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MmaAusi Lekoma
FOUNDER

INTRODUCTION

We Embark on an enchanting cultural journey with the MmaAusi One Woman Show, an extraordinary concept that redefines the boundaries of traditional Setswana artistry. This groundbreaking performance places Mma Ausi at the forefront, casting a spellbinding solo act that unfolds within the heart of Setswana tradition. The stage is set for a mesmerizing exploration of the depth and richness of Setswana heritage, all within the intimate confines of a captivating theater or indoor setting.

In the spotlight, Mma Ausi takes center stage as a consummate solo artist, wielding her exceptional talents to bring the essence of Setswana tradition to life. With a magnetic stage presence, she seamlessly weaves together the various elements of her culture, creating a spellbinding performance that captivates the audience from the first note to the final bow. The One Woman Show becomes a showcase of individual artistry that resonates with the collective spirit of the Setswana people.

The MmaAusi One Woman Show is a celebration of the intricate tapestry that defines Setswana culture. Through soul-stirring songs, dynamic dances, and poignant storytelling, Mma Ausi unveils the layers of tradition, allowing the audience immerse themselves in the profound beauty of Setswana heritage. Each moment becomes a brushstroke, painting a vivid portrait of a culture that is both timeless and ever-evolving.

Step into a world where tradition meets intimacy as the MmaAusi One Woman Show unfolds in a carefully curated theater setting. The close proximity between performer and audience creates a unique atmosphere, fostering a connection that transcends the stage. This intimate experience allows spectators to not only witness the performance but to feel the heartbeat of Setswana culture, forging a bond that lingers long after the final curtain falls.



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The MmaAusi One Woman Show is more than just a performance; it's a transformative encounter with the soul of Setswana tradition. Through this captivating solo act, Mma Ausi invites you to join her on a journey where the past and present converge, creating an unforgettable experience that resonates with the spirit of cultural celebration.

Beyond the music, the One Woman Show incorporates theatrical elements to enhance the storytelling experience. MmaAusi skilfully uses movement, expression, and dialogue to captivate the audience, creating a dynamic and engaging performance that transcends the boundaries of traditional stage acts.

IMPACT

MmaAusi One Woman Show

The MmaAusi One Woman Show transcends the realms of entertainment, leaving an indelible impact on society by serving as a powerful vehicle for cultural preservation and social consciousness. This groundbreaking performance has become more than a mere spectacle; it is a catalyst for positive change and a source of inspiration for both individuals and communities.

Cultural Preservation and Identity:

In a rapidly evolving world, the One Woman Show emerges as a staunch guardian of Setswana culture. MmaAusi's solo act becomes a living archive, ensuring that the vibrant traditions, melodies, and stories of Setswana people endure across generations. Audiences, irrespective of their background, find themselves immersed in the beauty and authenticity of a culture that might be at risk of fading away in the face of modernization.

Empowerment and Representation:

MmaAusi's solo performance serves as a beacon of empowerment, particularly for women in the arts. Her talent, creativity, and ability to command the stage challenge stereotypes and redefine the role of women in traditional performance arts. Through this, the One Woman Show becomes a celebration of female strength and artistry, empowering women to embrace their cultural heritage with pride. Addressing Social Ills:



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Beyond its role as a cultural showcase, the MmaAusi One Woman Show takes on a poignant dimension by addressing social ills within the fabric of society. Through the emotive power of her performance, MmaAusi sheds light on pressing issues such as gender inequality, societal divisions, and the importance of unity. The stories told through music and dance become a platform for dialogue, encouraging audiences to reflect on and engage with the challenges faced by their communities.

Fostering Dialogue and Understanding:

The intimate theatre setting of the One Woman Show provides a conducive environment for fostering dialogue and understanding. MmaAusi's stories, interwoven with traditional artistry, become a shared experience that bridges gaps between generations and cultures. This shared narrative encourages empathy and solidarity, fostering a sense of community that extends beyond the theatre walls.

Catalyst for Social Change:

As MmaAusi takes center stage, her art becomes a catalyst for social change. By addressing social ills through the universal language of music and performance, the One Woman Show sparks conversations that can lead to collective action. It encourages individuals to contemplate their roles in shaping a more inclusive and compassionate society, ultimately contributing to the positive transformation of communities.

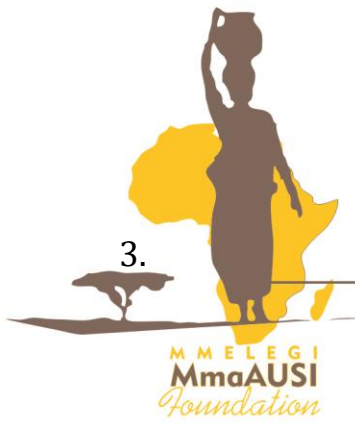
In essence, the MmaAusi One Woman Show is a cultural phenomenon that goes beyond entertainment; it is a force for cultural preservation, empowerment, and social change. MmaAusi, through her exceptional talent and profound storytelling, not only captivates audiences but also leaves an enduring impact on the societal fabric she seeks to enrich and transform.

COLLABORATION:

1. Cultural group in each district to host
2. Prince Winzy and The Band: Musical Magic Unleashed

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Adding a dynamic and melodic dimension to the One Woman Show is the musical brilliance of Prince Winzy and The Band. Prince Winzy, a multi-instrumentalist virtuoso, leads a group of exceptionally talented musicians who bring Setswana tradition to life through live instruments. Their harmonious collaboration infuses the performance with soul-stirring melodies, rhythmic beats, and an authentic sound that elevates the cultural experience to new heights. The live instrumentation creates an immersive atmosphere, allowing the audience to feel the heartbeat of Setswana music in its purest form.

Job opportunities

How will the society benefit from this project

1. The MmaAusi One Woman Show has the potential to create significant employment opportunities and contribute to.
2. economic growth in various ways:
3. Event Production and Management:

•The planning and execution of the One Woman Show would require a team of professionals, including event managers, stage designers, technicians, and logistical support staff. This creates employment within the events industry, fostering skills development and job opportunities.

4. Local Artistic Collaborations:

- MmaAusi's performance could involve collaborations with local artists, musicians, dancers, and costume designers. Engaging local talent not only enriches the show but also provides employment opportunities for artists within the community.



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5. Touring and Hospitality Industry:

- The One Woman Show has gained popularity, reason for it to go on tour in different theatres around the province, requiring coordination with venues, transportation services, and accommodations. This generates economic activity within the hospitality and travel sectors, providing employment for those involved in these industries.

6. Promotion and Marketing:

- The promotion and marketing of the One Woman Show would involve a range of professionals, from graphic designers and publicists to social media managers. This contributes to job creation in the marketing and advertising sectors.

7. Merchandising and Souvenirs:

- Merchandising opportunities associated with the show, such as branded merchandise and souvenirs, can create additional revenue streams and employment for those involved in production, design, and sales.

8. Cultural Tourism:

- The One Woman Show, with its emphasis on Setswana tradition, has the potential to attract cultural tourists. This can benefit local businesses, including restaurants, craft markets, and transportation services, leading to increased economic activity and employment.

9. Community Engagement Programs:

- The project could initiate community engagement programs, involving local schools and community groups. This not only contributes to social development but also creates employment for educators, coordinators, and support staff involved in community outreach initiatives.



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10. Increased Tourism and Cultural Exchanges:

- As the MmaAusi One Woman Show gains recognition, it has the potential to attract visitors from outside the region, contributing to increased tourism. Cultural exchanges and collaborations with artists from other areas can further stimulate economic benefits.

Event Proposal

MmaAusi One Woman Show Proposal to Partner with Mzanzi Golden Economy [MGE]

Introduction:

We are thrilled to present our proposal for hosting the MmaAusi One Woman Show, an extraordinary concept that pushes the boundaries of traditional Setswana artistry. This groundbreaking performance will showcase MmaAusi at the forefront, delivering a spellbinding solo act that delves deep into the heart of Setswana tradition. The stage will be set for a mesmerizing exploration of the depth and richness of Setswana heritage, all within the intimate confines of a captivating theatre. We propose to host this exceptional show in partnership with MGE at Mmabana Lehurutshe, Mmabana Taung, Mmabana Mafikeng, Vryburg Auditorium, Rio Klecksporp, Mmabana Tlhabane or Civic Center Rustenburg and Woolmaranstad.

This collaboration promises to bring together the best of local talent and cultural expression, creating a memorable and enriching experience for audiences and participants alike. We believe that this partnership aligns perfectly with our shared goal of promoting and preserving Setswana heritage while providing a platform for talented artists like MmaAusi to shine. Partnering with MGE for the MmaAusi One Woman Show brings forth numerous benefits that will contribute to the cultural enrichment of our community. Firstly, MGE's extensive experience and expertise in promoting



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arts and culture will provide invaluable support in organizing and promoting the event, ensuring its success and reach to a wider audience.

Secondly, collaborating with MGE will facilitate access to resources such as venues, technical equipment, and professional staff, enhancing the quality and production value of the show. This partnership opens doors to networking opportunities with other cultural institutions, artists, and stakeholders, fostering a vibrant ecosystem for artistic exchange and collaboration.

Furthermore, MGE's reputation and standing in the community will lend credibility and prestige to the MmaAusi One Woman Show, attracting more patrons and sponsors who recognize the value of preserving and celebrating Setswana tradition through artistic expression. Ultimately, this collaboration not only benefits the event itself but also contributes to the broader goal of preserving and promoting cultural heritage, fostering a deeper appreciation and understanding of Setswana artistry among diverse audiences.

TICKET SALES

As part of our proposal, we concluded on a R100,00 ticket sale on each venue. We believe that this partnership is mutually beneficial, allowing us to generate revenue to sustain and further develop our artistic endeavours while also supporting MGE's mission of promoting arts and culture in the community. We are committed to transparency and collaboration throughout this endeavour to ensure its success and positive impact on Setswana artistry and cultural enrichment.



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Why Partner with MGE:

- **Shared Cultural Mission:** MGE with its longstanding commitment to promoting and preserving cultural heritage, aligns seamlessly with the goals of the MmaAusi One Woman Show. Together, we can amplify the impact of this event on the local community.
- **Community Engagement:** MGE's extensive network and community reach make it an ideal partner to ensure broad audience participation. By joining forces, we can engage diverse demographics, fostering a deeper connection between the community and its cultural roots.
- **Youth Empowerment:** The MmaAusi One Woman Show incorporates elements that resonate with the youth, providing a unique avenue for Mmabana to connect with younger audiences. Through workshops, Q&A sessions, and interactive experiences, we aim to inspire the next generation to appreciate and participate in cultural activities.
- **Promotion of Traditional Arts:** This event not only preserves Setswana tradition but also actively promotes traditional arts. MGE's support will contribute to the sustainability of cultural practices and provide a platform for local artists to showcase their talents.

Return on Investment (ROI) for MGE:

- **Enhanced Visibility:** MGE will be prominently featured in all promotional materials, including posters, flyers, and online platforms. This exposure will enhance MGE's visibility as a key supporter of cultural initiatives in the region.
- **Community Recognition:** MGE's association with the MmaAusi One Woman Show will be acknowledged during the event, building a positive image within the community. This recognition aligns with MGE's commitment to cultural enrichment.



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- **Collaborative Branding Opportunities:** MGE will have the opportunity to co-brand promotional materials and engage in collaborative marketing efforts. This joint approach will strengthen both organizations' brand presence and impact.
- **Exclusive Access:** MGE will receive exclusive access to behind-the-scenes content, interviews with MmaAusi, and VIP experiences during the event. This exclusivity enhances MGE's engagement with its stakeholders and supporters.





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MmaAusi *One Woman Show* Budget for 7 Theatres/ Auditorium

Estimated Cost

| DESCRIPTION | ITEM/DURATION | UNIT COST | TOTAL COST |
|---------------------|--|----------------------|-------------|
| THEATRE SPACE | Main event and two days rehearsal | R8 000.00 X 7 | R56 000.00 |
| MARKETING | Social media, flyers, posters and printing | R5 000,00 X 7 Events | R35 000.00 |
| REHEARSAL SPACE | One week | R1 000.00 X 7 events | R10 000.00 |
| THEATRE LIGHTS | 7 days | R5 000.00 X 7 | R15 000.00 |
| ARTIST FEE | 22 artists | R1 500.00 X 7 | R231 000.00 |
| SOUND AND STAGE SET | Main Event | R20 000,00 X 7 | R140 000.00 |
| FILMING PRODUCTION | Behind scenes and Main Event | R10 000.00 X 7 | R70 000.00 |
| STAGE MANAGER | 3 days | R2 500.00 X 7 | R17 500.00 |
| CREW/RUNNERS | One day | R1 000.00 X 7 | R7 000,00 |
| TRANSPROTATION | Rehearsal and Main Event | R5 000.00 X 7 | R35 000,00 |
| CHOREOGRAPHER | One week | R500.00 X 7 | R3 500.00 |
| ARTIST MANAGER | One week | R2 500.00 X 7 | R17 500.00 |
| PRODUCTION MANAGER | One week | R6 000.00 X 7 | R42 000.00 |
| ACCOMODATION | One week | R15 000,00 X 7 | R90 000.00 |
| CATERING | One week and main event | R20 000.00 X 7 | R140 000.00 |
| | | | |
| PROJECT COORDINATOR | One week | R8 500.00 X 7 | R59 500.00 |
| MAKE-UP ARTIST | Main Event | R500.00 X 7 | R3 500.00 |
| COSTUME | Main Event | R7 500.00 | R7 500.00 |
| GRAND TOTAL | | | R980 000.00 |



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