



# **INKABA**

**URBAN MARKET**





# BACKGROUND

The Inkaba Urban Market was founded on a strong commitment to develop the art and artists of this culturally rich and diverse province. Unlike many arts festivals, the Inkaba Urban Market is grounded within a strong developmental ethos that permeates every aspect of the festival from the performances to the venues and management style.

The Inkaba Urban Market was designed to stir the pride of people in their indigenous cultures and arts forms by allowing them performance space, a day of Dance, Drama, Music, Comedy, Poetry and other forms of Cultural Celebration. That initial impetus grew into a set of provincial competitions to uncover and nurture the creativity of arts practitioners.



# EXECUTIVE SUMMARY

The Inkaba Urban Market 2024 will be one of the most unique approaches to music, arts & culture development in the country. Using the standard arts festival form as the showpiece event on its annual calendar. At the same time this new emerging youth-based talent is showcased alongside professional artist, in effect serving as inspiration to the developing talent pool.

The value of the event must not be underestimated. Its reach will go far beyond the mere development of artists. It is aimed to be a major catalyst in the development of the eThekweni Metro area, serving as an annual tourism magnet. This will have spin-off effects on the local economy. Local businesses will benefit from the influx of thousands of people over tourism months, when Guesthouses, bed and breakfast and home stays will mushroom & develop because of this event. Local traders will benefit from stalls and other opportunities that the event provides. Inkaba will create part time work opportunities.



## Objectives

- To showcase talent in the fields of Dance, Drama, Comedy, Music, Fine arts and Crafts.
- To identify, develop and profile creative talent in the province.
- To preserve local culture and heritage.
- To market artists creativity on a national and international platform.
- To create job opportunities.
- To contribute to the Mzansi Golden Economy (MGE) strategy to arts and culture.
- To educate young people about the benefits of registering their initiatives and projects.



## Vision

To establish the Inkaba Urban Market as the flagship cultural market, providing all forms of economic benefit to the people of the Mpumalanga.

## Mission

The Inkaba Urban Market is established to identify, promote and preserve the artistic, economic & cultural heritage of the people of Mpumalanga.



## Marketing Objectives

- A fully inclusive strategic marketing plan has been devised to ensure that target markets are reached effectively.
- Brand awareness built amongst a target market with disposable income and suitable client profile.
- To enlist the support of a potential sponsor to align their brands with the event and in doing so the event would provide them with a product promotion platform.
- Sponsors could re-capture their existing target market and simultaneously increase the consumption of their products.
- To create an event which will become synonymous with Youth Music.



## Marketing Plan

The Inkaba Urban Market campaign will combine PR & interactive media liaison and marketing across Mpumalanga. It would be the ideal strategy in order to create awareness, and will be used to promote the event. This will include electronic media (radio and interactive media) and relevant media in the participating townships. These mediums will be ideal in order to achieve the overall objectives event and ultimately create awareness of the event. The targeted media and PR activities would be used to gain maximum exposure for the event, pre, during and post the event; this will provide a build-up platform towards the event & gain the support and participation from the public if so desired.



## Project Timelines

Phase 1	<ul style="list-style-type: none"><li>• Sourcing of service providers.</li><li>• Appointment of service providers</li><li>• Selling of Festival Packages</li><li>• Complete &amp; secure festival line up</li><li>• Content development – media relations</li><li>• Financial management</li></ul>
Phase 2	<ul style="list-style-type: none"><li>• Marketing &amp; Communication Roll out</li><li>• Tracking &amp; monitoring of progress</li><li>• Programme &amp; Opening of ticket sales</li><li>• Risk Identification &amp; Mitigation</li><li>• Financial management</li><li>• One month countdown</li><li>• Venue preparation / build up</li><li>• Compliance monitoring</li><li>• Accreditation</li></ul>



## Project Timelines

### Phase 3

And we go Live!

- Issue out last outstanding accreditation
- Event management and coordination
- Mitigating
- Project de-rig
- De briefing all stakeholders
- Venue clean up & rehabilitation
- Strike down/de rig continues
- Post Project PR
- Project de-brief Report
- Financial Report

Close Up REPORT!



## History of Events



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# Curriculum Vitae - Zinhle Mfeka

**Female, Black**

Comes with a background in Events Management, that spans over 7 years. Zinhle has a wealth of interpersonal skills & human relations touch to project management. with vast experience in marketing, public relations, advertising, events, brand management, people strategies and project management. She is a respected business consultant and leader who has conceptualized marketing and communications campaigns that have effectively reinforced and built brand images & delivered on sales objectives. She has coordinated several events, the logistics entail décor & styling, Guest Relations and management, venue sourcing, shuttle service, air-transport, She has worked on the following projects:

**Topflo Prestige**

**Vodacom Limpopo – Year End Functions**

**Sapa Yopa Rally**

**Compensation Fund**

Worked as a Team Supervisor/Brand Activation Specialist. This enabled her to establishing & maintaining effective relationships with internal & external contacts and clients.

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## Budget

QTY	DETAILS	UNIT PRICE	TOTAL
1	Sound Systems & Stage	R 250 000,00	R 250 000,00
1	Marketing and PR	R 250 000,00	R 250 000,00
15	Artists	R 30 000,00	R 450 000.00
40	Security & Logistics	R 750,00	R 30 000,00
1	Event Infrastructure	R 250 000.00	R 250 000.00
80	Hospitality	R 1 000.00	R 80 000.00
25	Event Staff	R 3 000,00	R 75 000,00
1	Public Liability Insurance	R 11 000.00	R 11 000.00
1	Event & Rain Insurance	R 58 000.00	R 58 000.00
1	Contingency	R 72 700.00	R 72 700.00
GRAND TOTAL			R 1 526 700,00



## Contact Details

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