

# MGE 2025/2026 NGOMA DZA TSHITOMBONI PROPOSAL

<p>FROM: NGOMA DZA TSHITOMBONI</p> 	<p>TO: DEPARTMENT OF SPORTS, ARTS &amp; CULTURE</p> 
<p>PURPOSE:</p>	<p>APPLICATION FOR MZANSI GOLDEN ECONOMY FUNDING</p>
<p>TYPE OF PROJECT:</p>	<p>CULTURAL &amp; CREATIVE INDUSTRY PTOJECTS</p>
<p>CLOSING DATE:</p>	<p>06 DECEMBER 2024</p>
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# Company Profile

2024



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# About Our Company

## A Brief Story About The Company

Ngoma Dza Tshitomboni, translating to “Drums of the Ancestral Spirits”, is a pioneering creative enterprise rooted in the rhythms, melodies, and traditions of Africa. Founded in 1995 by the renowned musician and cultural advocate Dr. Colbert Mukwevho, the company has grown from a passionate initiative to a full-fledged entity, officially registered in 2018.

As an industry leader, Ngoma Dza Tshitomboni specializes in Music Publishing & Distribution, Marketing & Event Management, and Sound Hire, catering to a diverse clientele across South Africa and beyond. Our mission is to preserve and celebrate African heritage while embracing innovation to elevate the creative industries on a global stage.

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# Vision

To be the foremost cultural and creative enterprise in Africa, inspiring communities and empowering artists to thrive in a globalized world while preserving and celebrating the essence of African heritage.

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# Mission

01

**Empowering Creativity:** To support and amplify African talent through music, culture, and innovation.

02

**Preserving Heritage:** To celebrate and sustain Africa's rich cultural traditions for future generations.

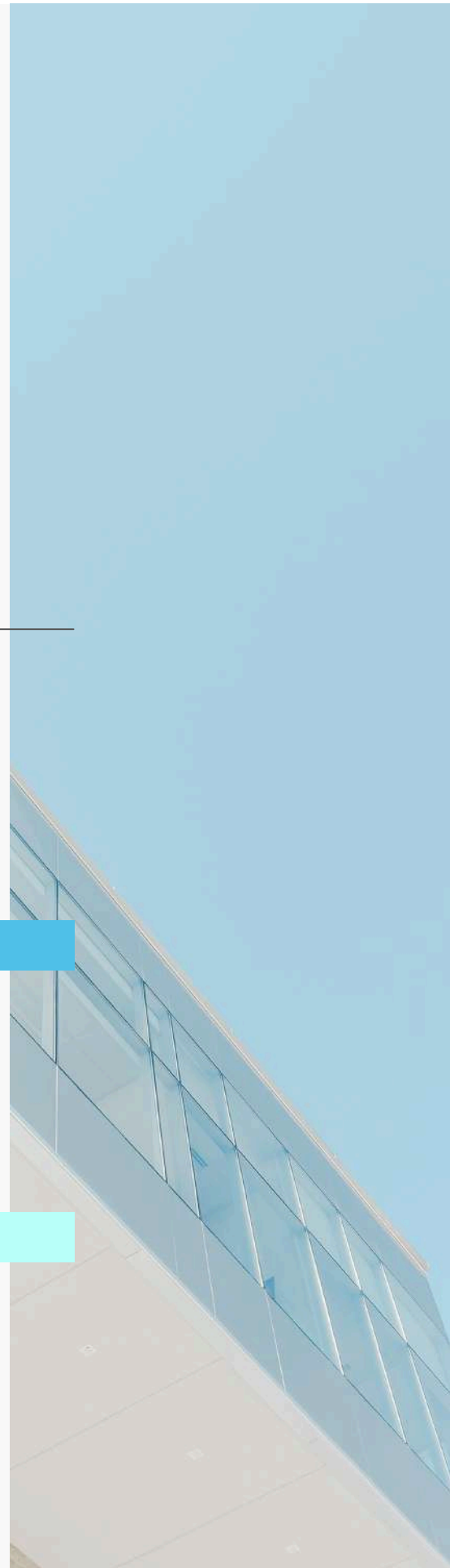
03

**Uniting Communities:** To create platforms that inspire connection and foster cultural pride.

04

**Driving Excellence:** To deliver world-class services in music, events, and sound, rooted in authenticity and quality.

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# OUR SERVICES

## MUSIC PUBLISHING & DISTRIBUTION

- Collaborating with talented artists to produce, promote, and distribute high-quality music.
- Ensuring royalties, copyright protection, and broad exposure for our artists locally and internationally.
- Establishing strategic partnerships with streaming platforms, record labels, and distribution networks to reach diverse audiences.

## MARKETING & EVENT MANAGEMENT

- Conceptualizing, planning, and executing impactful events that showcase African culture and talent.
- Providing innovative marketing strategies for artists, brands, and events, including digital campaigns and experiential promotions.
- Successfully managing large-scale festivals, concerts, and community events with precision and creativity


## SOUND HIRE

- Offering premium sound equipment and professional technical support for events of all sizes.
- Providing tailored audio solutions to meet specific needs, ensuring a seamless and immersive auditory experience for audiences.



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# OUR IMPACT

 Ngoma Dza Tshitomboni has not only elevated the profile of African music but has also created opportunities for emerging talent to shine. Through our events and initiatives, we've built a platform that nurtures creativity, promotes cultural pride, and supports economic development in the arts sector.

Our events bring together diverse communities, fostering unity and mutual appreciation through the shared love of music and culture. By blending heritage with innovation, we ensure that African traditions remain vibrant and relevant in today's globalized world.

## OUR FOUNDER

A pioneer in South African reggae music, Dr. Colbert Mukwevho is a multi-award-winning musician, producer, and cultural icon. His dedication to social justice and cultural preservation resonates deeply in his music and leadership. With over 40 years of experience in the music industry, he remains a steadfast advocate for the arts and an inspiration to generations of African artists.

Dr. Mukwevho's vision for Ngoma Dza Tshitomboni stems from his passion for empowering artists and ensuring African stories are told authentically and powerfully on the global stage.



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# KEY MILESTONES



**2015**

**HOME ROOTS REVIVAL  
FESTIVAL**

a celebration of indigenous music and cultural expression, attracting thousands of attendees.

**2021**

**HOMETOWN HEROES  
FESTIVAL**

spotlighting Limpopo's local talent and promoting grassroots artistry.

**2023**

**DR. COLBERT LIVE IN  
CONCERT IN MIDRAND**

offering audiences an intimate experience with a living legend.

**2024**

**ONE PEOPLE AFRICA  
TOUR**

featuring the reggae icon Burning Spear, with a historic performance in Thohoyandou.

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# Executive Summary

Limpopo Cultural Rhythms: A Festival Series is a six-month initiative designed to celebrate Limpopo's vibrant cultural heritage while promoting economic development and social cohesion. The project will consist of six distinct monthly festivals, each reflecting the province's rich traditions, diverse artistry, and significant cultural milestones. These events include AfroVibes: Africa Day at Thohoyandou, Artistry Alive: Youth Fest, Winter's Embrace Festival, SheRising Festival (Women's Day Celebration), Roots & Riches Festival (Heritage Day Celebration), and Home Roots Revival Festival. Each festival will highlight a unique theme, tailored to resonate with diverse audiences and create opportunities for meaningful cultural engagement.

The series will feature performances by local and national artists, workshops, art exhibitions, and market stalls, showcasing the talents of cultural practitioners, crafters, and entrepreneurs. With an emphasis on promoting inclusivity and unity, these festivals aim to strengthen community ties and foster a deeper appreciation of Limpopo's cultural identity.

By leveraging partnerships with key sponsors, local media, and community organizations, the project will provide employment opportunities for artists, performers, and technical staff while stimulating the local economy through tourism and vendor engagement. Additionally, the festivals will serve as a platform for emerging talent to gain exposure, ensuring the sustainability of Limpopo's artistic legacy.

# OBJECTIVES

## Economic Growth and Local Development

**Objective:** Stimulate local economic growth by leveraging arts and culture as drivers of economic activity

- **Job Creation:** The festival series will create over 90 job opportunities each month across six months. This includes employment for local artists, performers, technicians, vendors, and event staff. The influx of tourists, artists, and attendees will support local businesses, including hotels, restaurants, transport services, and retail outlets.
- **Local Economic Boost:** The festivals will attract audiences from outside Limpopo, stimulating tourism and related industries. Each event will bring a substantial number of attendees to local areas, thereby boosting spending in sectors such as hospitality, transport, food, and retail. The exposure of Limpopo's cultural offerings will also create future opportunities for the region's arts and creative economy.
- **Sustainability and Capacity Building:** By upskilling local creatives and event coordinators, the project will build sustainable capacity in the local arts and culture sector, positioning Limpopo as a future hub for cultural tourism.

## Job Creation and Livelihood Enhancement for Cultural Practitioners

**Objective:** Create employment opportunities for artists, performers, and cultural workers, particularly from marginalized communities such as women, youth, and people with disabilities.

- **Employment for Artists and Creative Professionals:** The festival series will provide consistent work for a variety of cultural practitioners, including musicians, dancers, visual artists, and craftspeople. For example, local youth will be given opportunities to perform and take part in skill-building workshops.
- **Diverse Representation:** A focus will be placed on including women, youth, and people with disabilities in both the planning and execution of the festivals. Female artists will have the chance to showcase their talents, while youth will be mentored by experienced professionals in their respective disciplines.
- **Support for Supporting Sectors:** The festivals will also create work in related sectors such as event management, marketing, technical production (sound, lighting, staging), catering, and security. Local vendors and service providers will be contracted to supply goods and services to the festivals, enhancing community participation.

## Audience Development and Consumption of Arts and Culture

**Objective:** Cultivate a broader and more engaged audience for the arts, increasing consumption and demand for cultural products and experiences across Limpopo and beyond.

- **Increasing Audience Engagement:** By hosting six monthly festivals, the project will build a strong, consistent audience for Limpopo's cultural scene. The festivals will serve as a gateway for local communities and tourists to engage with different art forms, encouraging repeat attendance and participation in future events.
- **Educational and Awareness-raising Activities:** Each festival will incorporate educational components, such as workshops on African dance, music, and visual arts. The aim is not only to entertain but also to educate participants about the value of cultural expression and heritage preservation.
- **Media and Marketing Efforts:** The festival series will be promoted through various media channels, including social media, radio, and local TV stations. Collaborations with influencers and community leaders will ensure that the events reach a wide demographic, particularly the youth and families who may not traditionally engage with cultural events.

## Skills Development and Capacity Building

**Objective:** Enhance the skills and professionalism of local artists and event practitioners, providing long-term benefits to the cultural sector in Limpopo.

- **Training and Mentorship for Emerging Artists:** The festival series will offer mentoring opportunities for emerging artists, particularly youth and women. Established professionals will mentor younger artists, guiding them in technical skills, performance strategies, and entrepreneurial skills necessary to thrive in the arts sector.
- **Professional Development:** Organizing and executing large-scale events will provide local event managers, coordinators, and technicians with practical experience. This exposure will build a stronger local workforce capable of handling future events independently.
- **Workshops and Masterclasses:** Every festival will feature a series of skill-building workshops on various aspects of arts and culture, such as performance techniques, event management, marketing for the arts, and visual arts production. These will be open to all community members, particularly marginalized groups.

## Showcasing Limpopo's Unique Cultural Offerings

**Objective:** Raise the profile of Limpopo as a cultural and tourism destination, showcasing its unique heritage and artistic diversity.

- **National and International Exposure:** The festivals will draw attention to Limpopo's arts scene on a national level, positioning the region as a prime location for cultural tourism. By inviting regional and national media to cover the events, we will ensure that the region's rich cultural heritage receives the recognition it deserves.
- **Tourism and Destination Marketing:** With an emphasis on cultural tourism, the project aims to attract both domestic and international visitors to Limpopo. Each event will incorporate tourism elements such as guided cultural tours, heritage trails, and culinary experiences, enhancing the overall experience for visitors.
- **Legacy Creation:** Beyond the festivals, the project aims to create a lasting cultural legacy for Limpopo. Through increased visibility and marketing, the region will become known for its commitment to cultural preservation and innovation, leading to greater investment in the arts sector in the long term.

## Enhancing Cultural Innovation and Competitiveness

**Objective:** Foster innovation and excellence in Limpopo's creative industries, positioning local artists and entrepreneurs to compete on a global stage.

- **Support for Local Entrepreneurs:** The project will encourage local entrepreneurs, particularly women, to showcase their products and services through market stalls and vendor opportunities at each festival. This will help create sustainable businesses in the cultural sector, from fashion to food and handicrafts.
- **Promoting Artistic Innovation:** By creating a platform for innovative performances and artistic displays, the festivals will highlight new and exciting creative work, pushing the boundaries of traditional cultural expressions. This aligns with the MGE's focus on cultural innovation and development.
- **National & International Market Access:** The festivals will serve as a springboard for local artists to explore larger markets, both within South Africa and beyond. For instance, performances may be selected to travel to other festivals, while artists may gain national recognition that paves the way for international opportunities.

# EVENTS SUMMARY

## ➔ AfroVibes: Africa Day at Thohoyandou

- **Date:** 25 May 2025
- **Venue:** Thohoyandou Botanical Gardens
- **Theme:** Celebrate African unity and diversity through music, dance, and art.
- **Audience Impact:** 3,000 attendees, with a focus on engaging local schools and artists.

## ➔ Artistry Alive: Youth Fest

- **Date:** 16 June 2025
- **Venue:** Kalahari Waterfront
- **Theme:** Empower young creatives through talent showcases, workshops, and competitions.
- **Audience Impact:** 2,500 attendees, primarily youth and emerging artists.

## ➔ Winter's Embrace Festival

- **Date:** 5 July 2025
- **Venue:** Polokwane Cricket Club
- **Theme:** Foster community warmth with family-friendly activities and diverse performances.
- **Audience Impact:** 3,500 attendees, families, and community groups.

## ➔ SheRising Festival (Women's Day Celebration)

- **Date:** 9 August 2025
- **Venue:** Meropa Casino, Polokwane
- **Theme:** Celebrate women's achievements in arts and culture.
- **Audience Impact:** 1,500 attendees, with a focus on women-led businesses and performers.

## ➔ Roots & Riches Festival (Heritage Day Celebration)

- **Date:** 27 September 2025
- **Venue:** Malamulele Stadium
- **Theme:** Highlight Limpopo's traditional music, dance, and crafts.
- **Audience Impact:** 4,000 attendees, showcasing local heritage groups.

## ➔ Home Roots Revival Festival

- **Date:** 25 October 2025
- **Venue:** Thohoyandou Stadium
- **Theme:** Celebrate the culmination of the series with a focus on local artists and reflections.
- **Audience Impact:** 5,000 attendees, concluding the series with a grand cultural showcase.

# EVENTS ACTIVITIES

## ➔ AfroVibes: Africa Day at Thohoyandou (25 May 2025)

**Theme:** Celebrating Africa's unity and cultural diversity.

**Key Activities:**

**Cultural Performances:**

- Live music from African artists featuring genres like Afrobeat, marimba, and traditional drumming.
- Dance performances showcasing African styles, including Gumboot, Pantsula, and contemporary Afro-fusion.

**African Marketplace:**

- Stalls selling African-inspired crafts, jewelry, textiles, and traditional foods.
- Demonstrations of beadwork and basket weaving by local artisans.

**Workshops:**

- African drummer sessions are open to participants of all ages.
- Storytelling workshops led by seasoned African storytellers, focusing on oral traditions.

**Youth Engagement:**

- School competitions in poetry and African history quizzes.
- Interactive zones for children to learn African art styles like rock painting and clay modeling.

**Community Parades:**

- Parade of traditional attire and flags from different African countries, symbolizing unity.

## ➔ Artistry Alive: Youth Fest (16 June 2025)

**Theme:** Empowering Limpopo's youth through creative expression.

**Key Activities:**

**Youth Talent Showcase & Performances:**

- Competitions in music, spoken word poetry, dance, and visual arts.
- Winners receive prizes like mentorship opportunities and funding for creative projects.
- Upcoming and established youth artists will have platforms to showcase their work.

**Skill-Building Workshops:**

- Masterclasses in music production, video editing, and creative writing.
- Mentorship sessions with established artists discussing careers in the creative industry.

**Youth Innovations Expo:**

- Exhibitions of tech-savvy and innovative youth-driven projects.
- Booths showcasing youth-led startups in arts, crafts, and digital media.

**Interactive Spaces:**

- Live graffiti zones where young artists can collaborate.
- Open mic sessions for aspiring poets and musicians.

**Community Engagement:**

- Volunteer programs encouraging youth participation in organizing and managing the event.
- Every equipment used shall be sourced from local youth entrepreneurs in honor of their month.

## Winter's Embrace Festival (5 July 2025)

**Theme:** Bringing warmth to Limpopo with music, food, and family-friendly activities.

**Key Activities:****Music Performances:**

- A lineup of diverse genres including jazz, kwaito, house, RNB & traditional folk, and indie acoustic.
- Special performances by renowned National & Limpopo artists and bands.

**Culinary Festival:**

- Stalls offering winter-inspired dishes and local delicacies like mogodu, malva pudding, and rooibos tea.
- Live cooking demonstrations by local chefs focusing on traditional winter recipes.

**Family Activities:**

- Interactive zones with face painting, storytelling, and puppet shows for children.
- Community competitions like winter dress-up contests and sack races.

**Art Exhibitions:**

- Showcasing visual arts such as paintings, sculptures, and photography that capture Limpopo's winter landscape.

## ➔ SheRising Festival (9 August 2025)

**Theme:** Celebrating women's achievements in arts and culture.

**Key Activities:**

**Performances by Women:**

- Musical acts, spoken word poetry, and dance performances by leading female artists.
- Comedy and storytelling sessions highlighting women's contributions to culture.

**Empowerment Talks:**

- Panel discussions on topics like women in leadership, gender equality in the arts, and entrepreneurship.
- Guest speakers include successful women artists, entrepreneurs, and activists.

**Women's Market:**

- A showcase of products and services by women-led businesses, including fashion, crafts, and wellness items.
- Live demonstrations of craft-making, such as pottery and jewelry design.

**Workshops:**

- Financial literacy and business skills for women entrepreneurs in the arts.
- Confidence-building sessions for aspiring female performers.

**Cultural Highlights:**

- A special tribute to iconic South African women in the arts, including a visual timeline exhibit.

## ➔ Roots & Riches Festival (27 September 2025)

**Theme:** Embracing Our Cultural Legacy

**Key Activities:**

- **Cultural Performances:** Traditional music, dances like Tshikona and Xibelani, and live storytelling.
- **Heritage Marketplace:** Stalls offering crafts, beadwork, local food, and live artisan demonstrations.
- **Workshops:** Traditional cooking, indigenous crafts, and language sessions exploring proverbs and folklore.
- **Youth Engagement:** Art competitions, traditional games, and a heritage-themed school quiz.
- **Community Parade:** A vibrant procession of traditional attire, music, and cultural ambassadors.
- **Grand Finale:** headline performances by Limpopo artists, cultural recognition awards, and a fireworks display.

## ➔ Home Roots Revival Festival (25 October 2025)

**Theme:** Celebrating local artists and wrapping up the festival series with a grand finale.

**Key Activities:**

**Showcase of Limpopo's Talent:**

- Performances by top artists from Limpopo across music, theatre, and dance.
- Collaborative performances by groups featured in previous festivals.

**Recognition Awards:**

- Honoring outstanding contributions from artists, community leaders, and cultural groups.

**Community Art Installations:**

- Public displays of collaborative art pieces created during the series.
- A giant mural representing Limpopo's cultural journey over six months.

**Interactive Audience Activities:**

- Open dance floors, karaoke sessions, and community drum circles.
- Audience surveys to collect feedback and suggestions for future events.

**Fireworks Display:**

- A celebratory firework shows as a visual finale to the festival series.

## ➔ Cross-Cutting Activities for All Festivals

**Inclusive Participation:**

- All festivals will ensure accessibility for people with disabilities, including sign language interpreters and wheelchair-friendly setups.

**Volunteer Programs:**

- Youth volunteers will gain event management experience, helping with setup, ushering, and community engagement.

**Cultural Education:**

- Dedicated zones for heritage education, including history boards, interactive maps, and traditional games.

**Branding and Marketing:**

- Consistent festival branding with photo booths, promotional merchandise, and hashtags for social media engagement.

# IMPLEMENTATION PLAN: APRIL 2025 – OCTOBER 2025

## ➔ Pre-Event Preparation Phase (April 2025 – May 2025)

The preparation phase focuses on finalizing logistics, partnerships, and promotional strategies.

### 1.1 Partnerships and Stakeholder Engagement

- **Engage Artists and Performers:**
  - Confirm contracts with local and regional artists for performances, workshops, and exhibitions.
  - Collaborate with cultural organizations and associations to source performers and vendors.
- **Community and Government Stakeholders:**
  - Meet with municipal authorities to secure venue permits and ensure community support.
  - Partner with local businesses for sponsorships and in-kind support.

### 1.2. Logistics and Venue Management

- **Venue Arrangements:**
  - Conduct site inspections of all venues to confirm suitability and layout requirements.
  - Arrange necessary infrastructure, including stages, seating, tents, sound, and lighting equipment.
- **Vendor Coordination:**
  - Identify and onboard vendors for food stalls, crafts, and merchandise.
  - Ensure vendors meet safety and accessibility requirements.

### 1.3. Marketing and Publicity Campaign

- **Launch Promotional Campaign:**
  - Develop promotional materials, including posters, social media banners, radio jingles, and community flyers.
  - Partner with local radio stations, newspapers, and influencers to amplify awareness.
- **Early Ticket Sales:**
  - Offer discounted tickets during the promotional phase to encourage early engagement.

#### 1.4. Recruitment and Training

- **Volunteer Recruitment:**
  - Identify and train youth volunteers for event management roles such as ushers, stagehands, and coordinators.
- **Staff Training:**
  - Train core staff in safety protocols, audience engagement, and logistical management.

#### 1.5. Financial and Compliance Preparation

- **Finalize Budget Allocations:**
  - Distribute funds across logistics, marketing, artist payments, and contingency reserves.
- **Compliance Checks:**
  - Ensure all required documents (e.g., SARS compliance, banking details, permits) are in place.

## Execution Phase (May 2025 – October 2025)

The execution phase focuses on delivering the six festivals as per schedule.

#### 2.1. Monthly Festival Execution

Each month's event includes:

##### 1. Venue Setup and Decorations:

- Install stages, lighting, sound equipment, vendor booths, and audience seating.
- Ensure signage and branding reflect the festival's theme.

##### 2. Artist and Vendor Coordination:

- Coordinate artist rehearsals and vendor setup one day before the event.
- Provide orientation on schedules, rules, and audience engagement.

##### 3. Safety and Accessibility:

- Deploy security personnel and first-aid teams.
- Ensure wheelchair access and priority seating for people with disabilities.

##### 4. Audience Services:

- Provide ticketing counters, information booths, and ushers for audience convenience.
- Manage parking facilities and shuttle services for large events.

#### 2.2. Engagement and Interaction

- **Workshops and Activities:**
  - Execute hands-on workshops and interactive sessions tailored to each festival's theme.
  - Collect participant feedback during workshops for future improvements.
- **Live Social Media Coverage:**
  - Broadcast highlights of each event on social media platforms to engage virtual audiences.
  - Use event-specific hashtags to encourage attendee-generated content.

### 2.3. Monitoring and Reporting

- **Event Monitoring:**
  - Assign on-site coordinators to monitor activities and ensure adherence to schedules.
  - Record audience attendance, engagement levels, and overall event impact.
- **Daily Debriefing:**
  - Conduct end-of-day reviews with core teams to identify and resolve issues.

## Post-Event Evaluation and Reporting Phase (November 2025)

After the festival series concludes, this phase focuses on evaluating success and documenting lessons learned.

### 3.1. Impact Assessment

- **Audience Surveys:**
  - Distribute post-event surveys (digital and paper) to attendees, vendors, and participants.
  - Collect feedback on event quality, inclusivity, and logistics.
- **Economic Impact Evaluation:**
  - Assess the economic benefits for local businesses and employment generated during the series.

### 3.2. Financial Reporting

- **Tranche Reconciliation:**
  - Submit detailed financial reports to MGE, including receipts and proof of spending for each tranche.
- **Budget Analysis:**
  - Compare actual spending against the proposed budget and identify variances.

### 3.3. Documentation and Legacy Building

- **Create Project Reports:**
  - Develop comprehensive reports covering audience data, media coverage, and event outcomes.
- **Highlight Success Stories:**
  - Document standout moments, such as youth talent discoveries or impactful community engagement.
- **Archival Materials:**

Compile photos, videos, and testimonials to use in future project proposals and promotional materials

### 3.4. Stakeholder Review

- **Post-Event Debriefs:**
  - Host meetings with stakeholders, including community leaders, sponsors, and cultural organizations, to review outcomes and feedback.
- **Recognition and Awards:**
  - Acknowledge the contributions of key stakeholders, volunteers, and artists with certificates or awards.

### 3.5. Future Planning

- **Sustainability Initiatives:**
  - Outline plans for future iterations of the festival series, potentially scaling up based on success.
- **Proposal for Continuity:**
  - Present findings to DSAC to explore further funding opportunities and long-term support.

Phase	Activities	Timeline
Pre-Event Prep	Partnerships, logistics, marketing, recruitment	April 2025 – May 2025
Festival Execution	Monthly festivals (6 events)	May 2025 – October 2025
Post-Event Phase	Reporting, evaluation, legacy-building	November 2025

# Marketing Strategy for Limpopo Cultural Rhythms: A Festival Series

## ➔ Marketing Objectives

- **Raise Awareness:** Increase visibility of the Limpopo Cultural Rhythms festival series among local, regional, and national audiences.
- **Engage Communities:** Foster local pride and participation by engaging Limpopo residents and highlighting their cultural contributions.
- **Drive Attendance:** Ensure high attendance at each festival by reaching diverse demographic groups, including youth, women, and cultural tourists.
- **Promote Local Talent:** Highlight local artists, artisans, and performers to elevate Limpopo's cultural scene.
- **Strengthen Regional Branding:** Position Limpopo as a key cultural and tourism destination within South Africa, particularly within the creative economy.

## ➔ Target Audience

- **Local Communities in Limpopo:** Residents across the province who will benefit from job creation and community engagement.
- **Youth and Emerging Artists:** Aspiring performers and young creatives who can participate in workshops, competitions, and performances.
- **Cultural Tourists:** Individuals from outside Limpopo, particularly those interested in African heritage and cultural tourism.
- **Women and People with Disabilities:** Focus on empowering marginalized groups, providing them with opportunities to participate in, and benefit from, the festivals.
- **National and Regional Audience:** Visitors from neighboring provinces and metropolitan areas, especially Johannesburg and Pretoria, who are likely to travel for cultural experiences.

## ➔ Key Marketing Channels and Tactics

### Local Media and Traditional Marketing

#### Radio Partnerships (Local & Regional):

- Collaborate with Limpopo-based radio stations such as PhalaPhala FM, Thobela FM and Mabone FM, as well as national stations, to run live interviews, promotional spots, and ticket giveaways.
- Use community radio to reach remote areas, ensuring inclusivity for rural and underserved populations.
- Feature interviews with artists, local figures, and festival organizers to build anticipation and excitement for the events.

#### Newspapers and Magazines:

- Advertise in Limpopo's regional newspapers like The Limpopo Mirror and Polokwane Observer to reach local residents and community leaders.
- Collaborate with national magazines and culture-centric publications to feature festival previews and profiles on Limpopo's cultural landscape.

#### Posters and Flyers:

- Distribute posters and flyers in key locations such as shopping malls, bus stations, libraries, schools, and community centers across Limpopo.
- Use large-format banners at high-traffic sites, including Thohoyandou, Polokwane, and Lephalale, to catch the attention of both locals and visitors.

### Digital and Social Media Marketing

#### • Website and Event Pages:

- Create a dedicated event website with festival details, ticket sales, artist lineups, and a media gallery showcasing past events. Ensure the website is mobile-optimized to reach rural audiences with limited internet access.
- Partner with local tourism websites to feature the festival and its cultural significance.

- **Social Media Platforms (Facebook, Instagram, Twitter):**
  - Develop an active social media campaign across platforms like Facebook (widely used in Limpopo), Instagram, and Twitter, utilizing event-specific hashtags (e.g., *#LimpopoCulturalRhythms*, *#AfroVibes2025*).
  - Regularly post updates about event schedules, featured artists, behind-the-scenes content, and countdowns to build excitement.
  - Run targeted Facebook ads aimed at users in Limpopo, Gauteng, and other major cities to attract attendees from neighboring provinces.
- **Influencers and Local Ambassadors:**
  - Collaborate with local influencers, especially those who promote culture, tourism, and youth empowerment.
  - Engage Limpopo-based artists and celebrities to amplify the reach of the events by sharing personal stories, event previews, and testimonials from performers.
- **YouTube and Video Content:**
  - Create a YouTube channel for the festival, featuring interviews with artists, behind-the-scenes footage, event teasers, and highlights from past festivals.
  - Use short-form video clips on Instagram and TikTok to showcase festival activities, artist performances, and crowd reactions, particularly targeting younger audiences.

## Community Engagement

- **Community Partnerships:**
  - Partner with local schools, universities, and community centers to engage youth through educational workshops, performances, and art exhibitions leading up to the festivals.
  - Organize community pre-events like small pop-up performances, art exhibitions, and public discussions to raise awareness.
- **Local Festivals and Events:**
  - Sponsor or collaborate with local events leading up to the festival series to introduce the Limpopo Cultural Rhythms concept.
  - Host free community outreach events such as arts workshops or talent search competitions to identify local performers and include them in the festival.
- **Cultural Leaders and Elders:**
  - Involve local cultural leaders, elders, and community heads to help in event promotion and ensure cultural authenticity. Their endorsements will lend credibility and encourage community buy-in.

- **Social Media Platforms (Facebook, Instagram, Twitter):**
  - Develop an active social media campaign across platforms like Facebook (widely used in Limpopo), Instagram, and Twitter, utilizing event-specific hashtags (e.g., *#LimpopoCulturalRhythms*, *#AfroVibes2025*).
  - Regularly post updates about event schedules, featured artists, behind-the-scenes content, and countdowns to build excitement.
  - Run targeted Facebook ads aimed at users in Limpopo, Gauteng, and other major cities to attract attendees from neighboring provinces.
- **Influencers and Local Ambassadors:**
  - Collaborate with local influencers, especially those who promote culture, tourism, and youth empowerment.
  - Engage Limpopo-based artists and celebrities to amplify the reach of the events by sharing personal stories, event previews, and testimonials from performers.
- **YouTube and Video Content:**
  - Create a YouTube channel for the festival, featuring interviews with artists, behind-the-scenes footage, event teasers, and highlights from past festivals.
  - Use short-form video clips on Instagram and TikTok to showcase festival activities, artist performances, and crowd reactions, particularly targeting younger audiences.

## Community Engagement

- **Community Partnerships:**
  - Partner with local schools, universities, and community centers to engage youth through educational workshops, performances, and art exhibitions leading up to the festivals.
  - Organize community pre-events like small pop-up performances, art exhibitions, and public discussions to raise awareness.
- **Local Festivals and Events:**
  - Sponsor or collaborate with local events leading up to the festival series to introduce the Limpopo Cultural Rhythms concept.
  - Host free community outreach events such as arts workshops or talent search competitions to identify local performers and include them in the festival.
- **Cultural Leaders and Elders:**
  - Involve local cultural leaders, elders, and community heads to help in event promotion and ensure cultural authenticity. Their endorsements will lend credibility and encourage community buy-in.

## **Ticketing and Attendance Strategy**

### **Early Bird and Discounted Tickets:**

- Offer early bird discounts to incentivize early ticket purchases, particularly targeting out-of-town visitors.
- Provide special ticket pricing for students, seniors, and people with disabilities to ensure the festivals are accessible to all demographics.

### **Group and Family Packages:**

- Create group ticket packages to encourage attendance from schools, communities, and organizations. Offer family discounts to make the festival more affordable for families.

### **Ticket Sales through Local Agents:**

- Partner with local ticket outlets (e.g., retailers, transport hubs) for in-person ticket sales, ensuring wider access to those with limited internet access.

## **Sustainability and Legacy Building**

### **Sustainable Marketing Practices:**

- Reduce the environmental impact of the festivals by using eco-friendly promotional materials (e.g., recyclable posters, digital flyers) and ensuring venues adhere to sustainable waste management practices.

### **Cultural Legacy Campaign:**

- Develop a documentary-style campaign showcasing the legacy and impact of the festivals on local communities, artists, and Limpopo's creative economy.
- Use this content for future marketing and to secure ongoing support from sponsors, DSAC, and community stakeholders.

## **Post-Event Marketing and Feedback**

### **Post-Event Coverage:**

- Share highlights, success stories, and audience testimonials via social media, websites, and local media to maintain momentum.
- Produce a highlight reel and event photos/videos that can be used in future marketing efforts and grant applications.

### **Audience Feedback:**

- Collect post-event surveys from attendees to assess satisfaction and gather input on improvements for future festivals.
- Use feedback to refine marketing strategies for upcoming events and build a loyal attendee base.

# OUR PARTNERS

The success of Limpopo Cultural Rhythms: A Festival Series relies on meaningful partnerships with key stakeholders. Below is a detailed breakdown of the partnership contributions, their value, and the roles of each sponsor. The combined sponsorship value amounts to R900,000.00.

## ➔ MGB HOTEL

**Contribution:** Accommodation and hospitality support for artists, crew, and special guests.

**Value:** R150,000.00

**Details:**

- Provide luxury accommodation for artists and crew over six events.
- Host VIP receptions for stakeholders during festivals.
- Offer discounted rates to attendees visiting from outside Limpopo.

**Benefit to Sponsor:**

- Brand exposure at all events.
- Featured as the official accommodation partner in all promotional materials.
- Opportunity to host exclusive networking events during the festival series.

## ➔ PHALAPHALA FM

**Contribution:** Marketing and advertising through their radio platform.

**Value:** R120,000.00

**Details:**

- Broadcast promotional jingles and interviews with artists and organizers.
- Offer live coverage of events, ensuring widespread community awareness.
- Create a weekly segment dedicated to festival updates and cultural topics.

**Benefit to Sponsor:**

- Logo and name featured prominently on all marketing materials.
- Recognition as a key media partner.
- Increased listener engagement through exclusive festival-related content.

## VHEMBE FM

**Contribution:** Marketing and advertising through their radio platform

**Value: R120,000.00**

**Details:**

- Promote the festival series with daily radio spots and updates.
- Organize call-in competitions for listeners to win tickets to the events.
- Highlight community involvement and cultural education segments tied to the festival.

**Benefit to Sponsor:**

- Inclusion in all festival-related press releases and public communications.
- Opportunity to engage with new audiences through strategic promotions.
- Strengthened positioning as a community-focused radio station.

## VHEMBE APP

**Contribution:** Logistics and transport support for event operations

**Value: R100,000.00**

**Details:**

- Provide vehicles and drivers to transport equipment, artists, and crew.
- Manage on-ground logistics for smooth festival operations.
- Offer app-based coordination for attendees (e.g., event schedules, ticketing).

**Benefit to Sponsor:**

- Branding on transportation vehicles and festival logistics materials.
- Integration of their app into festival attendee experiences.
- Exposure to a tech-savvy audience.

## INWANI WATER

**Contribution:** Financial sponsorship and water supply

**Value: R150,000.00**

**Details:**

- Provide direct funding for festival operations and infrastructure.
- Supply bottled water for artists, crew, and attendees

**Benefit to Sponsor:**

- Exclusive rights as the official water sponsor.
- Branding at all hydration stations across festival venues.
- Logo placement on water bottles distributed at events.

**Contribution:** Financial sponsorship for festival execution

**Value: R150,000.00**

**Details:**

- Contribute funding towards artist fees, stage setups, and other operational costs.
- Support initiatives for community engagement and workshops.

**Benefit to Sponsor:**

- Recognition as a premium financial partner.
- Opportunities for speaking slots or product displays at events.
- Logo placement on promotional materials and event stages.

 **PUKIE TECHNOLOGIES**

**Contribution:** Operations support and IT services

**Value: R150,000.00**

**Details:**

- Provide IT infrastructure, including event management software and ticketing solutions.
- Set up and maintain event websites and social media pages.
- Offer technical support during live streaming of events.

**Benefit to Sponsor:**

- Visibility as the official technology partner.
- Branding opportunities on the festival's digital platforms.
- Direct engagement with tech enthusiasts attending or following the events.

# BUDGET BREAKDOWN

## Project Management and Administration

ITEM	COST PER MONTH	TOTAL (6 MONTHS)
Communication (Phones/Emails)	R5,000.00	R30,000.00
Legal and Financial Services	R15,000.00	R90,000.00
Insurance for Events	R20,000.00	R120,000.00
Festival Permits and Licensing	R10,000.00	R60,000.00
IT Support and Software (for Coordination/Tracking)	R5,000.00	R30,000.00
Training and Development Sessions (For Volunteers and Staff)	R15,000.00	R90,000.00
<b>SUB-TOTAL</b>		<b>R420,000.00</b>

## Venue and Infrastructure

ITEM	COST PER MONTH	TOTAL (6 MONTHS)
Venue Rental	R75,000.00	R450,000.00
Stage, Sound, and Lighting	R138,333.33	R830,000.00
Tents and Seating	R25,000.00	R150,000.00
Security	R15,000.00	R90,000.00
Sanitation (Toilets, Cleaning)	R6,666.67	R40,000.00
<b>SUB-TOTAL</b>		<b>R1,560,000.00</b>

## Talent & Performances

ITEM	COST PER MONTH	TOTAL (6 MONTHS)
Performer Fees (Local/National)	R285,000.00	R1,710,000.00
Additional Performer Allocation	R25,000.00	R150,000.00
Emcees and Presenters	R15,000.00	R90,000.00
Transport for Artists	8,333.33	R50,000.00
Costumes and Props (For Special Performances)	R8,333.33	R50,000.00

Accommodation for Artists	R13,333.33	R80,000.00
<b>SUB-TOTAL</b>		<b>R2,130,000.00</b>

**Marketing and Promotion**

<b>ITEM</b>	<b>COST PER MONTH</b>	<b>TOTAL (6 MONTHS)</b>
Radio Advertising (Local/National)	R25,000.00	R150,000.00
Print Media	R15,000.00	R90,000.00
Social Media Campaigns	R10,000.00	R60,000.00
Event Branding (Posters, Banners)	R20,000.00	R120,000.00
Public Relations Services	R15,000.00	R90,000.00
Photography and Videography	R10,000.00	R60,000.00
<b>SUB-TOTAL</b>		<b>R570,000.00</b>

**Workshops and Community Engagement**

ITEM	COST PER MONTH	TOTAL (6 MONTHS)
Workshop Facilitators	R25,000.00	R150,000.00
Workshop Materials and Equipment	R15,000.00	R90,000.00
Venue for Workshops	R7,500.00	R45,000.00
Youth Mentorship Programs	R20,000.00	R120,000.00
Community Performance Spaces (Micro-Events)	R5,833.33	R35,000.00
<b>SUB-TOTAL</b>		R400,000.00

### Logistics and Transport

ITEM	COST PER MONTH	TOTAL (6 MONTHS)
Transport for Equipment	R20,000.00	R120,000.00
Transport for Crew and Staff	R15,000.00	R90,000.00
Accommodation for Crew	R10,000.00	R60,000.00
Storage and Warehousing (For Equipment Between Events)	R5,000.00	R30,000.00
Fuel Costs	R5,000.00	R30,000.00
<b>SUB-TOTAL</b>		R330,000.00

Miscellaneous Expenses

ITEM	TOTAL COST
Volunteer Support (Meals, Stipends)	R30,000.00
Merchandise (T-Shirts, Hoodies and Caps)	R32,500.00
Emergency Supplies (First Aid, Repairs	R30,000.00
Cultural Tokens/Gifts for VIPs	R30,000.00
Backup Power Supply Rentals	R45,000.00
Water and Refreshments (Staff/Performers)	R60,000.00
Thank You Packages for Sponsors/Partners	R20,000.00
Final Event Celebration Costs	R25,000.00
Festival Documentation (Photos, Videos)	R20,000.00
Special Community Legacy Project	R30,000.00
Miscellaneous Incidentals	R50,000.00
<b>SUB-TOTAL</b>	<b>R372,500.00</b>

## Miscellaneous Expenses

DESCRIPTION	TOTAL COST
Project Management and Admin	R 420,000.00
Venue and Infrastructure	R1,560,000.00
Talent and Performances	R2,130,000.00
Marketing and Promotion	R 570,000.00
Workshops and Engagement	R 400,000.00
Logistics and Transport	R 330,000.00
Miscellaneous Expenses	R 372,500.00
<b>TOTAL</b>	<b>R5,782,500.00</b>