

Event Proposal



TOGETHER WE THRIVE

*A 9 month music and arts program in the
Nelson Mandela Bay.*

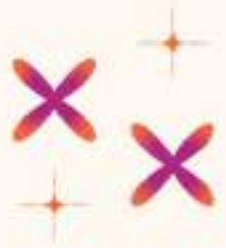
Presented by: **ZL Entertainment**



Program Overview

Overview

The "Together We Thrive" initiative is a comprehensive nine-month music and arts program designed to bring the community of Nelson Mandela Bay together. Scheduled to commence in May 2025 and conclude in January 2026, this program will host monthly events aimed at fostering creativity, community engagement, and cultural celebration.



Program Objectives

Promoting Local Music and Arts Talent

- The initiative seeks to provide a platform for local musicians, artists, and performers to showcase their skills and creativity, nurturing emerging talent within the Nelson Mandela Bay region.

Fostering Community Engagement and Social Cohesion

- By organizing diverse and inclusive events, the program encourages active participation from community members, creating opportunities for collaboration, understanding, and unity.

Showcasing the Rich Cultural Diversity of Nelson Mandela Bay

- Each event will highlight the region's unique cultural heritage, celebrating the vibrant diversity that defines the community.

Brief List of Events

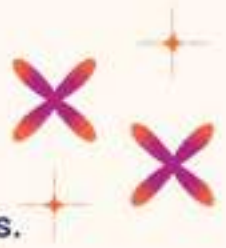
- School Choir Competition
- FIFA Gaming Tournament
- Poetry and Book Exhibition & Comedy Show
- GBV Awareness Event
- Northern Gems Music Festival
- Breast Cancer Survivor Dinner & Duets Concert
- Gospel Extravaganza
- Carols by Candlelight
- Dance Competition

May:

Schools Choir Competition

Purpose:

- To create a grand platform for schools to showcase their musical talents.
- To foster teamwork, discipline, and artistic growth among learners.
- To build school pride and create a vibrant community celebration through music.



Event Details:

- Date: To be finalized.
- Venue: High-end auditorium with state-of-the-art acoustics.
- Participants: Choirs from 10–15 schools competing in various categories (classical, contemporary, and African music).
- Renowned musicians, vocal coaches, and cultural ambassadors will each be assigned to a school, where they will mentor and train the respective choirs. These choirs will subsequently compete against one another in a final-day competition.
- Audience: Open to parents, educators, and the community.

Program Highlights:

Opening Ceremony:

- Cultural performance by a local choir to set the tone.
- Keynote address by a celebrity musician or community leader.

Competition Segments:

- Morning: Preliminary rounds with schools grouped by age categories.
- Afternoon: Semifinals for top-scoring choirs.
- Evening: Grand finale with awards presentation.

Guest Performances:

- A-list artists performing during intermissions and closing the event.

Award Ceremony:

- Trophies and R200,000 in prize money distributed across categories.

Event Experience:

- Decor: Premium decor to create a professional yet celebratory ambiance.
- Sound and Lights: State-of-the-art sound systems and stage lighting to enhance performances.
- Catering: Refreshments for participants and VIP guests.
- Security: On-site security ensuring the safety of attendees.

Marketing Strategy:

- Social media campaigns targeting schools and communities.
- Radio and TV ads featuring renowned artists.
- Posters and banners in strategic locations.

Job Creation:

- Security x15
- Cleaning staff x10
- Event staff x22
- Catering staff x15
- Technical support staff x15
- Artists/ Performers x20
- Medical staff x5

Budget:

- Venue - R50 000
 - Sound and lights - R120 000
 - Decor - R30 000
 - Artists booking - R200 000
 - Flights and accommodation - R60 000
 - Logistics and transport - R40 000
 - Catering - R40 000
 - Marketing - R80 000
 - Prize money - R200 000
 - Rehearsal venue hire and equipment - R40 000
 - Event staffing and management - R60 000
 - Cleaning staff - R25 000
 - Security - R25 000
 - Photography and Videography - R20 000
- TOTAL: R990 000**



June:

FIFA Gaming Tournament

Purpose:

- To celebrate Youth Month by hosting an exciting gaming competition that brings together young people in the spirit of friendly competition and teamwork.
- To provide an opportunity for gamers to showcase their skills while promoting youth engagement and entertainment.
- To inspire and reward young talent through significant prizes and recognition.

Event Details:

- Date: June (Youth Month).
- Venue: Indoor gaming center or community hall equipped with gaming consoles, projectors, and seating for spectators.
- Target Audience: Gamers aged 15–35, gaming enthusiasts, and local spectators.
- Prizes:
 - 1st Place: 2 PlayStation 5 consoles + R20,000.
 - 2nd Place: R30,000.
 - 3rd Place: R20,000.
- Format: Teams of 2 will compete in a FIFA tournament using a knockout structure. Matches will intensify through quarterfinals, semi-finals, and finals.

Program Highlights:

Tournament Rounds:

- Teams of 2 players will face off in a knockout competition.
- Each match will be live-streamed on big screens for the audience to enjoy.
- Semi-finals and finals will serve as the grand highlight of the event.

Opening Ceremony:

- Welcome address by the event host, emphasizing the celebration of Youth Month.
- Acknowledgment of sponsors and event partners.

Live Entertainment:

- DJ performances and gaming-themed intermissions to keep the energy high during breaks.

Closing Ceremony:

- Presentation of prizes to winners.
- Special acknowledgment of all participants and sponsors.

Event Experience:

- Decor: Gaming-inspired decorations, including LED lighting, FIFA branding, and banners featuring sponsors. Comfortable lounges for players and dynamic viewing zones for spectators.
- Gaming Setup: High-performance gaming consoles, large screens, and premium-quality headsets for a seamless experience.
- Catering: Snack stations offering finger foods, soft drinks, and energy boosters for players and attendees.
- Security: On-site security to ensure a safe and secure event.

Marketing Strategy:

Social Media Campaigns:

- Platforms: Instagram, Facebook, TikTok, and Twitter.
- Content: Announce the prizes, promote team registration, and build excitement through teaser videos and countdowns.
- Engage with the community using hashtags like #FIFAYouthTournament and #GameOnJune.

Influencer Partnerships:

- Collaborate with local gaming influencers to promote the event and share behind-the-scenes content.

Traditional Media:

- Advertise on local radio stations, and community newspapers.
- Use posters and flyers in gaming stores, schools, and public spaces.

Sponsorship Activation:

- Involve gaming companies, tech brands, and local businesses to sponsor prizes and equipment.

Post-Event Content:

- Share match highlights, winner interviews, and memorable moments on social media to keep the community engaged.

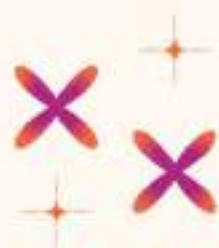
Job Creation:

- Security x20
- Cleaning staff x10
- Event staff x20
- Catering staff x8
- Technical support staff x15
- Artists/ Performers x 9
- Medical staff x5

Budget:

- Venue - R40 000
- Decor - R30 000
- Sound/ Lights/ Equipment for games - R200 000
- Artists - R100 000
- Prize money - R100 000
- Logistics and Transport - R30 000
- Marketing - R50 000
- Event staffing and Management - R100 000
- Catering - R60 000
- Security - R30 000
- Cleaning Staff - R25 000
- Photography and Videography - R20 000
- Graphic designer - R15 000

TOTAL: R800 000

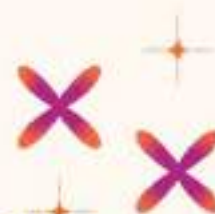


July (2 Events in one day):

Poetry and book exhibition

Purpose:

- To celebrate local talent in poetry and literature, particularly from the Northern Areas.
- To provide a platform for authors to launch and showcase their books.
- To encourage literacy, creativity, and appreciation for the arts within the community.



Event Details:

- Date: July (in celebration of literacy and creative expression).
- Venue: Opera House
- Target Audience: Local poets, authors, book enthusiasts, and the general community.

Program Highlights:

Poetry Performances:

- Scheduled sessions for individuals to recite their original poems.
- Open mic segment for spontaneous performances.

Book Exhibition and Launch:

- Display of books authored by writers from the Northern Areas.
- Special launch ceremonies for new book releases.
- Book signing sessions with the authors.

Workshops and Discussions:

- Panel discussions with authors on the process of writing and publishing.
- Creative writing workshops for aspiring poets and writers.

Live Entertainment:

- Local acoustic bands and spoken word artists performing in between sessions.

Event Experience:

- Decor: Sophisticated and cozy, with themes reflecting literature and creativity (e.g., bookshelves, typewriters, and poetry quotes).
- Catering: Light refreshments such as tea, coffee, and finger snacks.
- Security: On-site personnel to ensure a safe and welcoming environment.
- Accessibility: Wheelchair-friendly venue with designated areas for people with disabilities.

Marketing Strategy:

- Social Media: Promote through Facebook, Instagram, and WhatsApp groups with event posters and videos.
- Local Media: Partner with local radio stations, newspapers, and blogs for event coverage.
- Flyers and Posters: Distribute in schools, libraries, and community centers in the Northern Areas.
- Author Collaborations: Encourage authors to promote the event on their platforms.
- Schools and Libraries: Partner with local schools and libraries to encourage participation.



July:

2) Comedy Show

Purpose:

- To provide a night of entertainment, relaxation, and laughter for the community.
- To celebrate the power of humor and bring people together for a fun-filled evening.
- To offer a platform for both emerging and well-known comedians.
- To support local artists and comedians in the entertainment industry.



Event Details:

- Date: Mid-July (date TBD).
- Venue: Opera House
- Target Audience: Comedy enthusiasts, families, friends, and individuals looking for a fun and lively evening.

Program Highlights:

Comedy Performances:

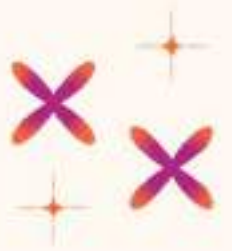
- The show will feature a diverse line-up of well-known and emerging comedians, showcasing a variety of comedic styles (stand-up, observational, improvisation).
- Comedians will bring a mix of humor, from light-hearted jokes to witty social commentary.
- Some performances may include community-focused humor, highlighting local culture, values, and issues in a comedic light.

Special Guest Appearances:

- Local celebrities or figures in the community could make special guest appearances to add excitement to the show.
- The comedy night could include a short segment where comedians share inspiring stories or messages about giving back, community support, or personal growth.

Event Experience:

- Decor: The venue will have a vibrant, high-energy atmosphere, decorated with a blend of fun, colorful themes and local cultural elements.
- Catering: Food and beverage stands offering snacks, drinks, and light refreshments will be available throughout the evening.
- Accessibility: The event will ensure accessibility for all attendees, with appropriate seating, ramps, and accommodations for individuals with disabilities.



Marketing Strategy:

- Social media campaigns targeting businesses and communities.
- Radio and TV ads featuring renowned comedians.
- Posters and banners in strategic locations.

Overall Job Creation:

- Security x20
- Cleaning staff x15
- Event staff x30
- Catering staff x20
- Technical support staff x20
- Artists/ Performers x 20
- Medical staff x6

Overall Budget:

- Venue - R50 000
- Sound and lights - R100 000
- Decor- R40 000
- Comedians/ Poets/Authors/ MC's- R300 000
- Flights and accommodation - R60 000
- Logistics and transport - R50 000
- Marketing - R70 000
- Event staffing and management - R100 000
- Catering- R70 000
- Security - R40 000
- Cleaning Staff - R30 000
- Photography and Videography - R20 000
- Graphic Designer - R15 000

GRAND JULY TOTAL: R945 000

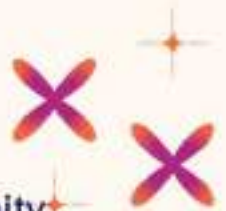


August:

GBV Awareness Event

Purpose:

- **Raise Awareness:** To shed light on the issue of gender-based violence (GBV) and encourage open dialogue within the community.
- **Empowerment:** To inspire survivors and women in the community by offering tools, resources, and a supportive environment.
- **Community Support:** To create a space for healing, connection, and celebration of women's strength.
- **Pampering and Care:** To show appreciation and care for women through relaxation activities, gifts, and a premium dining experience.



Event Details:

- **Date:** August 9th (Women's Day).
- **Venue:** A large, elegant stretch tent will be utilized in a secluded outdoor area.
- **Target Audience:** Women from the community, including survivors of GBV, advocates, and allies.
- **Attendance:** Up to 300 women (with pre-registration).

Program Highlights:

Welcoming and Registration:

- Attendees receive welcome packs containing self-care items, motivational booklets, and contact information for support services.
- Light refreshments offered upon arrival.

Opening Ceremony:

- Inspirational address by a well-known advocate or survivor sharing their journey.
- Live musical performance and interpretive dance focused on themes of resilience and hope.

Workshops and Discussions:

- Empowerment Workshop: Tips on self-defense and confidence-building techniques.
- Support and Advocacy Panel: Experts discussing resources, legal rights, and how to access help.
- Healing Circles: Small-group sessions led by counselors for survivors to share and heal.

Pampering Sessions:

- Mini spa treatments, including massages, facials, and nail care.
- Relaxation lounge with soothing music, aromatherapy, and mindfulness activities.

Three-Course Meal:

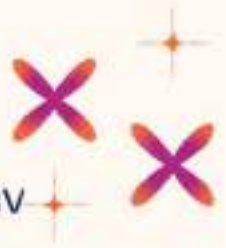
- A premium dining experience for all attendees.

Artistic Performances:

- Spoken word poetry and theatrical performances highlighting GBV experiences and resilience.
- Choir or soloist performing uplifting songs of strength and solidarity.

Closing Ceremony and Giveaway Packs:

- Empowerment speech by a prominent figure or advocate.
- Distribution of giveaway packs containing essential items.



Event Experience:

- Decor: Feminine yet bold decor featuring floral arrangements, empowering quotes, and soft lighting.
- Catering: A premium three-course meal prepared by professional chefs.
- Security: A safe environment with professional security personnel on-site.
- Accessibility: Transportation services arranged for attendees needing assistance.

Marketing Strategy:

- Social Media Campaigns: Eye-catching posts highlighting the event's purpose, speakers, and giveaways.
- Community Outreach: Flyers and posters in local clinics, schools, and community centers.
- Radio and Newspaper Ads: To reach a broader audience and ensure inclusivity.
- Invite influencers on social media that's been through GBV.

Job Creation:

- Security x30
- Cleaning staff x15
- Event staff x35
- Catering staff x15
- Technical support staff x15
- Artists/ MC's x20
- Medical staff x5

Budget:

- Venue - R60 000
- Gifts - R30 000
- Sound and lights and stage - R150 000
- Decor - R30 000
- Artists booking - R150 000
- Flights and accommodation - R40 000
- Logistics and transport - R40 000
- Marketing - R50 000
- Event staffing and management - R100 000
- Catering - R50 000
- Security - R70 000
- Cleaning Staff - R30 000
- Photography and videography - R20 000
- Engineering Certificate - R35 000
- Safety Officer - R20 000
- EMS - R20 000

TOTAL: R895 000

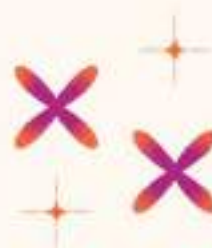


September:

Northern Gems Music Festival

Purpose:

- To celebrate local music talent and promote cultural diversity.
- To provide a platform for artists to showcase their creativity and connect with the community.
- To strengthen community ties through the unifying power of music and art.



Event Details:

- Date: September (Heritage Month).
- Venue: Outdoor venue.
- Target Audience: Music lovers of all ages, families, and local communities.
- Entry: Free.
- Kids Rides: All rides and activities for kids are free.

Program Highlights:

Opening Ceremony:

- Cultural performances highlighting diverse local traditions.
- Keynote speech from a cultural ambassador or local celebrity.

Live Performances:

- Sets by various local and national artists across genres (Afrobeats, hip-hop, traditional, etc.).
- Special collaborations between established artists and emerging talent.

Free Kids' Rides Zone:

- A variety of free rides such as jumping castles, merry-go-rounds, and inflatable slides.
- Supervised play areas for toddlers with soft toys and activities.

Family Fun Activities:

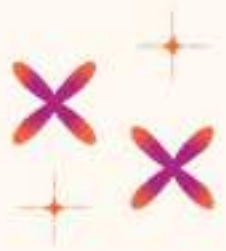
- Parent-child games such as sack races and tug-of-war.
- Creative stations for kids to draw, paint, and make crafts inspired by local culture.

Vendor Support Promotion:

- Breaks during performances to encourage attendees to explore food and craft stalls.
- Vendor showcase sessions highlighting unique products and services.

Interactive Zones:

- Art and craft exhibitions showcasing cultural heritage.
- Wellness tent offering basic health tips, yoga, and relaxation exercises.
- 5-A-Side Soccer games for kids and teens.



Event Experience:

Family-Friendly Environment:

- Safe spaces for families, including rest areas, picnic spots, and child-friendly activities.

Vendor Showcase:

- Opportunities to explore and support local food and craft vendors.

Community Togetherness:

- Picnic-style seating where families can enjoy food while watching live performances.

Free Activities

- Memorable moments like kids enjoying free rides and families bonding over games.

Cultural Immersion:

- Engaging experiences through performances, and art exhibits.

Exclusive Festival Offers:

- Vendors offering festival-only discounts or promotions to attract more sales.

Marketing Strategy:

Promoting Free Features:

- Highlight free entry and kids' rides in all advertisements and social media posts.
- Use slogans like "Family Fun for Everyone – All Kids' Rides Free!"

Social Media Campaigns:

- Run targeted campaigns showcasing kids on rides, families enjoying performances, and vendors showcasing their goods.
- Create countdown posts leading up to the event with engaging visuals.

Vendor Collaboration:

- Ask vendors to share event details on their platforms to maximize reach.

Community Engagement:

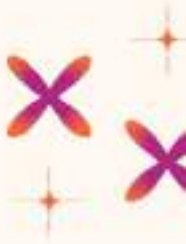
- Partner with local schools and organizations to distribute flyers and invitations.
- Collaborate with parent bloggers or community influencers to promote the event.

Engaging Visual Content:

- Use vibrant posters, videos, and live streams during the event to attract more attendees.

Local Sponsorships:

- Partner with local businesses to sponsor specific activities or areas (e.g., a kids' play area)



Job Creation:

- Security x40
- Cleaning staff x15
- Event staff x50
- Catering staff x15
- Technical support staff x20
- Artists/ MC's x60
- Medical staff x10

Budget:

- Kiddies Arena - R80 000
- Stage/sound and lights - R200 000
- Marketing - R40 000
- Photography and Videography - R40 000
- Security x 3 days - R75 000
- Safety Officer - R20 000
- Electrical and Engineering certificates - R40 000
- Cleaning staff - R30 000
- Logistics and transport - R30 000
- Medical services - R20 000
- Tents and furniture - R100 000
- Event staffing and management - R100 000
- Venue Hire - R50 000
- Flights and Accommodation - R50 000
- Ablutions - R15 000
- Skip Hire - R2500
- Catering - R30 000
- Public Liability Insurance- R10 000

TOTAL: R932 500

October: Breast Cancer Survivor Dinner & Duets Concert

Purpose:

- To honor and celebrate the strength, resilience, and courage of breast cancer survivors.
- To raise awareness about breast cancer and its impact on individuals and their families.
- To create a supportive space for survivors, their loved ones, and the community to connect and share experiences.
- To provide a night of elegant entertainment through powerful duets and performances.



Event Details:

- Date: October (Breast Cancer Awareness Month).
- Venue: A sophisticated indoor venue with banquet-style seating.
- Target Audience: Breast cancer survivors, their families, healthcare professionals, community members, and supporters.
- Dress Code: Formal evening attire (black tie optional).

Program Highlights:

Welcome Reception:

- Guests are greeted with a glass of sparkling juice and live instrumental music.
- Photo opportunities with a pink-themed backdrop to commemorate the evening.

Opening Ceremony:

- Keynote speech by a prominent breast cancer survivor or healthcare professional.
- Candle-lighting ceremony to honor survivors and remember those who have passed.

Formal Dinner:

- A gourmet three-course meal served by professional caterers.
- Pink-themed table settings with floral arrangements and elegant decor.

Duets Concert:

- Performances by local and national artists singing duets across various genres.
- A mix of inspirational songs, ballads, and celebratory music to uplift the audience.

Storytelling and Testimonials:

- Personal stories from breast cancer survivors about their journey and triumphs.
- A short segment highlighting the importance of early detection and support.

Closing Performance:

- A powerful duet or group performance to close the evening on an emotional and inspirational note.

Event Experience:

Celebration of Survivors:

- A heartwarming evening dedicated to celebrating the strength and courage of survivors.
- Opportunities for survivors to share their stories and inspire others.

Elegant Atmosphere:

- A beautifully decorated venue with pink accents, candles, and floral arrangements.
- A formal, sophisticated ambiance for guests to enjoy.

Community Connection:

- A chance for attendees to connect with survivors, supporters, and healthcare professionals.
- Networking opportunities for individuals passionate about supporting breast cancer initiatives.

Musical Enrichment:

- Live duet performances creating a moving and uplifting experience.
- Songs chosen to resonate with the themes of hope, resilience, and celebration.

Marketing Strategy:

Community Engagement:

- Collaborate with local hospitals, cancer support groups, and wellness centers to promote the event.
- Reach out to breast cancer survivors to attend as special guests.

Social Media Campaign:

- Create a series of posts with survivor stories, artist announcements, and event details.
- Use hashtags like #BreastCancerAwarenessDinner and #CelebrateSurvivors to gain traction.



Influencer and Celebrity Endorsements:

- Partner with local celebrities or influencers to promote the event.
- Ask performers to share the event on their platforms.

Traditional Media:

- Advertise on community radio stations, newspapers, and local TV.
- Issue press releases highlighting the purpose and charitable focus of the event.

Email Marketing:

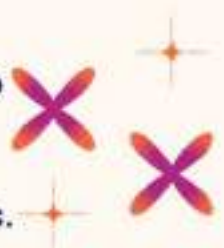
- Send invitations to healthcare professionals, community leaders, and previous donors.
- Include personalized messages for survivors and their families.

Pink Ribbon Campaign:

- Distribute pink ribbons and flyers in schools, malls, and hospitals to spread awareness.

Pre-Event Teasers:

- Share rehearsal videos or interviews with performers and survivors.



Job Creation:

- Security x20
- Cleaning staff x20
- Event staff x40
- Catering staff x10
- Technical support staff x10
- Artists/ Performers x 30

Budget

- Venue - R50 000
- Sound and lights - R100 000
- Decor - R40 000
- Artists booking fee - R200 000
- Flights and accommodation - R60 000
- Logistics and transport- R50 000
- Marketing - R50 000
- Event staffing and management - R100 000
- Catering - R100 000
- Security - R30 000
- Cleaning Staff - R20 000
- Photography and videography -R20 000

TOTAL: R820 000

November:

Gospel Extravaganza

Purpose:

- To celebrate and promote gospel music as a form of spiritual expression and cultural heritage.
- To provide a platform for gospel artists to showcase their talent and inspire the community.
- To foster a sense of unity and hope through uplifting music and messages.
- To create an inclusive, family-friendly event that encourages spiritual reflection and community engagement.



Event Details:

- Date: November (specific date to be determined).
- Venue: Indoor venue with ample seating and sound facilities.
- Target Audience: Gospel music lovers, families, church groups, and the broader community.

Program Highlights:

Opening Ceremony:

- A prayer and welcome address by a respected community or church leader.
- Performance by a children's choir or youth gospel group.

Live Performances:

- Sets by local and national gospel artists performing solo, group, and choir pieces.
- Collaboration between well-known artists and emerging gospel talent.

Inspirational Messages:

- Short sermons or motivational talks by guest speakers (pastors, life coaches, or community leaders).
- Testimonies shared by individuals on their faith journey.

Interactive Worship Sessions:

- Audience sing-alongs of well-known gospel songs led by performers.
- Praise and worship session involving the audience and performers.

Youth and Community Involvement:

- Special performances by youth gospel groups or school choirs.
- A segment highlighting the role of gospel music in community upliftment.

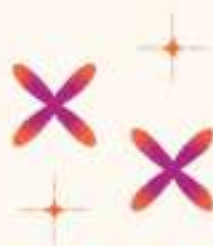
Vendor Area:

- Food and beverage stalls offering traditional and contemporary options.
- Vendors selling gospel-related merchandise, books, and CDs.

Event Experience:

Spiritual Upliftment:

- An emotionally enriching experience with powerful performances and inspirational messages.
- Attendees leave feeling encouraged, motivated, and spiritually refreshed.



Community Connection:

- A platform for individuals and families to connect and bond over shared faith and music.
- Networking opportunities for artists, community leaders, and attendees.

Family-Friendly Atmosphere:

- A safe, welcoming environment for all age groups.
- Activities or play areas for children to keep them engaged while adults enjoy performances.

Celebration of Talent:

- A space for artists to be celebrated and appreciated for their contributions to gospel music.

Marketing Strategy:

Church and Faith Community Outreach:

- Partner with local churches and faith-based organizations to promote the event.
- Announcements during church services and distribution of flyers at places of worship.

Social Media Campaigns:

- Create countdown posts, artist spotlights, and teaser videos on platforms like Facebook, Instagram, and TikTok.
- Use hashtags like #GospelExtravaganza2025 and #UpliftThroughMusic to reach a wider audience.

Community Radio and Local Media:

- Advertise on local gospel radio stations and community newspapers.
- Interviews with featured artists and organizers to create excitement.

Collaborations with Artists:

- Ask participating artists to share event details on their platforms to attract their followers.
- Create promotional content featuring artists rehearsing or preparing for the event.

Posters and Flyers:

- Distribute visually appealing posters and flyers in schools, malls, community centers, and libraries.

Engage Influencers:

- Collaborate with faith-based influencers to promote the event and its purpose.

Pre-Event Engagement:

- Livestream snippets of artist rehearsals or interviews to build anticipation.



Job Creation:

- Security x10
- Cleaning staff x10
- Event staff x30
- Catering staff x10
- Technical support staff x10
- Artists/ Performers x30

Budget

- Venue - R50 000
- Sound and lights - R150 000
- Decor - R40 000
- Artists booking fee - R250 000
- Flights and accommodation - R60 000
- Logistics and transport- R50 000
- Marketing - R50 000
- Event staffing and management - R100 000
- Catering - R80 000
- Security - R30 000
- Cleaning Staff - R20 000
- Photography and videography -R20 000

TOTAL: R900 000

December:

Carols by Candlelight

Purpose:

- To celebrate the festive season and promote the spirit of community, joy, and togetherness.
- To create a memorable holiday experience for families, friends, and individuals of all ages.
- To provide a platform for local choirs, soloists, and musicians to showcase their talent.
- To foster cultural appreciation by incorporating diverse holiday traditions.



Event Details:

- Date: December (Festive Season).
- Venue: Outdoor venue with seating for a large crowd.
- Target Audience: Families, music lovers, and community members.

Program Highlights:

Opening Ceremony:

- Welcome speech by a local dignitary, pastor, or event ambassador.
- Lighting of the central candle to symbolize the start of the holiday season.

Musical Performances:

- Local choirs performing traditional Christmas carols and modern holiday songs.
- Solo and duet performances by local vocalists and instrumentalists.
- A special guest performance by a well-known artist or group.

Interactive Activities:

- Candle distribution and lighting for all attendees during carols.
- A community sing-along segment for popular holiday songs.
- A kids' corner with festive face painting, storytelling, and craft-making.

Seasonal Market:

- Food and drink stalls offering hot chocolate, festive treats, and light meals.
- Vendors selling holiday-themed items like ornaments, candles, and gifts.

Special Highlights:

- A nativity reenactment or holiday skit performed by a local drama group.
- A festive message or blessing from a community leader or clergy.
- Light show to close the evening.

Closing Ceremony:

- Community carol led by all performers and attendees.
- Gratitude speech acknowledging participants, sponsors, and volunteers.



Event Experience:

Festive Atmosphere:

- The serene glow of candlelight creating a magical ambiance.
- A beautifully decorated venue with holiday lights, wreaths, and ornaments.

Community Connection:

- A warm and inclusive environment for people to connect and celebrate together.
- Opportunities for attendees to interact with local artists and performers.

Memorable Moments:

- Joyful sing-alongs, inspiring performances, and the shared lighting of candles.
- Unique photo opportunities with festive backdrops and holiday-themed props.

Family-Friendly:

- Activities for children that allow parents to relax and enjoy the performances.
- Safe and accessible facilities for attendees of all ages.

Marketing Strategy:

Social Media Campaign:

- Teasers and countdown posts with photos of past caroling events.
- Event updates, performer announcements, and holiday trivia challenges.
- Use hashtags like #CarolsByCandlelight, #FestiveJoy, and #CommunityHoliday.

Community Engagement:

- Collaborate with local churches, schools, and music groups to promote the event.

Traditional Media:

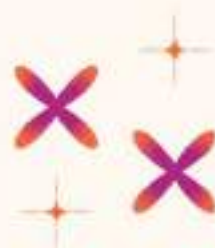
- Flyers and posters in community centers, malls, and schools.
- Radio announcements featuring snippets of carols or interviews with performers.

Pre-Event Activities:

- Host mini pop-up carol performances in public spaces to promote the main event.
- Engage with local businesses to sponsor giveaways or festive contests.

Post-Event Content:

- Share videos and photos of the event to celebrate its success.



Job Creation:

- Security x40
- Cleaning staff x15
- Event staff x50
- Catering staff x15
- Technical support staff x20
- Artists/ Performers x 60

Budget

- Venue -R50 000
- Stage/sound and lights - R250 000
- Marketing - R50 000
- Photography and Videography - R20 000
- Security x 3 days - R75 000
- Safety Officer - R20 000
- Electrical and Engineering certificates - R40 000
- Cleaning staff - R30 000
- Logistics and transport - R30 000
- Medical services - R20 000
- Tents and furniture - R100 000
- Event staffing and management - R100 000
- Flights and Accommodation - R50 000
- Ablutions - R15 000
- Skip Hire - R2500
- Catering - R50 000
- Public Liability Insurance- R10 000

TOTAL: R912 500

January: Dance Competition

Purpose:

- To celebrate the art of dance and its role in cultural expression and creativity.
- To provide a platform for dancers across all genres to showcase their talent and skills.
- To promote community engagement and unity through the performing arts.
- To encourage participation from diverse groups, fostering cultural appreciation and inclusivity.
- To create opportunities for recognition, exposure, and potential future collaborations for dancers.



Event Details:

- Date: January 2026.
- Venue: Large community hall or performance center with professional stage setup.
- Target Audience: Open to all community members, including families, dance enthusiasts, and performers.
- Categories: Dance genres include hip-hop, contemporary, ballet, traditional/folk, and freestyle.
- Prizes:
 - 1st Place in Each Genre: R15,000.
 - 2nd Place in Each Genre: R5,000.
 - 3rd Place in Each Genre: R3,000.

Program Highlights:

Opening Ceremony:

- Local cultural groups performing traditional dances.
- Inspirational speech by a prominent figure in the dance community.

Genre-Specific Performances:

- Dancers will compete within their chosen genres.
- Performances judged on creativity, technical skill, stage presence, and audience engagement.

Intermission Activities:

- Dance workshops for the audience led by professional choreographers.
- Local food stalls and merchandise booths.

Awards Ceremony:

- Trophies, certificates, and prize money distributed to winners.

Event Experience:

- Decor: Vibrant, dance-themed decor with stage lighting, banners, and props representing different genres.
- Catering: Food and beverage vendors offering a variety of cuisines to suit all preferences.
- Accessibility: Wheelchair-friendly venue with designated seating for persons with disabilities.
- Security and Safety: On-site security personnel and first-aid stations to ensure a safe environment for everyone.

Marketing Strategy:

Social Media Campaigns:

- Dedicated event pages on Facebook, Instagram, and TikTok showcasing promotional videos, participant highlights, and live updates.

Local Media Partnerships:

- Advertisements on community radio stations and newspapers.
- Press releases to highlight the event's purpose and benefits.

Community Engagement:

- Posters and flyers distributed to schools, dance studios, and community centers.
- Partnerships with local businesses to promote the event.

Hashtags:

- Event-specific hashtags to trend on social media and encourage online participation.

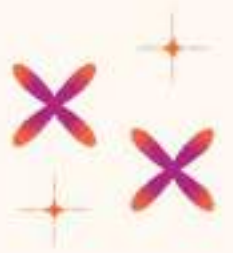
Job Creation:

- Security x20
- Cleaning staff x10
- Event staff x30
- Catering staff x10
- Technical support staff x10
- Artists/ Performers x 100

Budget

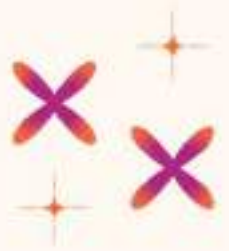
- Venue – R50 000
- Sound and Lights – R200 000
- Decor – R30 000
- Artists and judges –R200 000
- Flights and accommodation – R50 000
- Prize money – R138 000
- Logistics and Transport – R30 000
- Marketing – R50 000
- Event staffing and Management – R100 000
- Catering – R60 000
- Security – R30 000
- Cleaning Staff – R25 000
- Photography and Videography – R20 000
- Graphic designer – R15 000

TOTAL: R998 000



Budget Breakdown

MONTH:	AMOUNT:
May	R990 000,00
June	R800 000,00
July	R945 000,00
August	R895 000,00
September	R932 500,00
October	R820 000,00
November	R900 000,00
December	R912 500,00
January	R998 000,00
TOTAL:	R8 193 000,00



Conclusion

The "Together We Thrive" program is more than just a series of events—it is a celebration of the community, culture, and creativity that make Nelson Mandela Bay unique. By uniting people through music, arts, and meaningful engagement, the program seeks to inspire collaboration, uplift local talent, and foster a sense of pride and belonging within the region.

Each event has been thoughtfully curated to address specific aspects of the community's needs and interests, from nurturing young talent and promoting cultural heritage to raising awareness about critical social issues. This initiative is not only an opportunity for participants to showcase their skills and ideas but also a platform to build lasting connections and create memories that will resonate long after the program concludes.

As we look ahead to the culmination of these nine months of creativity and unity, the "Together We Thrive" program serves as a testament to the power of collaboration and the limitless potential of a community that comes together with a shared vision. We invite all stakeholders—participants, partners, and audiences alike—to join us on this inspiring journey and to contribute to making Nelson Mandela Bay a beacon of cultural and artistic excellence.

Together, we will thrive.



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