



3RD ANNUAL SOWETO MMINO WA CLAP AND TAP AWARDS 2025

By Mahlomola Kekana Foundation for Community
Upliftment

Written by Indigenous Tunes



Table of Contents

2. EXECUTIVE SUMMARY

2.1 Key Components

2.2 Why This Project is Vital

2.3 Impact Goals

2.4 Timeline and Budget

3. Organizational Background

3.1 About MKFCU

3.2 Key Milestones

3.3 Leadership and Impact

4. Project Description

4.1 Background

4.2 Vision and Mission

4.3 Objectives and Aims

4.4 Major Project Activities

4.5 Strategic Partners

5. Implementation Timeline

5.1 Summary Timeline

5.2 Operational Table

6. Impact and Outcomes

6.1 Cultural Preservation

6.2 Economic Growth

6.3 Community Empowerment

6.4 Youth Development

7. Employment Creation

7.1 Employment Creation Plan

7.2 Employment Impact





8. Budget

9. Monitoring and Evaluation Plan

9.1 Quantitative Methods

9.2 Qualitative Methods

9.3 Implementation Timeline

9.4 Reporting Framework

10. Risk Assignment

10.1 Risks and Risk Categories

10.2 Risk Monitoring and Evaluation

11. Sustainability Plan

11.1 Diversified Funding Streams

11.2 Stakeholders' Contributions

11.3 Continuous Innovation

11.4 Measurable Outcomes

11.5 Feedback and Adaptation

12. Appendices (Attachments)





1. Cover page

Project Name:		Soweto Mmino wa Clap and Tap Excellence Awards		
SHORTENED NAME:		Mmino wa Clap and Tap Excellence Awards		
ORGANIZATION NAME:		Mahlomola Kekana Foundation for Community Upliftment		
TRADING NAME:		Mahlomola Kekana Foundation		
ORGANIZATION TYPE:		Not-for-profit Organisation (NPO)		
TAX STATUS:		Tax-Compliant		
ORG. REGISTRATION NO.:		2013/044929/08		
CONTACT INFORMATION:		Office:		
	Contact Person:	Stephen Kekana		
	Mobile No.:	0677284659		
	Email Address:	Mminowaclapntap@gmail.com		
	Registered Address:	997 LEGWALE STREET TLADI KWA XUMA 1868		
	Office Address:	245 Molele Street, Molapo, Soweto 1868 • office no. 4	Code	1868
TAX NUMBER:				
PBO NUMBER:				
BANK: Bank Name: Standard Bank		Acc. Holder: MAHLOMOLA KEKANA FOUNDATION FOR COMMUNITY UPLIFTMENT NPC		
	Acc. Number: 42 147 832 2	SWIFT SBZAZAJJ		





	Acc. Type: Cheque/ Transmission	Branch Code:	009953
Date of Submission	10 January 2025		





2. EXECUTIVE SUMMARY

The 3rd Annual - Soweto Mmino-wa-Clap and Tap Excellence Awards 2025 is a celebration of the vibrant and soulful Clap and Tap gospel genre, aimed at honoring exceptional talent and preserving South Africa's rich cultural heritage. Organized by the Mahlomola Kekana Foundation for Community Upliftment (MKFCU) in partnership with Indigenous Tunes Music World (Indigenous Tunes), this event serves as a platform to empower emerging artists and strengthen community ties through Indigenous Gospel Music, Artist Development, and Cultural expression.

2.1 Key Components

The event integrates three core elements:

- **Awards Ceremony:** Recognizing outstanding achievements in categories such as Best Choir, Best International Choir, and Best Choir of the year.
- **Workshops and Training:** Providing skills development in areas like music business, vocal coaching, and performance.
- **Community Engagement:** Showcasing local talent through performances and exhibitions fosters unity and pride.

2.2 Why This Project is Vital

As the Clap and Tap genre gains momentum, it faces challenges like limited exposure, lack of funding, and diminishing participation among younger generations. This project addresses these challenges by:

- Offering financial and logistical support to artists.
- Documenting and preserving the unique sounds and traditions of Clap and Tap music.
- Creating economic opportunities through employment and sponsorships.

2.3 Impact Goals

- **Cultural Preservation:** Document and archive 100+ performances to safeguard the genre for future generations.
- **Economic Empowerment:** Employ at least 30 creatives and support staff, while generating income for local vendors and suppliers.
- **Community Engagement:** Attract over 2,000 attendees and foster active participation from Soweto's communities.

2.4 Timeline and Budget

The project will run from April to September 2025, with key milestones including planning, marketing, artist onboarding, and event execution. The estimated budget is **R5791403,75** covering venue hire, artists fees, marketing, and logistics.





3. ORGANIZATIONAL BACKGROUND

3.1 About MKFCU

Founded in 2013, MKFCU aims to uplift disadvantaged communities through arts and sports development. The foundation complies with South Africa's Non-Profit Company Act and is dedicated to moral regeneration, empowerment, and cultural preservation.

3.2 Key Milestones

- Established annual awards to celebrate arts and sports excellence.
- Conducted workshops benefiting over 1,000 participants.
- Partnered with local and national organizations to expand its impact.
- Documented over 200 cultural performances for preservation and education.

3.3 Leadership and Impact

MKFCU's leadership comprises professionals with a passion for community development. The team's dedication ensures all initiatives' transparency, inclusivity, and sustainable growth. Key leaders include Mahlomola Kekana, the Project Director, and a dedicated team of arts and culture advocates.





4. PROJECT DESCRIPTION



4.1 Background

The **3rd Annual Soweto Mmino-wa-Clap and Tap Excellence Awards 2025** is a vibrant celebration of the soulful Clap and Tap gospel genre, aimed at honoring exceptional talent and preserving South Africa's rich cultural heritage. Organized by the Mahlomola Kekana Foundation for Community Upliftment (MKFCU) in partnership with Indigenous Tunes Music World, this





event highlights the historical and cultural significance of Clap and Tap music. The Soweto Mmino wa Clap and Tap Excellence Awards consist of 21 categories, 8 of which result in Album recording deals for the winners.

Blending African musical traditions with Christian religious practices, Clap and Tap music fosters communal bonds and spiritual upliftment. Over time, this genre has transcended its religious roots, gaining recognition for its cultural richness and rhythmic complexity both locally and internationally. Defined by its unique combination of clapping, tapping, and choral singing, it serves as a unifying force and a vibrant expression of South African identity. Through Indigenous Gospel Music, Artist Development, and Cultural Expression, the awards aim to empower emerging artists, strengthen community ties, and ensure the legacy of Clap and Tap music thrives for future generations.

4.2 Vision and Mission

Vision

To elevate and celebrate the Clap and Tap music genre as a vital expression of South African cultural heritage, fostering pride and recognition for its rich traditions. The awards envision creating a platform that highlights the genre's artistic excellence while promoting its relevance in modern society. By honoring contributors and supporters, they aim to inspire a deeper appreciation for Clap and Tap music on both national and international stages. Ultimately, the vision is to ensure this genre thrives as a unifying force that connects communities and generations.

Mission

The 3rd Annual Soweto Mmino wa Clap and Tap Excellence Awards aim to honor and reward excellence within the Clap and Tap music genre by recognizing the outstanding contributions of choirs, choristers, promoters, media, and supporters. The awards strive to preserve and promote the rich cultural traditions of this genre as a vital aspect of South African heritage and identity. Through the unifying power of music, the awards seek to inspire healing, foster pride, and contribute to nation-building and social cohesion. Additionally, they provide a platform to showcase talent, encourage collaboration, and ensure the genre's legacy for future generations.

4.3 Objectives and Aims

- To recognize excellence from the Clap and Tap choirs.
- To honor the choirs, choristers, promoters, media, and supporters of the Clap and Tap genre.
- To grow the support and recognition of the Clap and Tap genre locally and globally.
- To preserve the Clap and Tap culture and heal the nation.
- To advance nation-building and social cohesion.





SOWETO
ESTD 2022
MMINO-WA-CLAP & TAP EXCELLENCE AWARDS

NOMINATION OPENING 15 JANUARY
NOMINATION CLOSES 31 MARCH

SMS COST : R2
SMS 40439

CATEGORIES

1. BEST YOUTH CHOIR OF THE YEAR [K1]
2. BEST POSITIVE INFLUENCER OF THE YEAR [K2]
3. BEST SOUND ENGINEER OF THE YEAR [K3]
4. BEST FEMALE VOCALIST OF THE YEAR [K4]
5. BEST EMERGING CHOIR OF THE YEAR [K5]
6. BEST TV PROGRAM OF THE YEAR [K6]
7. BEST SONG OF THE YEAR [K7]
8. BEST POSITIVE IMAGE OF THE YEAR [K8]
9. BEST MUSIC VIDEO OF THE YEAR [K9]
10. BEST RADIO STATION PROGRAM [K10]
11. BEST ALBUM OF THE YEAR [K11]
12. BEST IMPROVED CHOIR OF THE YEAR [K12]
13. BEST MANAGER OF THE YEAR [K13]
14. BEST MALE VOCALIST OF THE YEAR [K14]
15. BEST CONDUCTOR OF THE YEAR [K15]
16. BEST SUPPORTER OF THE YEAR [K16]
17. BEST COLLABORATION OF THE YEAR [K17]
18. BEST CLAP & TAP CHOIR OF THE YEAR [K18]
19. BEST CLAP & TAP PRESENTER [K19]
20. BEST GRAPHIC DESIGNER OF THE YEAR [K20]
21. BEST CLAP & TAP PRODUCTION OF THE YEAR [K21]

TOP 3 MOST STREAMED ARTIST OR GROUP [HALL OF FAME]
- MOST STREAMED TRACK
- BEST NEW PROJECT

DUMISA SOWETO TV Indigenous Tunes

4.4 Major Project Activities

- There will be 4 activations before the awards weekend to promote and create traction for Soweto Mmino-wa-Clap and Tap Excellence Awards, called Road to Soweto Mmino-wa-Clap and Tap Excellence Awards.





- The Road to Soweto Mmino-wa-Clap and Tap Excellence Awards will continue with a leadership camp for the choirs, which will build not only appreciation for the Clap and tap genre but also build and improve the variety of skill sets of the individuals in the choirs.
- Soweto Mmino-wa-Clap and Tap Excellence Awards will take place over a 3-day weekend in June, first being the Clap and Tap appreciation gala dinner, then the awards evening as well as the closure celebration for the choirs and contributors to the Clap and Tap genre.
- Album recordings, rehearsals, and finalizations for the category winners which will take place in July and August.
- Clap and Tap Heritage Day Celebration and Album Launch which will take place in September in line with Heritage Month.
- Project closure, evaluation, and reporting which will take place in September following the festival.

4.5 Strategic Partners

- Indigenous Tunes (Project Administrators)
- The Clap and Tap Federation.
- Clap and Tap nominees.
- Media (Dumisa)
- Lyric Theatre.

5. IMPLEMENTATION TIMELINE





5.1 Summarized Timeline

- **April 2025-** Onboarding, training of staff and first activation for the Road to Soweto Mmino wa Clap and Tap Excellence Awards.
- **May 2025-** Second and third activation of the Road to Soweto Mmino wa Clap and Tap Excellence Awards as well as the Clap and Tap leadership camp.
- **June 2025-** Soweto Mmino wa Clap and Tap Excellence Awards weekend
- **July 2025-** Album preparation, rehearsal and licensing for winning choirs.
- **August 2025-** Album finalizations, promotion and preparation for the Clap and Tap Heritage Day Celebration and Album launch.
- **September 2025-** Clap and Tap Heritage Day Celebration and Album Launch, closure and evaluation of project.

5.2 Operational Table.

Timeline	Activity	Description	Objective	Personnel Responsible
April – September 2025				
Week 1 1 – 4 April	Contracting	<ul style="list-style-type: none"> • Registration and contracting of choirs • Contracting of Staff • Project Orientation 	<ul style="list-style-type: none"> ✓ Committing Choirs to set dates ✓ Staffing Administration ✓ Training of staff to deliver the activities as it were on the proposal. 	✓ Project Core Team
Week 2 7 – 11 April	Project Management Training	<ul style="list-style-type: none"> • Dividing teams based on their roles and implementation timelines • Defining objectives and data collection tools for Monitoring and Evaluation • Important role description and measurement of impact. 	<ul style="list-style-type: none"> ✓ Teams will be deployed in the project at different times and for different roles. ✓ This training empowers them to understand the scope of the work. 	<ul style="list-style-type: none"> ✓ All Staff Training ✓ Strategic Partners
Week 3	Preparation for	<ul style="list-style-type: none"> • Travel logistics 	✓ To ensure the	✓ Events





<p>14 – 18 April</p>	<p>Western Cape, Ceres activation event.</p>	<p>and itinerary <i>(Identity documents, choir correspondence, flights and bus confirmations, timetable of activities)</i></p> <ul style="list-style-type: none"> • Travel administration <i>(Indemnity forms, parent consent forms, medical and dietary information)</i> • Preparation of performance Venues • Booking of Radio Interviews and podcast 	<p>travel needs are confirmed and secured.</p> <ul style="list-style-type: none"> ✓ To ensure effective and efficient running of the activations for guests and artists alike. 	<p>Management</p> <ul style="list-style-type: none"> ✓ Project Administrator ✓ Finance Admin
<p>Week 4 23 - 25 April</p>	<p>Travel to Ceres, Western Cape</p>	<ul style="list-style-type: none"> • The staff will travel and arrive a day before artists to prepare accommodation, meals, first aid kits, area mapping, and other logistics. • The Project Core Team will be handling all stakeholder liaison and engagement with the Cape Town choirs and partners. • The Sales and Marketing Team will be pushing last-minute sales tickets through 	<ul style="list-style-type: none"> ✓ Travel for performance to create traction for the upcoming awards as well as to broaden the Clap and Tap genre for a wider audience reach. ✓ To increase the appreciation of the Clap and Tap genre and to increase audience engagement and award ticket purchases. 	<p>Staff traveling <i>(Travelling by flight)</i></p> <ul style="list-style-type: none"> ✓ Project Core Team x4 ✓ Events Coordination Team x2 ✓ Technical Support Manager x1 ✓ Videographer x2 ✓ Photographer x2 ✓ Public Relations ✓ Marketing team x4 ✓ Logistics x3 <p>Total = 18 Staff Members</p> <p>Artists/Choirs <i>(Travelling by 2 busses)</i></p>





		<p>live activations in different malls around Ceres.</p> <ul style="list-style-type: none"> PR, Videographer, and Photographer will be supporting the Project Manager and Project Coordinator with Radio Interviews, Podcasts, TV Interviews, and More. 		<p>– MEGA bus company)</p> <ul style="list-style-type: none"> SOGMA with 75 Members Lejwe La Motheo AD with 75 members <p>Total = 150 Artists (Choir Members)</p>
<p>Week 4 26 April</p>	<p>Performance day</p>	<ul style="list-style-type: none"> 5 choirs are to perform for the Road to Soweto Mmino wa Clap and Tap Excellence Awards. 	<ul style="list-style-type: none"> ✓ This performance is done to build excitement and gain traction for the awards evening. ✓ This aims to prepare audience members for the awards evening and promote voting and purchasing of the tickets for the awards. 	<p>Staff</p> <ul style="list-style-type: none"> ✓ Project Core Team x4 ✓ Events Coordination Team x2 ✓ Technical Support Manager x1 ✓ Videographer x2 ✓ Photographer x2 ✓ Public Relations ✓ Marketing team x4 ✓ Logistics x3 <p>Total = 18 Staff Members</p> <p>Artists/Choirs</p> <ul style="list-style-type: none"> SOGMA with 75 Members Lejwe La Motheo AD with 75 members SOGAD with 55 Members





				<ul style="list-style-type: none"> • Bianca with 40 members • Lukhanyo with 52 Members <p>Total = 297 Artists (Choir Members from 5 Different Choirs)</p>
<p>Week 5 28 April – 2 May</p>	<p>Soweto Mmino wa Clap and Tap Leadership camp and travel to Botshabelo, Bloemfontein</p>	<ul style="list-style-type: none"> • The facilitator team will be leading the camp for the choirs in attendance. The choirs will have time to rehearse and prepare for the next activation. • The Sales and Marketing Team will be pushing last-minute sales tickets through live activations in different malls around Ceres. • PR, Videographer, and Photographer will be supporting the Project Manager and Project Coordinator with Radio Interviews, Podcasts, TV Interviews, and More. 	<ul style="list-style-type: none"> ✓ This camp will assist choir members to improve their soft skills as well as team and leadership skills. ✓ This camp will equip the members for any industry that they operate and aim to operate in society. 	<p>Staff traveling <i>(Travelling by shuttle)</i></p> <ul style="list-style-type: none"> ✓ Project Core Team x4 ✓ Events Coordination Team x2 ✓ Technical Support Manager x1 ✓ Videographer x2 ✓ Photographer x2 ✓ Public Relations ✓ Marketing team x4 ✓ Logistics x3 <p>Total = 18 Staff Members</p> <p>Artists/Choirs <i>(Travelling by 2 busses – MEGA bus company)</i></p> <ul style="list-style-type: none"> • SOGMA with 75 Members • Lejwe La Motheo AD with 75 members <p>Total = 150 Artists (Choir Members)</p>
<p>Week 5 3 - 4 May</p>	<p>Performance day</p>	<ul style="list-style-type: none"> • 5 choirs are to perform for the Road to Soweto Mmino wa Clap and Tap 	<ul style="list-style-type: none"> ✓ This performance is done to build excitement 	<p>Staff</p> <ul style="list-style-type: none"> ✓ Project Core Team x4 ✓ Events Coordination





		Excellence Awards.	<p>and gain traction for the awards evening.</p> <ul style="list-style-type: none"> ✓ This aims to prepare audience members for the awards evening and promote voting and purchasing of the tickets for the awards. 	<ul style="list-style-type: none"> Team x2 ✓ Technical Support Manager x1 ✓ Videographer x2 ✓ Photographer x2 ✓ Public Relations ✓ Marketing team x4 ✓ Logistics x3 <p>Total = 18 Staff Members</p> <p>Artists/Choirs</p> <ul style="list-style-type: none"> • SOGMA with 75 Members • Lejwe La Motheo AD with 75 members • 3 other choirs <p>Total = 150+ Artists (Choir Members)</p>
Week 6 5 – 9 May	Marketing, promotion, and ticket sales	<ul style="list-style-type: none"> • The team will be distributing posters, videos and promotional content for the build-up of the awards evening. • Booking of Radio Interviews and podcast. • PR, Videographer, and Photographer will be supporting the Project Manager and Project Coordinator with Radio 	<ul style="list-style-type: none"> ✓ The team is to keep the audience aware and excited about the upcoming awards weekend. ✓ The marketing and PR team should work to build the audience and market for the Clap and Tap genre. 	<p>Staff</p> <ul style="list-style-type: none"> ✓ Project Core Team ✓ Technical Support Manager ✓ Editors ✓ Public Relations ✓ Marketing team





		Interviews, Podcasts, TV Interviews, and More.		
Week 7 12 – 16 May	Preparation for Klerksdorp, North West activation event.	<ul style="list-style-type: none"> • Travel logistics and itinerary (<i>Identity documents, choir correspondence, flights and bus confirmations, timetable of activities</i>) • Travel administration (<i>Indemnity forms, parent consent forms, medical and dietary information</i>) • Preparation of performance Venues 	<ul style="list-style-type: none"> ✓ To ensure the travel needs are confirmed and secured. ✓ To ensure effective and efficient running of the activations for guests and artists alike. 	<p>Staff traveling <i>(Travelling by shuttle)</i></p> <ul style="list-style-type: none"> ✓ Project Core Team x4 ✓ Events Coordination Team x2 ✓ Technical Support Manager x1 ✓ Videographer x2 ✓ Photographer x2 ✓ Public Relations ✓ Marketing team x4 ✓ Logistics x3 <p>Total = 18 Staff Members</p> <p>Artists/Choirs <i>(Travelling by 2 busses – MEGA bus company)</i></p> <ul style="list-style-type: none"> • SOGMA with 75 Members • Lejwe La Motheo AD with 75 members <p>Total = 150 Artists (Choir Members)</p>
Week 7 17 – 18 May	Travel and Performance.	<ul style="list-style-type: none"> • The staff will confirm items to prepare first aid kits, area mapping, and other logistics. 	<ul style="list-style-type: none"> ✓ This performance is done to build excitement and gain 	<p>Staff</p> <ul style="list-style-type: none"> ✓ Project Core Team ✓ Events Coordination Team





		<ul style="list-style-type: none"> • 5 choirs are to perform for the Road to Soweto Mmino wa Clap and Tap Excellence Awards. 	<p>traction for the awards evening.</p> <ul style="list-style-type: none"> ✓ This aims to prepare audience members for the awards evening and promote voting and purchasing of the tickets for the awards. 	<ul style="list-style-type: none"> ✓ Technical Support Manager ✓ Videographers ✓ Photographers ✓ Public Relations ✓ Marketing team ✓ Logistics team <p>Artists/Choirs</p> <ul style="list-style-type: none"> • SOGMA with 75 Members • Lejwe La Motheo AD with 75 members <p>Total = 150 + Artists (Choir Members)</p>
<p>Week 8 - 9 19 – 30 May</p>	<p>Event logistical preparation Administration and reporting and evaluation of first half.</p>	<ul style="list-style-type: none"> • Site inspections, rehearsal confirmations and bookings and other event preparation methods to be done for the awards weekend. • Report meetings for the progress of the first half of the project as well as discussions to be held with the team. 	<ul style="list-style-type: none"> ✓ This week is for the documentation and recording purposes for the project. ✓ The weeks aim to analyze and evaluate to be better prepared for the next phase of the project and to improve where the team may lack. ✓ The team will analyze benchmarks and share progress reports as well. 	<ul style="list-style-type: none"> ✓ All Staff ✓ Strategic Partners





<p>Week 10 2- 6 June</p>	<p>Marketing, promotion and ticket sales, and event logistical preparation</p>	<ul style="list-style-type: none"> • The marketing team will be sending out email reminders for the Awards weekend. • The marketing and PR team, along with the Project core team will be conducting interviews on radio as well as to boost social media engagement. • The logistics and event team will be confirming the last preparations for the awards weekend and liaising with strategic partners as well as the choirs. 	<ul style="list-style-type: none"> ✓ The marketing and PR team aim to keep the audience well informed and excited for the awards. ✓ The events and logistics team will ensure that the smooth running of operations in the awards weekend is maintained and that the event is a success. ✓ The team aims to have a sold-out event. 	<ul style="list-style-type: none"> ✓ Marketing and PR team ✓ Project core team ✓ Events team ✓ Logistics team ✓ Technical manager
<p>Week 11 9 – 12 June</p>	<p>Awards weekend finalizations</p>	<ul style="list-style-type: none"> • The team will be ensuring that rehearsals are carried out for choirs, that the accommodation for the weekend is sorted, and that guest are aware of what the itinerary will be for the entire weekend. 	<ul style="list-style-type: none"> ✓ The finalizations aim to ensure that the weekend runs smoothly. ✓ The team aims to ensure that the weekend is enjoyable and a success for all involved. 	<ul style="list-style-type: none"> ✓ Project core team ✓ Events team ✓ Logistics team ✓ Technical manager ✓ Technical team
<p>Week 11 13 June</p>	<p>Soweto Mmino wa Clap and Tap gala dinner</p>	<ul style="list-style-type: none"> • The gala dinner will be a welcoming evening for the choirs, special guests, sponsors 	<ul style="list-style-type: none"> ✓ This serves to provide the accreditation for the awards evening. ✓ It serves to 	<ul style="list-style-type: none"> ✓ Project core team ✓ Events team ✓ Logistics team ✓ Technical manager





		and speakers for the awards.	<p>provide sponsors with appreciation and a chance to make a contribution towards the Clap and Tap genre.</p> <ul style="list-style-type: none"> ✓ The evening serves as a night for networking and growth for the genre as a whole. 	<ul style="list-style-type: none"> ✓ Technical team ✓ Ushers and servers ✓ Presenters
Week 11 14 June	Soweto Mmino wa Clap and Tap Excellence Awards	<ul style="list-style-type: none"> • The awards evening will take place at the Lyric theatre. • 21 category winners will be announced. • There will be performances as well and speeches from special guests. 	<ul style="list-style-type: none"> ✓ The awards aim to give recognition to the exceptional talent that exists in the Clap and Tap genre. ✓ The awards aim to showcase, celebrate and preserve the Clap and Tap genre and acknowledge the hard work and dedication to each contributor. ✓ The awards aim to fuel excitement and preserve the genre and culture as well as to grow the space. 	<ul style="list-style-type: none"> ✓ Project core team ✓ Events team ✓ Logistics team ✓ Technical manager ✓ Technical team ✓ Ushers ✓ Presenters ✓ Marketing and PR team





<p>Week 11 15 June</p>	<p>Soweto Mmino wa Clap and Tap Excellence Awards closure celebration</p>	<ul style="list-style-type: none"> • The closure celebration will take place at Kwa Lichaba for the closure of the awards weekend. • This will be open to all who would like to engage with and share their gratitude for the Clap and Tap genre and its progression and contribution to music. 	<ul style="list-style-type: none"> ✓ This serves as the closure for the Soweto Mmino wa Clap and Tap Excellence Awards with a celebration for all contributors to the genre. ✓ This is the final celebration to showcase appreciation for the genre and the achievements and progress it has made to music. 	<ul style="list-style-type: none"> ✓ Project core team ✓ Events team ✓ Logistics team ✓ Technical manager ✓ Technical team ✓ Ushers ✓ Presenters
<p>Week 12 – 18 17 June – 1 August</p>	<p>Licensing and album administration. Album studio rehearsals for album recordings and launch.</p>	<ul style="list-style-type: none"> • Record deal winners will be registered and onboarded to the relevant systems for licensing and album release logistics. • Choirs will also be rehearsing and preparing for the recording of the album. 	<ul style="list-style-type: none"> ✓ This week serve to ensure that the choir go through the correct channels for recording and understand how the process will proceed. ✓ This also serves to fully prepare the choirs so they are able to record their albums. 	<ul style="list-style-type: none"> ✓ Project core team ✓ Record label ✓ Technical manager ✓ Production and editing team
<p>Week 19 – 23 4 August – 5 September</p>	<p>Album recordings and finalizations. Clap and Tap Album launch festival</p>	<ul style="list-style-type: none"> • The choirs will meet to record their album on allocated days. • The events and 	<ul style="list-style-type: none"> ✓ The choirs will be able to record and finalise their albums to be 	<ul style="list-style-type: none"> ✓ Project core team ✓ Record label ✓ Events team ✓ Logistics team





	preparations. Marketing for the festival.	logistics team will be involved in organizing and confirming the details for the Clap and Tap Albu Launch Festival	able to be ready for distribution. ✓ The events team will be able to organise and plan for the album launch for the winners.	<ul style="list-style-type: none"> ✓ Technical manager ✓ Production and editing team
Week 24 - 25 8 – 19 September	Clap and Tap Album launch promotions, marketing, and finalizations.	<ul style="list-style-type: none"> • 10 Performing Choirs for the event are 7 that won prestigious awards and 3 of the most Established Choirs in the genre. These 7 award winning choirs are the ones that will be launching the albums that they won together with the awards. • The marketing and PR team will be sharing information and promoting the festival. • Organizations for the performing choirs will be done as well. 	<ul style="list-style-type: none"> ✓ Providing a platform to promote the choirs that one 7 of the best prestigious awards and share a stage with already established choirs in the genre from South Africa, Botswana, Lesotho and Namibia. ✓ The team will be promoting and creating traction and interest for the festival and awareness for the genre as a whole. ✓ The events team will finalize details for the event to ensure the smooth operations for the festival. 	<ul style="list-style-type: none"> ✓ Project core team ✓ Events team ✓ Logistics team ✓ Technical manager ✓ Technical team ✓ Ushers ✓ Presenters ✓ Marketing and PR team
Week 26	Clap and Tap	<ul style="list-style-type: none"> • The festival will 	<ul style="list-style-type: none"> ✓ The team will 	





<p>24 September Heritage Day</p>	<p>Heritage Day Celebration and Album Launch</p>	<p>take place at Kwa Lichaba.</p> <ul style="list-style-type: none"> • Rehearsal for choirs to be done as well as sound check. 	<p>organize transportation /accommodation for the choirs that will perform.</p> <ul style="list-style-type: none"> ✓ Soundcheck and rehearsals will be conducted to ensure smooth running of operations. 	<ul style="list-style-type: none"> ✓ Project core team ✓ Events team ✓ Logistics team ✓ Technical manager ✓ Technical team ✓ Ushers ✓ Presenters ✓ Marketing and PR team
<p>Week 26 27 September</p>	<p>Clap and Tap Heritage Day Celebration and Album launch.</p>	<ul style="list-style-type: none"> • The album winners will be performing selected songs from their album for guests in attendance. 	<ul style="list-style-type: none"> ✓ This serves as a listening and launch celebration for all the album winners. ✓ This is a celebration to showcase the work done by each choir album winner. 	<ul style="list-style-type: none"> ✓ Project core team ✓ Events team ✓ Logistics team ✓ Technical manager ✓ Technical team ✓ Ushers ✓ Presenters
<p>Week 27 29 September</p>	<p>Evaluation and project closure.</p>	<ul style="list-style-type: none"> • Report meetings for the progress of the second half of the project as well as discussions to be held with the team. • The team will be finishing off and closing reports for the project as well as the evaluation for all the staff members. 	<ul style="list-style-type: none"> ✓ This week is for the documentation and recording purposes for the entire project. ✓ The weeks aim to analyze and evaluate to be better prepared for the next phase of the project and to improve where the team may lack. ✓ The team will 	<ul style="list-style-type: none"> ✓ All staff ✓ Strategic partners





			analyze benchmarks and share progress reports as well as to close the project.	
--	--	--	--	--

6. IMPACT AND OUTCOMES

6.1 Cultural Preservation

- **Archiving Performances and Workshops:** Each live performance, workshop, and interview during the awards program will be professionally recorded and archived. This archive will serve as a valuable resource for future educational programs, ensuring the long-term preservation of Clap and Tap traditions.
- **Digital Library Creation:** A dedicated digital library will be developed to house these recordings. Accessible through MKFCU’s website and partner platforms, the library will provide students, researchers, and cultural organizations with curated content that highlights the richness of Clap and Tap music.
- **Educational Integration:** This initiative will promote an appreciation for indigenous music among younger generations.
- **International Representation:** Include recordings of international choirs to showcase the global influence and diversity of the Clap and Tap genre, creating a platform for cross-cultural appreciation.
- **Promotional Use:** Archived materials will also be used to promote Clap and Tap music locally and globally, attracting new audiences and ensuring its legacy remains vibrant.





6.2 Economic Growth

- **Revenue for Local Businesses:** Partner with local vendors to provide catering, decorations, and technical support during the event. This will ensure direct economic benefits for small businesses.
- **Job Creation:** Employ artists, sound technicians, event planners, and production crews, creating at least 75 jobs during the project period.
- **Increased Tourism:** The awards are expected to attract visitors from neighboring provinces and international participants, boosting revenue for local hotels, transportation services, and restaurants.
- **Monetization Opportunities for Artists:** Artists performing at the event will receive stipends and opportunities to monetize their work through digital platforms, merchandise sales, and collaborations with sponsors.
- **Global Networking:** Facilitate networking opportunities between local and international choirs, fostering collaborations that can lead to joint projects, tours, and recordings.

6.3 Community Empowerment

- **Fostering Pride and Unity:** By showcasing Cap and Tap's unique musical heritage alongside international talent, the awards will inspire pride among residents and strengthen community bonds.
- **Community Performances:** Host open mic sessions and community performances leading up to the main event, encouraging participation from local talent and providing a platform for emerging voices.
- **Cultural Education:** Workshops and exhibitions held during the event will highlight the history and evolution of Clap and Tap music, deepening the community's connection to its roots.
- **Active Engagement:** Residents will be invited to participate as volunteers, vendors, or audience members, ensuring they feel a sense of ownership and involvement in the event's success.
- **Global Exposure for Soweto:** The inclusion of international choirs will highlight Soweto as a hub for cultural exchange, positioning it as a significant player in the global music scene.

6.4 Youth Development

- **Skill Development:** Provide young artists with access to masterclasses and workshops on vocal training, stage presence, and music business. These sessions will prepare them for professional careers in the music industry.
- **Mentorship Opportunities:** Pair emerging artists with experienced Clap and Tap practitioners and international choir directors, fostering an exchange of knowledge and skills.
- **Showcasing Youth Talent:** Dedicate segments of the awards program to youth performances, offering young artists a chance to showcase their talents to large audiences.
- **Inspiring Future Generations:** Through exposure to the artistry and professionalism of established performers and international groups, young participants will be encouraged to sustain and innovate within the Clap and Tap genre.
- **Career Pathways:** Collaborate with industry professionals and sponsors to provide scholarships, internships, and recording opportunities for standout young artists.





7. Employment Creation

7.1 Employment Creation Plan

The **Soweto Mmino-wa-Clap and Tap Excellence Awards 2025** will create substantial employment and skills development opportunities for individuals within the local community. The event will employ a diverse team of professionals across various departments, including event management, logistics, technical, marketing, and general support.

Key Areas of Employment Creation

7.1.1 Leadership and Project Management

- **Project Manager:** Responsible for overseeing the entire project.
- **Project Coordinator:** Coordinating all operational aspects of the event.
- **Project Administrator:** Managing day-to-day administrative tasks.
- **Administrator Accounts Manager:** Handling financial administrative tasks.

7.1.2 Finance and Budgeting

- **Finance Administrators:** Responsible for overseeing the event's finances, including budgeting, sponsorships, and funding.

7.1.3 Event Planning and Coordination

- **Events Manager:** Ensuring smooth execution of all event-related activities.
- **Events Coordinator:** Assisting with event logistics, coordination, and ensuring the flow of the program.

7.1.4 Marketing and Sales

- **Sales & Marketing Team:** Comprising four professionals, the team will handle ticket sales, promotion, and engagement with sponsors and attendees:

7.1.5 Logistics and Operations

- **Logistics Team:** Responsible for transportation, accommodation, and general operations coordination:

7.1.6 Creative and Technical Support

- **Technical Manager:** Nhlanhla Ramabya, overseeing all technical aspects, including sound and lighting.





- **Graphic Designer:** Responsible for designing promotional materials, event signage, and branding.
- **Videographers:** Five videographers will document the event, including:

7.1.7 General Support Staff

- **General Workers:** A team of seven general workers will assist with event setup, attendee assistance, and logistical support during the event.

7.2 Employment Impact

- **Job Creation:** The event will create direct and indirect employment, offering temporary and part-time positions during the planning and execution phases.
- **Skills Development:** Each team member will be trained and gain valuable skills in event management, marketing, logistics, technical operations, and media production.
- **Community Empowerment:** Local professionals and community members will have the opportunity to showcase their talents, gain exposure, and contribute to a major cultural event, strengthening their professional portfolios.

8. Budget

Monthly Budget Summary							
Line Item	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Total
Operational Costs	R15 200,00	R15 200,00	R185 200,00	R265 200,00	R15 200,00	R335 200,00	R831 200,00
Salaries	R378 500,00	R431 500,00	R266 500,00	R236 500,00	R236 500,00	R461 500,00	R2 011 000,00
1st and 2nd Activation	R942 300,00	R426 350,00	R0,00	R0,00	R0,00	R0,00	R1 368 650,00
3rd Activation	R0,00	R140 300,00	R0,00	R0,00	R0,00	R0,00	R140 300,00
Awards Main Event	R0,00	R0,00	R645 000,00	R0,00	R0,00	R0,00	R645 000,00
Post Awards Activities	R0,00	R0,00	R0,00	R130 000,00	R290 000,00	R234 000,00	R654 000,00
Total cost	R1 336 000,00	R1 013 350,00	R1 096 700,00	R631 700,00	R541 700,00	R1 030 700,00	R5 650 150,00
Risk Allowance (2,5% of the total Cost)	R 33 400,00	R 25 333,75	R 27 417,50	R 15 792,50	R 13 542,50	R 25 767,50	R 141 253,75
GRAND Total	R 1 369 400,00	R 1 038 683,75	R 1 124 117,50	R 647 492,50	R 555 242,50	R 1 056 467,50	R 5 791 403,75





9. MONITORING AND EVALUATION PLAN

Approach

The Monitoring and Evaluation (M&E) plan for the Soweto Mmino-wa-Clap and Tap Excellence Awards 2025 will employ both **qualitative** and **quantitative** methodologies to measure the project's success and ensure continuous improvement. These methodologies will provide a comprehensive understanding of the project's impact across cultural, economic, and community dimensions.

9.1 Quantitative Methods

9.1.1 Key Performance Indicators (KPIs):

- **Attendance Numbers:** Record the total number of attendees at all events, including breakdowns for local, regional, and international participants.
- **Revenue Metrics:** Track financial contributions through ticket sales, sponsorship deals, merchandise revenue, and digital platform subscriptions.
- **Participation Metrics:** Document the total number of choirs, individual performers, and youth participants engaged across workshops and performances.
- **Job Creation Data:** Capture employment statistics, categorizing temporary roles, permanent hires, and indirect jobs created.
- **Global Reach:** Measure online engagement, including live-stream viewership, website visits, and interactions on social media platforms.

9.1.2 Surveys and Polls:

- **Attendee Surveys:** Collect structured feedback on event satisfaction, accessibility, and recommendations for improvement.
- **Sponsor Polls:** Assess sponsor satisfaction and gather input on partnership benefits.
- **Promotional Effectiveness:** Use pre- and post-event online polls to gauge the success of marketing campaigns in raising awareness.

9.1.3 Financial Monitoring:





- **Budget Tracking:** Perform monthly audits to ensure efficient fund allocation and adherence to budgetary constraints.
- **Cost-Benefit Analysis:** Compare event expenditures with revenue streams and community economic impacts.

9.1.4 Impact Metrics:

- **Cultural Impact:** Log the number of archived performances and workshops accessed via the digital library.
- **Youth Development:** Document scholarships awarded, internships offered, and new opportunities created for young participants.

9.2 Qualitative Methods

9.2.1 Focus Groups:

- Facilitate structured discussions with diverse participant groups, including choir members, workshop attendees, and international guests, to gather nuanced insights.
- Conduct community sessions with local leaders and stakeholders to explore perceptions of cultural and economic impacts.

9.2.2 Case Studies:

- Develop detailed profiles of notable participants, showcasing transformative experiences such as the journey of an emerging youth artist or an impactful international collaboration.

9.2.3 In-depth Interviews:

- Conduct semi-structured interviews with key stakeholders, including government representatives, sponsors, and event organizers, to evaluate strategic impact.
- Interview selected performers and attendees to gain personal perspectives on the event's value.

9.2.4 Observational Analysis:

- Observe and document on-site activities, capturing the atmosphere, engagement levels, and cultural expressions that define the event's uniqueness.

9.3 Implementation Timeline

9.3.1 Pre-Event:





- Collect baseline data, including initial participation metrics, audience demographics, and projected financial contributions.
- Conduct preparatory focus groups and interviews with stakeholders to set clear expectations and refine event strategies.

9.3.2 During Event:

- Implement real-time tracking of attendance figures, online engagement, and workshop participation.
- Conduct observational analysis during performances and community activities to gather immediate qualitative insights.

9.3.3 Post-Event:

- Distribute online surveys and conduct follow-up interviews with attendees, performers, and sponsors within two weeks of the event.
- Analyze collected data and prepare a preliminary report summarizing key outcomes.

9.3.4 Annual Evaluation:

- Synthesize qualitative and quantitative findings into a comprehensive annual report.
- Present results to stakeholders and integrate feedback into planning for subsequent events.

9.4 Reporting Framework

9.4.1 Monthly Progress Reports:

- Provide ongoing updates on key metrics, budgetary utilization, and promotional campaign effectiveness.

9.4.2 Event Summary Report:

- Compile data on event attendance, participant demographics, revenue generation, and immediate feedback. Include visual aids like graphs and charts for clarity.

9.4.3 Final Comprehensive Report:





- Deliver a thorough evaluation document detailing achievements, lessons learned, and areas for improvement. Highlight case studies, testimonials, and measurable impacts for maximum stakeholder engagement.





10. RISK ASSESSMENT

10.1 Risk Categories

The **Soweto Mmino-wa-Clap and Tap Excellence Awards 2025** project, as a large-scale cultural event, faces a variety of potential risks that could impact its successful execution. These risks must be identified, assessed, and addressed to ensure that the event delivers on its promises and achieves its objectives. Below is a breakdown of the risks that could affect the event, categorized into **operational**, **financial**, **reputational**, and **logistical** risks.

10.1.1 Operational Risks

- **Staffing Shortages: Risk Description:** Inadequate staffing or volunteer turnout may disrupt critical event activities such as registration, stage management, and overall coordination.
- **Likelihood:** Moderate. This risk can be minimized through proactive recruitment efforts and contingency planning.
- **Impact:** High. A shortage in staffing could delay event schedules, affecting attendee experience and overall event quality.
- **Mitigation Strategy:**
 - A detailed recruitment plan will be executed well in advance, with an increased focus on local volunteers and experienced event coordinators.
 - A contingency staffing pool will be created, including a backup team of trained professionals who can step in if needed.
 - A robust staff training program will be implemented to ensure all volunteers are equipped with the skills necessary for efficient execution.
- **Technical Failures: Risk Description:** Potential technical failures, such as issues with audio-visual equipment, lighting, or live-streaming platforms, could negatively affect the audience experience, both in-person and online.
- **Likelihood:** Moderate. While technical failures are common, they can be mitigated with thorough testing and preparation.
- **Impact:** High. Poor technical execution can diminish the impact of the performances and performances' audience engagement.
- **Mitigation Strategy:**
 - All audio-visual equipment will undergo a thorough pre-event inspection, with testing in place to identify any potential technical problems.
 - Backup systems, including spare equipment and a dedicated technical team, will be on standby.
 - A comprehensive rehearsal schedule will ensure that all technical elements function smoothly ahead of the event.





- **Program Delays: Risk Description:** Delays in performances, workshops, or other scheduled activities could create frustration for attendees and negatively affect the flow of the event.
- **Likelihood:** Moderate. Delays can occur due to unforeseen circumstances or mismanagement of time.
- **Impact:** Moderate. While delays can be managed with flexibility, prolonged delays may affect attendee satisfaction and reputational perception.
- **Mitigation Strategy:**
 - A well-structured event timeline will include buffer periods between activities to allow for delays.
 - A dedicated program coordinator will manage and monitor event timing to prevent mismanagement.
 - Stakeholders will be informed promptly in case of any significant changes to the schedule.

10.1.2 Financial Risks

- **Budget Overruns: Risk Description:** Unforeseen costs or changes in the scope of the event could push the project over budget.
- **Likelihood:** Low. With careful planning, this risk can be minimized, but it remains a possibility due to unexpected cost increases.
- **Impact:** High. Budget overruns could significantly reduce the financial viability of the event and place a strain on funds allocated for other purposes.
- **Mitigation Strategy:**
 - A comprehensive, detailed budget will be developed with provisions for unforeseen costs.
 - The finance team will conduct regular budget reviews throughout the planning process to ensure costs remain within set limits.
 - Contingency funds will be set aside to address any potential overruns without compromising the overall success of the event.
- **Revenue Shortfalls: Risk Description:** The event may not generate the anticipated level of ticket sales, sponsorships, or merchandise revenue.
- **Likelihood:** Moderate. Revenue shortfalls are common with large events and are influenced by external factors such as economic conditions and ticketing strategy.
- **Impact:** High. A shortfall in revenue could reduce the event's ability to deliver on its objectives and meet financial commitments.
- **Mitigation Strategy:**





- A diversified revenue model will be implemented, combining sponsorships, ticket sales, merchandise sales, and possible government or grant funding.
- Early bird ticket sales and targeted marketing strategies will be used to boost attendance.
- Additional sponsorships will be actively pursued through strategic partnerships with corporate entities, local businesses, and relevant brands aligned with the event's cultural values.
- **Cash Flow Issues: Risk Description:** Delayed funding from sponsors or grant providers could create cash flow issues, hindering the timely execution of event-related activities.
- **Likelihood:** Low. Funds will be secured ahead of time, but cash flow concerns can still arise.
- **Impact:** High. Cash flow issues could delay payment to vendors or contractors, impacting event operations.
- **Mitigation Strategy:**
 - Secure all funding and sponsorships well in advance, with clear agreements on timelines for disbursement.
 - Establish an emergency reserve fund to cover temporary shortfalls.
 - Monitor cash flow closely with regular reports from the finance team to ensure all payments are processed on time.

10.1.3 Reputational Risks

- **Public Relations Issues: Risk Description:** Negative publicity stemming from dissatisfaction among attendees, sponsors, or performers could damage the event's reputation.
- **Likelihood:** Moderate. While most feedback will likely be positive, there is always the potential for backlash.
- **Impact:** High. Public relations issues could damage future sponsorships, partnerships, and attendee trust.
- **Mitigation Strategy:**
 - A dedicated communication team will handle all PR, ensuring timely and transparent responses to any concerns.
 - A comprehensive crisis communication plan will be in place to address any negative feedback or controversies swiftly.
 - Positive stakeholder engagement will be maintained through regular updates, ensuring that sponsors, performers, and participants are fully aligned with the event's goals.





- **Cultural Sensitivity Breaches: Risk Description:** There is a risk of misrepresentation or exploitation of the Clap and Tap genre, which could lead to backlash from the community or cultural advocates.
- **Likelihood:** Low to Moderate. Careful planning can mitigate this risk, but the cultural significance of the event must be always respected.
- **Impact:** High. Cultural insensitivity could damage the event’s standing and hurt relationships with the community.
- **Mitigation Strategy:**
 - Cultural sensitivity workshops will be held for all staff and performers to ensure an accurate representation of the Clap and Tap genre.
 - Ongoing engagement with cultural experts and community leaders will ensure that the event reflects authentic traditions and practices.
 - Feedback from community members will be regularly solicited to ensure that the event meets cultural expectations.

10.1.4 Logistical Risks

- **Venue Challenges: Risk Description:** Venue-related issues such as unavailability, safety concerns, or technical limitations could hinder event delivery.
- **Likelihood:** Low. Venues will be confirmed well in advance, but complications can still arise.
- **Impact:** Moderate to High. Logistical delays or unsafe venues could jeopardize the safety of participants and the overall success of the event.
- **Mitigation Strategy:**
 - Partnerships will be formed with reputable venue providers, ensuring clear communication of requirements and expectations.
 - A backup venue will be secured in case of unforeseen issues.
 - Thorough venue inspections will be conducted, ensuring compliance with all safety standards and event specifications.
- **Transportation and Accommodation Issues: Risk Description:** Transportation or accommodation problems for international or local participants could disrupt event timelines or performances.
- **Likelihood:** Moderate. While logistics measures will be put into place, unforeseen delays can still occur.
- **Impact:** Moderate. Delays in transportation or accommodation could affect the participation of key performers or attendees.
- **Mitigation Strategy:**
 - A detailed travel plan will be developed, including transportation and accommodation arrangements for all participants.





- Backup travel plans will be in place for any international or local participants in case of last-minute changes.
- Logistics teams will work closely with transportation providers to ensure seamless movement of participants.
- **Health and Safety Risks: Risk Description:** Emergencies such as injuries, illnesses, or other unforeseen disasters could pose a significant threat to the safety of attendees and participants.
- **Likelihood:** Low. However, given the scale of the event, health and safety must be managed rigorously.
- **Impact:** High. Health and safety issues could lead to legal liabilities, reputational damage, and disruptions to the event.
- **Mitigation Strategy:**
 - A comprehensive health and safety plan will be developed, covering emergency response procedures, first-aid provisions, and on-site medical staff.
 - All participants will be briefed on safety protocols before the event.
 - An on-site health and safety team will be always present to handle any emergencies.

10.2 Risk Monitoring and Evaluation

To ensure that risks are effectively mitigated and managed throughout the event lifecycle, regular monitoring and evaluation will be conducted. This includes:

- **Pre-Event Risk Assessments:** Continuous assessments during the planning stages to identify and address any new or emerging risks.
- **On-Site Monitoring:** Real-time monitoring during the event, with designated risk management teams on the ground to address any arising issues immediately.
- **Post-Event Review:** A comprehensive evaluation after the event, where all risk management efforts are reviewed, lessons learned are documented, and strategies for future events are refined.

10.3 Risk Mitigation Responsibility

To ensure that risk mitigation strategies are successfully implemented, the following roles and responsibilities are assigned:

- **Project Director:** The overall accountability for risk management, ensuring that all strategies are implemented and followed.
- **Event Managers:** Responsible for overseeing operational and logistical risks, ensuring that timelines are adhered to, and technical challenges are addressed.





- **Finance Team:** Accountable for monitoring the budget, ensuring costs are controlled and funding is received on time.
- **Communication Team:** Handles all public relations and ensures effective communication with stakeholders.
- **Health and Safety Officers:** Responsible for maintaining safe event conditions and overseeing emergency protocols.





11. Sustainability Plan

Ensuring Longevity for the Next 3 Years

To ensure that the Soweto Mmino-wa-Clap and Tap Excellence Awards remain a thriving and impactful initiative for the next three years, we have designed a realistic and robust sustainability plan. This plan is built on three pillars: diversified funding, stakeholder collaboration, and continuous innovation.

11.1 Diversified Funding Streams

11.1.1 Strategic Sponsorships: Build multi-year partnerships with corporate sponsors who share a commitment to cultural preservation and community development. Sponsorship packages will include naming rights for award categories, branding opportunities during the event, and co-branding on marketing materials.

11.1.2 Grant Applications: Apply for funding from national and international cultural organizations, including government grants like the National Arts Council (NAC) and global initiatives focused on cultural exchange and youth development.

11.1.3 Ticket Revenue: Implement tiered ticketing for the awards ceremony and gala dinner to generate additional revenue. VIP packages can include exclusive access to backstage events or meet-and-greet opportunities with performers.

11.1.4 Merchandise Sales: Launch a line of branded merchandise, such as Clap and Tap-themed clothing, accessories, and digital recordings of performances. Proceeds will directly fund future events.

11.1.5 Digital Platform Monetization: Develop a subscription-based digital library where archived performances and workshops can be accessed globally, generating a steady income stream while promoting the genre.

11.2 Stakeholder Collaboration

11.2.1 Local Business Partnerships: Collaborate with local vendors, event planners, and service providers to ensure community involvement and economic impact. Engaged stakeholders are more likely to contribute resources and support the event's continuity.

11.2.2 International Choir Collaborations: Strengthen relationships with international choirs and cultural organizations to secure their continued participation and attract global attention to the awards.

11.2.3 Community Involvement: Establish a local advisory board composed of community leaders, cultural experts, and artists to ensure the event remains relevant and supported at a grassroots level.

11.3 Continuous Innovation

11.3.2 Annual Enhancements: Introduce new award categories, performance elements, or themes each year to keep the event fresh and engaging for participants and audiences.





- 11.3.3 Expanded Training Programs:** Offer year-round workshops and masterclasses for local and international artists to keep them engaged and invested in the awards' success.
- 11.3.4 Hybrid Event Format:** Incorporate live-streaming and virtual participation options to broaden the event's reach and generate additional income from digital ticket sales.
- 11.3.5 Cultural Exchange Programs:** Develop year-round exchange opportunities for young artists to collaborate and learn from international peers, ensuring ongoing interest and investment in the awards.
- 11.4 Measurable Outcomes**
 - 11.4.2 Revenue Growth:** Aim for a 15% increase in sponsorships and ticket sales each year, ensuring financial stability and growth.
 - 11.4.3 Community Engagement:** Increase community participation by 20% annually through targeted outreach and local performances.
 - 11.4.4 Global Recognition:** Secure international media coverage and partnerships to position Soweto as a global hub for Clap and Tap music.
 - 11.4.5 Youth Development Impact:** Provide at least 30 scholarships or career opportunities for young artists over the next three years.
- 11.5 Feedback and Adaptation**
 - 11.5.2 Stakeholder Surveys:** Collect feedback from sponsors, artists, and attendees after each event to identify strengths and areas for improvement.
 - 11.5.3 Annual Reviews:** Conduct an in-depth evaluation of financial performance, community impact, and cultural preservation achievements.
 - 11.5.4 Adaptive Strategies:** Use insights from evaluations to refine strategies, ensuring that the awards remain relevant, impactful, and sustainable.





12. Appendices (Attachments)

A. Company Registration Certificate

B. Tax Clearance Certificate

C. Bank Confirmation Letter

D. Detailed Projected Budget



Accounting Services	Quickbooks or Sage 6 Months Subscription	6	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 3 000,00	R 18 000,00
Bank Charges	Monthly Bank Charges	6	R 1 500,00	R 1 500,00	R 1 500,00	R 1 500,00	R 1 500,00	R 1 500,00	R 9 000,00
Stationery for Administration	Note pads, pens, clipboard, Ink	6	R 1 200,00	R 1 200,00	R 1 200,00	R 1 200,00	R 1 200,00	R 1 200,00	R 7 200,00
Subtotal 1			R 15 200,00	R 15 200,00	R 185 200,00	R 265 200,00	R 15 200,00	R 335 200,00	R 831 200,00
STAFF and ARTISTS PAYMENTS									
LINE ITEM	DESCRIPTIONS	UNITS	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
Department	Project Core Team								
	Project Manager	1	R 20 000,00	R 20 000,00	R 20 000,00	R 20 000,00	R 20 000,00	R 20 000,00	R 120 000,00
	Events Manager	1	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 60 000,00
	Creative Director	1	R 12 000,00	R 12 000,00	R 12 000,00	R 12 000,00	R 12 000,00	R 12 000,00	R 72 000,00
	Production Lead	1	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 60 000,00
Department	Project Administratio								
	Project Coordinator	1	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 90 000,00
	Project Administrator	1	R 12 000,00	R 12 000,00	R 12 000,00	R 12 000,00	R 12 000,00	R 12 000,00	R 72 000,00
	Finance Administrator	1	R 11 500,00	R 11 500,00	R 11 500,00	R 11 500,00	R 11 500,00	R 11 500,00	R 69 000,00

	M & E Administrator	1	R 8 000,00	R 8 000,00	R 8 000,00	R 8 000,00	R 8 000,00	R 8 000,00	R 48 000,00
	Digital & Tech Support	1	R 8 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 58 000,00
	Graphic Designer	1	R 5 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 55 000,00
	Logistics Support Admin	1	R 5 000,00	R 8 000,00	R 8 000,00	R 8 000,00	R 8 000,00	R 8 000,00	R 45 000,00
Department	Core Support Services								
	Events Support Staff	4	R 8 000,00	R 20 000,00	R 20 000,00	R 20 000,00	R 20 000,00	R 20 000,00	R 108 000,00
	Public Relations	1	R 4 500,00	R 5 000,00	R 5 000,00	R 5 000,00	R 5 000,00	R 5 000,00	R 29 500,00
	Field Sales & Marketing	3	R 9 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 84 000,00
	Logistics Support Team	3	R 10 500,00	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 15 000,00	R 85 500,00
	Videographers	5	R 15 000,00	R 25 000,00	R 25 000,00	R 25 000,00	R 25 000,00	R 25 000,00	R 140 000,00
	Photographer	2	R 5 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 55 000,00
	Sound	2	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 60 000,00
	First Aid personnel	2	R 5 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 10 000,00	R 55 000,00
Department	Artists								
	Choir member Stipends	130	R 195 000,00	R 195 000,00	R 0,00	R 0,00	R 0,00	R 195 000,00	R 585 130,00
	Presenters	3	R 0,00	R 0,00	R 30 000,00	R 0,00	R 0,00	R 30 000,00	R 60 000,00
	Subtotal 2	166	R 378 500,00	R 431 500,00	R 266 500,00	R 236 500,00	R 236 500,00	R 461 500,00	R 2 011 130,00
Pre-Awards Activations									
1st Activation (26 April)		10 days programme							

LINE ITEM	DESCRIPTIONS	UNITS	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
Staff Accommodation	Each person at R750 per night for x10 nights	31	R 120 900,00	R 69 750,00					R 190 650,00
Travel flights for staff	Round trip from Johannesburg to Ceres and back via	31	R 93 000,00	R 0,00					R 93 000,00
Accommodation for Artists (Member Accommodation)	Touring Choirs (Member Accommodation for 130 members sharing rooms for x 9 nights)	65	R 156 000,00	R 78 000,00					R 234 000,00
Travel for Artists via Mega Buss x 2	Busse Transporting Choir Members for	2	R 240 000,00	R 0,00					R 240 000,00
Buss Drivers x 4 Hospitality	Drivers for the busses for the entire trip (Accommodation)	4	R 0,00	R 27 000,00					R 27 000,00
Catering Team x5	Costing for catering at R300 per person per day	168	R 302 400,00	R 201 600,00					R 504 000,00

Payment of Choirs for Performance x 5	Performing Choirs will be paid a performance fee at R10000 Each Choir	5	R 0,00	R 50 000,00					R 50 000,00
Laundry Services	Washing of Laundry and Ironing budgetted at a flat rate of R30 000 covering everyone on the trip	1	R 30 000,00	R 0,00					R 30 000,00
Subtotal 3			R 942 300,00	R 426 350,00	R 0,00	R 0,00	R 0,00	R 0,00	R 1 368 650,00
16 -17 May 2025 (3rd		2 days trip							
LINE ITEM	DESCRIPTIONS	UNITS	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
Travel for Artists using Busses	(2 Choirs from Gauteng to Klerksdorp)	2		R 60 000,00					R 60 000,00

Performance and Catering	Performane Fee at R10 000 and Catering fee at R10 000 for each Choir (Total of R20 000 per performance excluding transport)	2		R 40 000,00					R 40 000,00
Travel and Meals for each Staff member	Travel Costs for each Staff Member at R1000 each and Meals at R300 each	31		R 40 300,00					R 40 300,00
Subtotal 4			R 0,00	R 140 300,00	R 0,00	R 0,00	R 0,00	R 0,00	R 140 300,00

AWARDS MAIN EVENT

Post-Awards Activities									
Album Recording, Licensing		10 days programme							
LINE ITEM	DESCRIPTIONS	UNITS	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	TOTAL
Fees Covering Album Recording, Licensing and Distribution	Best Choir of the Year	1				R 20 000,00	R 0,00	R 0,00	R 20 000,00
	Best Youth Choir of the	1				R 20 000,00	R 0,00	R 0,00	R 20 000,00
	Best Emerging Choir of the	1				R 0,00	R 20 000,00	R 0,00	R 20 000,00
	The Most Improved Choir of the	1				R 0,00	R 20 000,00	R 0,00	R 20 000,00
	Best International Choir of the Year (Lesotho)	1				R 20 000,00	R 0,00	R 0,00	R 20 000,00
	Best International Choir of the Year	1				R 20 000,00	R 0,00	R 0,00	R 20 000,00
	Best International Choir of the Year (Namibia)	1				R 0,00	R 200 000,00	R 0,00	R 200 000,00
	Performance and Transport Fees for 7 choirs launching their Albums. Each choir receiving	7				R 0,00	R 0,00	R 105 000,00	R 105 000,00

Heritage Festival and Album Launch	3 Guest Choirs	3				R 0,00	R 0,00	R 45 000,00	R 45 000,00
	Refreshments for Invited Guests in the Music Industry at R300 each	30				R 0,00	R 0,00	R 9 000,00	R 9 000,00
	Promotion and Marketing for ticket sales at a calculated flatrate	1				R 0,00	R 0,00	R 25 000,00	R 25 000,00
	Logistics (transportation of staff, meals, accomodation and other necessary expenditures for 3 months post awards activities	3				R 50 000,00	R 50 000,00	R 50 000,00	R 150 000,00
	Subtotal 3	868	R 0,00	R 0,00	R 0,00	R 130 000,00	R 290 000,00	R 234 000,00	R 654 000,00
Risk Allowance (2,5% of the total		R 33 400,00	R 25 333,75	R 27 417,50	R 15 792,50	R 13 542,50	R 25 767,50	R 141 253,75	
							TOTAL	R 5 650 280,00	

STANDARD BANK**FOURWAYS MALL****09 Jan 2025****9953**

Date: 09 January 2025

To Whom it May Concern

Confirmation of Standard Bank Account

This letter serves to confirm that the below customer holds a valid bank account with Standard Bank.

Account details:Account holder: **MAHLOMOLA KEKANA FOUNDATION FOR COMMUNITY UPLIFTMENT NPC**ID/Reg Number: **2013/044929/08**Account type: **CURRENT**Account number: **42 147 832 2**Branch: **FOURWAYS MALL**Branch code: **009953**SWIFT code: **SBZAZAJJ**Date account opened: **05 June 2014**

This letter is given without responsibility and does not give rise to any obligations or liability on the part of the bank and/or its officials.

Yours Sincerely

Standard Bank of South Africa

The Standard Bank of South Africa Limited (Reg. No. 1962/000738/06) Authorised financial services provider and registered credit provider (NCRCP15)

Directors: N Nyembezi (Chairman) AKL Fihla* (Chief Executive Officer) LL Bam PLH Cook A Daehnke* OA David-Borha1 GJ Fraser-Moleketi GMB Kennealy BJ Kruger Li Li2 JH Maree NNA Matyumza ML Oduor-Otieno3 Fenglin Tian2 SK Tshabalala*

Company Secretary: K Froneman - 2024/09/02

*Executive Director 1Nigerian 2Chinese 3Kenyan

The Standard Bank of South Africa Limited (Reg. No. 1962/000738/06. Authorised financial service provider. VAT Reg No. 4100105461 Registered credit provider (NCRCP15). We subscribe to the Code of Banking Association South Africa and, for unresolved disputes, support resolution through the Ombudsman for Banking Services