (x4 days, 4 different venues) R2 500p/day R40 000		
<b>Lighting technicians</b> <i>hired throughout the duration of the festival</i>	×1 Technician - Festival Premier Event (×1 day)	-	R2 000.00
	x4 Technicians - Main Festival (x4 days, 4 different venues)	R2 000.00p/day	R32 000.00
<b>Camera Operator</b> <i>hired for premier and main festival venues</i> ×3 operators per venue (per show/s)	×3 Operators - Festival Premier Event (×1 venue)	R1 500.00	R4 500.00
	×3 Operators per venue- Main Festival (x4 days, ×4 different venues)	R4 500.00	R75 000.00
<b>Show Runner/Stage Managers</b> <i>hired for premier and main festival venues</i>	×1 Stage manager – Premier event (×1 day)	-	R10 000.00
	×4 Stage Managers – Main festival Program (x4 venues, ×4 days)	R10 000.00	R40 000.00
<b>Stream technician</b> <i>hired for the premier event and Live podcast shows (×2 venues, ×5 days)</i>	1 technician	-	R30 000.00
<b>Content Editors</b>	3 Editors	R21 000.00	R63 000.00
<b>SUB-TOTAL</b>			<b>R319 000.00</b>

<b>ACTIVATIONS, MARKETING &amp; MEDIA</b>			
<p><i>Work is spread across 3 months (tear 1-2 &amp; 3 of the festival)</i></p> <p><i>Most of the team will be working the 2 months leading up to and during festival.</i></p>			
ITEM	DESCRIPTION	Unit Cost (R)	Total Cost(R)
<b>Brand Manager</b>		-	R40 000.00
<b>Market management</b>		-	R40 000.00

<b>Audience Development/Sales</b>	×2	R25 000.00	R50 000.00
<b>Graphic Designer</b>		-	R20 000.00
<b>Digital marketing</b> <i>(NB: social media, Site content, SEO &amp; SEM manager)</i>	×2 digital marketing personnel	R17 500.00	R35 000.00
<b>Copywriter</b>		-	R15 000.00
		<b>SUB-TOTAL</b>	<b>R200 000.00</b>

<b>PROJECT TEAM/PERSONEL</b>			
<i>Festival work is spread across 3 months, where team members will be contracted to periods varying from a minimum of 5 days, an average of 1 month, or the entire 3-4 months of festival implementation and closing, respectively as contracted.</i>			
<b>ITEM</b>	<b>DESCRIPTION</b>	<b>Unit Cost (R)</b>	<b>Total Cost(R)</b>
<b>Curator</b>		-	R30 000.00
<b>Workshop Facilitators</b> <i>(NB: To work closely with program curator)</i>	×4	R10 000.00	R40 000.00
<b>Executive Producer</b>		-	R50 000.00
<b>Trainee/Mentee Producers</b> <i>(NB: Will be stage and production manage township tour program, and double as Ushers/Runners during events, while shadowing and assisting executive producer)</i>	×2 Trainee/Mentee in Producing	R15 000.00	R30 000.00
<b>Administration</b>	×2	-	R50 000.00
<b>Legal services</b>		-	R20 000.00
<b>Accounting Service</b>		-	R15 000.00
<b>Production Manager</b> <i>(NB: Overseeing all 4 venues, and planning activities leading to the premier event)</i>		-	R50 000.00
<b>Digital Production personnel</b>	Digital/Online Producer	-	R30 000.00
	×2 Trainee digital content producers	R15 000.00	R30 000.00
		<b>SUB-TOTAL</b>	<b>R345 000.00</b>

<b>OPERATING COSTS</b>			
<b>ITEM</b>	<b>DESCRIPTION</b>	<b>Unit Cost (R)</b>	<b>Total Cost(R)</b>
<b>Print Media</b>	Posters Banners Flyers	-	R20 000.00
<b>Paid media (Boosting)</b>	Social Media Boosting	-	R15 000.00
<b>Communication Resources</b>	Data and Voice Minutes	-	R10 000.00
<b>Equipment Rental</b> <i>Sound equipment – Tier 1, 2, 3 (×13 venues &amp; days)</i> <i>LX Equipment – Tier 2 &amp; 3 (×4 venues, ×5 days)</i> <i>Cameras – Tier 2 &amp; 3 (4 venues, ×5 days) [NB: ×3 per venue]</i>		-	R150 000.00

<b>Venue</b> <i>(NB: For Tier 2 &amp; 3 festival programming)</i> x1 venue, x1 day - festival premier x4 venues, x4 days – Main Festival program	-	R100 00.00
<b>Transport Services</b>	-	R40 000.00
<b>SUB-TOTAL</b>		<b>R335 000.00</b>
<b>TOTAL PROJECT COST</b>		<b>R1 946 000.00</b>

At the moment, the Big Comedy Live Festival has not received any promise for additional funding, and we (DIKOTLA Originals) are actively knocking on doors.


Our hope with this proposal is that the DSAC- Mzansi Golden Economy can see the potential of this project, the impact it can contribute in our communities, and if not able to allocate the full budget, at least commit 80% of the R1 964 000 (One million-nine-hundred- and-sixty-four thousand-rands) TOTAL PROJECT COST.

Thank you for the call for applications and going through our proposal. Your efforts are highly appreciated.

We look forward to hearing back from you.

Sincerely

Phillip Dikotla  
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Signed  Date 31 01 2023