



## **CREATIVE CASTLE**

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## **PROPOSAL DOCUMENT FOR 2025/2026: 'SHOW ME YOUR CULTURE-"INTOMBI NTO" CULTURAL DANCE FESTIVAL'**

Compiled by:  
**CREATIVE CASTLE NPC**  
**(20 December 2024)**  
**"CONFIDENTIAL"**

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### **Executive Directors:**

**S Mdakane(Mr); SV MAVIMBELA(Miss); NNP MDAKANE (Miss)**

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**Company Registration No: 2018/110963/08**

## Executive Summary

The Amatshitshi Traditional Dance Festival aims to celebrate and showcase the rich cultural heritage of traditional dance in South Africa. The festival will bring together local and international dance troupes, cultural groups, and music enthusiasts to share and appreciate the diversity of traditional dance.

## Background

Traditional dance is an integral part of South African culture, reflecting the country's rich history, diversity, and creativity. The Amatshitshi Traditional Dance Festival seeks to promote cultural exchange, preserve traditional dance heritage, and provide a platform for cultural expression.

## Objectives

1. Celebrate Cultural Diversity: Showcase the diversity of traditional dance in South Africa and beyond.
2. Promote Cultural Exchange: Facilitate cultural exchange between local and international dance troupes, cultural groups, and music enthusiasts.
3. Preserve Traditional Dance Heritage: Document and preserve traditional dance heritage for future generations.
4. Provide a Platform for Cultural Expression: Offer a platform for cultural expression, creativity, and innovation.

**The purpose of preserving virginity in "Intombi Nto" (a Zulu phrase meaning "a girl who is still a virgin") is multifaceted:**

- 1. Cultural significance:** Virginity is seen as a symbol of purity, innocence, and modesty. Preserving it until marriage is a way to demonstrate respect for oneself, one's family, and one's future husband.
- 2. Family honor:** In traditional African societies, a family's reputation and honor are closely tied to the virginity of their daughters. Preserving virginity until marriage is seen as a way to maintain family honor and avoid bringing shame to the family.
- 3. Marital stability:** It is believed that a woman who preserves her virginity until marriage is more likely to have a stable and successful marriage. This is because she is seen as having demonstrated self-control, discipline, and commitment to her values.
- 4. Health and well-being:** In some African cultures, it is believed that preserving virginity until marriage can help prevent the transmission of sexually transmitted infections (STIs) and unwanted pregnancies.
- 5. Spiritual significance:** In some traditional African religions, virginity is seen as a spiritual virtue that brings blessings and protection to the individual and their family.

It's essential to note that these cultural values and beliefs surrounding virginity are not universal and may vary across different African cultures and communities. Additionally, the emphasis on

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preserving virginity can be problematic, as it can lead to stigma, shame, and marginalization of individuals who do not conform to these expectations.

## **Festival Program**

1. Traditional Dance Performances: Showcase traditional dance performances by local dance troupes.
2. Workshops and Masterclasses: Offer workshops and masterclasses on traditional dance techniques, choreography, and cultural context.
3. Cultural Exhibitions: Host cultural exhibitions showcasing traditional costumes, instruments, and artefacts.
4. Music and Poetry Performances: Feature music and poetry performances that complement traditional dance.

## **Target Audience**

1. Local Communities: Residents of surrounding towns and cities.
2. Tourists: Domestic and international tourists interested in cultural experiences.
3. Cultural Enthusiasts: Individuals passionate about traditional dance, music, and culture.
4. Students and Researchers: Students and researchers interested in traditional dance, cultural studies, and anthropology.

## **Marketing Strategy**

1. Social Media: Utilize social media platforms to promote the festival, engage with audiences, and share updates.
2. Print and Electronic Media: Advertise in local and national newspapers, magazines, and online event calendars.
3. Partnerships and Collaborations: Partner with local cultural organizations, dance companies, and educational institutions to promote the festival.
4. Word-of-Mouth: Encourage attendees to share their experiences and invite others to attend.

## **Conclusion**

The Amatshitshi Traditional Dance Festival offers a unique opportunity to celebrate and showcase traditional dance heritage. With a diverse program, targeted marketing strategy, and realistic budget, we are confident that the festival will be a resounding success.

**BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE : MONTH 1  
PLANNING & PREPARATIONS :**

DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
<b>1. ACTIVITY PLAN BUDGET: OPERATIONAL</b>			<b>R65,000.00</b>
Accounting/ bookkeeping fee	1	R15,000.00	R15,000.00
Audit fee	1	R20,000.00	R20,000.00
Bank Charges	1	R30,000.00	R30,000.00
<b>2. ACTIVITY PLAN BUDGET: EVENTS</b>			
Project Manager	1	R25,000.00	R25,000.00
Coordinators	4	R15,000.00	R60,000.00
Interns	6	R10,000.00	R60,000.00
Venue hire	4	R15,000.00	R60,000.00
Marketing	4	R10,000.00	R40,000.00
Hospitality (catering for meetings with stakeholders)	5	R35,000.00	R175,000.00
Travelling & Accommodation	10	R2,500.00	R25,000.00
<b>SUBTOTAL</b>			<b>R445,000.00</b>
<b>Grand Total</b>			<b>R510,000.00</b>

**BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE : MONTH 2:  
AUDITIONS**

DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
<b>1. ACTIVITY PLAN BUDGET: OPERATIONAL</b>			<b>R8,000.00</b>
Accounting/ bookkeeping fee	2	R2,500.00	R5,000.00
Audit fee	1	R0.00	R0.00
Bank Charges	1	R3,000.00	R3,000.00
<b>2. ACTIVITY PLAN BUDGET: EVENTS</b>			<b>R545,000.00</b>
Project Manager	1	R25,000.00	R25,000.00
Coordinators	4	R15,000.00	R60,000.00
Interns	6	R10,000.00	R60,000.00
Assessors	10	R10,000.00	R100,000.00
Venue hire	4	R15,000.00	R60,000.00
Marketing	4	R10,000.00	R40,000.00
Hospitality (catering for auditions attendees stakeholders)	100	R90.00	R175,000.00
Travelling & Accommodation	10	R2,500.00	R25,000.00
<b>Grand Total</b>			<b>R553,000.00</b>

**BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE : MONTH  
3:REHEARSALS**

DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
<b>1. ACTIVITY PLAN BUDGET: OPERATIONAL</b>			<b>R15,000.00</b>
Accounting/ bookkeeping fee	1	R 10,000.00	R10,000.00
Audit fee	1		
Bank Charges	1	R5,000.00	R5,000.00
<b>2. ACTIVITY PLAN BUDGET: EVENTS</b>			<b>R875,000.00</b>
Project Manager	1	R25,000.00	R25,000.00
Coordinators	4	R15,000.00	R60,000.00
Interns	6	R10,000.00	R60,000.00
Venue hire	4	R15,000.00	R60,000.00
Marketing	4	R10,000.00	R40,000.00
Facilitators	2	R15,000.00	R30,000.00
Artists fee- dancers	80	R5,000.00	R400,000.00
Hospitality (catering for meetings with stakeholders)	5	R35,000.00	R175,000.00
Travelling & Accommodation	10	R2,500.00	R25,000.00
<b>SUBTOTAL</b>			<b>875,000.00</b>
<b>Grand Total</b>			<b>R890,000.00</b>

**BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE : MONTH 4:  
JOINT REHEARSALS**

DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
<b>1. ACTIVITY PLAN BUDGET: OPERATIONAL</b>			<b>R12,500.00</b>
Accounting/ bookkeeping fee			R8,000.00
Audit fee			
Bank Charges			R4,500.00
<b>2. ACTIVITY PLAN BUDGET: EVENTS</b>			<b>R945,000.00</b>
Project Manager	1	R25,000.00	R25,000.00
Coordinators	4	R15,000.00	R60,000.00
Interns	6	R10,000.00	R60,000.00
Venue hire	4	R15,000.00	R60,000.00
Marketing	4	R10,000.00	R40,000.00
Hospitality (catering for meetings with stakeholders)	2	R55,000.00	R110,000.00
Travelling & Accommodation	100	R2,500.00	R250,000.00
Facilitators	4	R25,000.00	R100,000.00
Artists fee ( dancers)	80	R3,000.00	R240,000.00
<b>SUBTOTAL</b>			<b>R957,500.00</b>
<b>Grand Total</b>			<b>R957,500.00</b>

**BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE : MONTH 5:  
COACHING CLINICS FOR DANCERS**

DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
<b>1. ACTIVITY PLAN BUDGET: OPERATIONAL</b>			<b>R18,000.00</b>
Accounting/ bookkeeping fee	1	R5,000.00	R5,000.00
Audit fee	1	R10,000.00	R10,000.00
Bank Charges	1	R3,000.00	R3,000.00
<b>2. ACTIVITY PLAN BUDGET: EVENTS</b>			<b>R555,000.00</b>
Project Manager	1	R25,000.00	R25,000.00
Coordinators	4	R15,000.00	R60,000.00
Interns	6	R10,000.00	R60,000.00
Venue hire	4	R15,000.00	R60,000.00
Marketing	1	R10,000.00	R10,000.00
Hospitality (catering for auditions attendees stakeholders)	3 days	R35,000.00	R105,000.00
Travelling & Accommodation	30	R2,500.00	R75,000.00
Facilitators	4	R25,000.00	R100,000.00
Photographer & Video for POE	1	R15,000.00	R60,000.00
<b>SUBTOTAL</b>			<b>R573,000.00</b>
<b>Grand Total</b>			<b>R573,000.00</b>

**BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE : MONTH 6:  
FOLLOW UP JOINT REHEARSALS**

DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
<b>1. ACTIVITY PLAN BUDGET: OPERATIONAL</b>			<b>R20,000.00</b>
Accounting/ bookkeeping fee	1	R5,000.00	R5,000.00
Audit fee	1	R10,000.00	R10,000.00
Bank Charges	1	R5,000.00	R5,000.00
<b>2. ACTIVITY PLAN BUDGET: EVENTS</b>			<b>R713.100</b>
Project Manager	1	R25,000.00	R25,000.00
Coordinators	4	R15,000.00	R60,000.00
Interns	6	R10,000.00	R60,000.00
Venue hire	4	R15,000.00	R60,000.00
Marketing	1	R5,000.00	R5,000.00
Hospitality (catering for rehearsals)breakfast & lunch	110	R210.00	R23,100.00
Travelling & Accommodation	80	R2,500.00	R200,000.00
Facilitators	4	R10,000.00	R40,000.00
Artists fee ( dancers)	80	R3,000.00	R240,000.00
<b>SUBTOTAL</b>			<b>R733,100</b>
<b>Grand Total</b>			<b>R733,100.00</b>

**BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE : MONTH 7:  
PLAN CAMP FOR 2 DAYS FOR FINAL PREPARATIONS FOR MAIN FESTIVAL**

DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
<b>1. ACTIVITY PLAN BUDGET: OPERATIONAL</b>			<b>R67,000.00</b>
Accounting fee	1	R12,000.00	R12,000.00
Audit fee	1	R50,000.00	R50,000.00
Bank charges	1	R5,000.00	R5,000.00
<b>2. ACTIVITY PLAN BUDGET: EVENTS</b>			<b>R710,000.00</b>
Project Manager	1	R25,000.00	R25,000.00
Coordinators	4	R15,000.00	R60,000.00
Interns	6	R10,000.00	R60,000.00
Venue hire	1	R15,000.00	R15,000.00
Marketing	1	R20,000.00	R20,000.00
Hospitality (catering )	2	R35,000.00	R70,000.00
Travelling & Accommodation	100	R1,800.00	R180,000.00
Facilitators	4	R10,000.00	R40,000.00
Artists fee ( dancers)	80	R15,000.00	R240,000.00
<b>SUBTOTAL</b>			<b>R777,000.00</b>
<b>Grand Total</b>			<b>R777,000.00</b>

**BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE : MONTH 8:  
FINAL EVENT- DANCE FESTIVAL**

DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
<b>1. ACTIVITY PLAN BUDGET: OPERATIONAL</b>			<b>R25,000.00</b>
Accounting fee	1	R10,000.00	R10,000.00
Audit fee	1	R20,000.00	R10,000.00
Bank charges	1	R5,000.00	R5,000.00
<b>2. ACTIVITY PLAN BUDGET: EVENTS</b>			<b>R964,000.00</b>
Project Manager	1	R00,000.00	R10,000.00
Coordinators	4	R10,000.00	R40,000.00
Interns	6	R10,000.00	R60,000.00
Venue hire	1	R15,000.00	R15,000.00
Marketing & PR		R75,000.00	R75,000.00
Hospitality (catering )artists, guests & officials	110	R55,000.00	R55,000.00
Travelling & Accommodation	100	R800.00	R80,000.00
Artists fee ( dancers)	80	R6,000.00	R480,000.00
Sound, stage & Lighting	1	R60,000.00	R60,000.00
Stage Manager	1	R15,000.00	R15,000.00
Videographer & Photographer	1	R55,000.00	R55,000.00
Security Services	1	R10,000.00	R10,000.00
EMS	1	R5,000.00	R5,000.00
Participation Certificate	80	R50.00	R4,000.00
<b>SUBTOTAL</b>			<b>R989,000.00</b>
<b>Grand Total</b>			

**BUDGET BREAKDOWN FOR THE CREATIVE CASTLE NPC ART FESTIVAL CULTURAL DANCE : MONTH 9:  
POST MORTEM& PREPARATION OF CLOSING REPORT: CULTURAL DANCE FESTIVAL**

DESCRIPTION	NUMBER OF ITEMS	UNIT COST	TOTAL COST
<b>1. ACTIVITY PLAN BUDGET: OPERATIONAL</b>			<b>R62,500.00</b>
Accounting fee	1	R5,000.00	R5,000.00
Audit fee including independent review for the whole project	1	R55,000.00	R55,000.00
Bank charges	1	R2,500.00	R2,500.00
<b>2. ACTIVITY PLAN BUDGET: EVENTS</b>			<b>R301,250.00</b>
Project Manager	1	R25,000.00	R25,000.00
Coordinators	4	R15,000.00	R60,000.00
Interns	6	R10,000.00	R60,000.00
Venue hire	4	R15,000.00	R60,000.00
Hospitality (catering for meetings with stakeholders)	35	R250.00	R8,750.00
Travelling & Accommodation	35	R2,500.00	R87,500.00
<b>SUBTOTAL</b>			<b>R363,750.00</b>
<b>Grand Total</b>			<b>R363,750.00</b>

**TOTAL AMOUNT REQUESTED FROM DSAC FOR THE WHOLE PROJECT =R6, 901,350.00**