

MGE 2026/27 FUNDING PROPOSAL – SINGLE-DAY FESTIVAL

Applicant: Mash and Mince Business Enterprise (PTY) LTD

Project Title: *Sharpeville Arts Ascension: Sharpeville One-Day Cultural Festival*

MGE Funding Stream: Cultural & Creative Industries Projects (CCIP)

Requested Amount: R899,500.00

Implementation Period: 24 September 2026 (Heritage Day)

Pre-Event Period: June–August 2026 (Preparatory workshops and community engagement)

Post-Event Period: October 2026 (Legacy programme)

Venue: Josh Thabe Stadium, Sharpeville, Sedibeng District, Gauteng

1. EXECUTIVE SUMMARY

Sharpeville Arts Ascension (Days of Artistry) is a high-impact, single-day cultural festival to be held at Josh Thabe Stadium in Sharpeville on Heritage Day, 24 September 2026. This concentrated event will transform the stadium into a vibrant cultural ecosystem featuring simultaneous performances, exhibitions, markets, workshops, and community activities. The project will create **102 immediate job opportunities** on the day, activate **65 local SMMEs**, attract **8,000+ attendees**, and leave a lasting legacy through skills development, public art, and sustainable cultural programming. This focused approach maximizes economic injection, community engagement, and national visibility within a manageable timeframe and budget.

2. APPLICANT PROFILE & CAPACITY

2.1 Company Overview

- **Registered Name:** Mash and Mince Business Enterprise (PTY) LTD
- **Registration Number:** 2019/351978/07
- **Tax Compliance:** SARS Good Standing GA134428I9
- **BEE Status:** Level 1 Contributor
- **Core Business:** Event production, cultural programming, community arts development

2.2 Relevant Stadium Event Experience

- 2023: Managed "Vaal Sports & Culture Day" at George Thabe Stadium (5,000 attendees)
- 2022: Produced "Sedibeng Music Festival" stadium stage production
- Established working relationship with Sedibeng District Municipality Events Office and stadium management

2.3 Core Festival Team

- **Festival Director:** Motlalepule Komane (ID: 8811125839086)
 - **Stadium Operations Manager:** Sibusiso Chesane (10 years stadium event experience)
 - **Community Liaison:** Kabelo Khosana (Sharpeville resident)
 - **Production Manager:** Keketo Komane
 - **Creative Curator:** Motlatsi Lepota
 - **Safety & Compliance Officer:** Joseph Ntsasa (SAQCC registered)
-

3. PROJECT DETAILED DESCRIPTION: SINGLE-DAY FESTIVAL

3.1 Festival Vision

To create a landmark one-day cultural experience that positions Sharpeville as a destination for artistic excellence, community celebration, and economic opportunity, utilizing George Thabe Stadium as a multifunctional cultural precinct for Heritage Day 2026.

3.2 Venue Layout & Zoning

George Thabe Stadium will be transformed into 7 distinct zones:

1. **Main Stage Zone** (Football field): 2,000-seat covered stage for headline performances
2. **Community Stage Zone** (Eastern stands): Platform for local schools, churches, community groups
3. **Arts & Crafts Market** (Concourse area): 80 vendor stalls in dedicated marketplace
4. **Visual Arts Gallery** (VIP Lounge): Curated exhibition of Sharpeville artists
5. **Workshop Pavilion** (Training field): 6 simultaneous skills development sessions
6. **Food & Beverage Court** (Parking area): 40 local food vendors, seating for 500
7. **Youth & Children's Creative Zone** (Grassy area): Interactive arts activities, play areas

3.3 Festival Day Schedule: 24 September 2026

Time	Main Stage	Community Stage	Workshop Pavilion	Children's Zone
08:00–10:00	Gates open / Welcome ceremony	School choir performances	Session 1: Digital storytelling basics	Face painting, creative play
10:00–12:00	Traditional music & dance showcase	Poetry slam competition	Session 2: Beadwork & textile skills	Mural painting workshop
12:00–14:00	Hip-hop & amapiano concert	Community theatre groups	Session 3: Music production demo	Puppet making
14:00–16:00	Headline artist performance	Gospel music festival	Session 4: Arts entrepreneurship	Drama games
16:00–18:00	Jazz & soul ensemble	Open mic sessions	Session 5: Photography basics	Storytelling circle
18:00–20:00	Festival finale concert	Youth talent showcase	Session 6: Dance workshop	Movie screening
20:00–21:00	Fireworks & closing ceremony			

3.4 Pre-Festival Community Programme (June–August 2026)

- **Community Auditions:** Monthly talent identification sessions
- **Vendor Training:** 6 business skills workshops for market traders
- **Artist Development:** 8 masterclasses for performing and visual artists
- **School Outreach:** Arts curriculum support in 5 Sharpeville schools
- **Volunteer Training:** 100 community volunteers trained in event management

3.5 Post-Festival Legacy Programme (October 2026–February 2027)

- **Sharpeville Artists Collective:** Formal establishment with monthly meetings
- **Public Art Commission:** Permanent installation at Josh Thabe Stadium
- **Digital Archive:** Festival documentation and artist profiles online
- **Mentorship Programme:** 20 emerging artists paired with professionals
- **Cultural Enterprise Fund:** Micro-grants for 5 festival participants to start businesses

4. ALIGNMENT WITH MGE STRATEGIC OBJECTIVES

MGE Objective	Project Contribution	Key Performance Indicators
Job Creation	102 jobs: 60 performers, 25 technical crew, 12 vendors, 5 admin	85% Sharpeville residents; 70% youth (18–35); 55% women; 8% persons with disabilities
Local Economic Development	R750,000+ direct local spending; 65 SMMEs engaged	40 food vendors, 25 craft traders; 5 production SMMEs; post-event economic impact survey
Social Cohesion	Intergenerational programming; multilingual MCs; free entry	8,000+ attendees; 15 community groups performing; cohesion surveys pre/post event
Audience Development	Free workshops; school bussing programme; community ticket allocation	30% first-time stadium event attendees; 1,200 students engaged
Creative Sector Development	Pre-festival training; post-festival mentorship; digital skills	150 artists trained; 20 mentorship placements; 5 micro-enterprises launched

5. DETAILED BUDGET – R899,500.00

5.1 Stadium & Infrastructure (R385,000)

Line Item	Details	Cost (R)
Stadium Rental & Preparation	3-day access (setup, event, breakdown), field protection	120,000
Main Stage Production	20m x 10m stage, roof, professional sound/lighting for 12 hours	150,000
Secondary Stages & Zones	Community stage, workshop tents, children's zone infrastructure	65,000
Power & Generators	3 x 80kVA generators, distribution, fuel for 18 hours	35,000
Safety & Security	Crowd management, medical services, fire compliance, fencing	80,000
Sanitation Facilities	60 portable toilets, handwashing stations, cleaning crew	35,000

5.2 Artistic & Programme (R285,000)

Line Item	Details	Cost (R)
Headline Artists (3)	National acts with Sharpeville relevance	90,000
Local Performers (40)	Sharpeville-based musicians, dancers, poets @ R1,500 average	60,000
Community Groups (15)	Schools, churches, cultural groups performance fees	30,000
Workshop Facilitators (12)	Skills development sessions (6 simultaneous x 2 rotations)	36,000

Line Item	Details	Cost (R)
Visual Arts Curation	Exhibition setup, artist fees, materials for 25 artists	40,000
MC's & Presenters	4 bilingual presenters for 12-hour programming	16,000
Children's Programme	Activity coordinators, materials, entertainment	13,000

5.3 Community & Marketing (R115,000)

Line Item	Details	Cost (R)
Pre-Festival Outreach	Community meetings, school visits, auditions, training	45,000
Local Marketing	Posters, flyers, local radio, community newspapers, loud hailing	35,000
Digital Campaign	Social media management, targeted ads, influencer partnerships	25,000
Community Transport	Bussing for schools, elderly, outlying areas	10,000

5.4 Vendor & Market Support (R64,500)

Line Item	Details	Cost (R)
Market Stalls & Infrastructure	80 vendor stalls, tables, chairs, signage	25,000
Vendor Support Programme	Business training, permits, hygiene compliance assistance	22,000

Line Item	Details	Cost (R)
Food Vendor Support	Shared cooking equipment, waste management for 40 vendors	17,500

5.5 Legacy & Sustainability (R35,000)

Line Item	Details	Cost (R)
Post-Festival Programme	4-month mentorship, collective meetings, documentation	25,000
Public Art Commission	Materials for permanent stadium installation	10,000

5.6 Administration & Contingency (R15,000)

Line Item	Details	Cost (R)
Project Management	4-month coordination including pre/post phases	10,000
Contingency	1.7% for unforeseen expenses	5,000

6. STAKEHOLDER ENGAGEMENT & PARTNERSHIPS

6.1 Confirmed Partnerships

- **Sedibeng District Municipality:** Event permitting, waste management, traffic control
- **George Thabe Stadium Management:** Venue access, existing infrastructure utilization
- **Sharpeville Memorial Committee:** Heritage content integration
- **Vaal University of Technology:** Student volunteers, technical support
- **Sharpeville Traders Association:** Vendor coordination, local business engagement

6.2 Community Advisory Committee

- 12-member committee representing:
 - 3 local artists
 - 2 school representatives
 - 2 religious leaders
 - 2 business owners
 - 2 youth representatives
 - 1 elderly representative
- Monthly meetings from June 2026–February 2027

Risk	Likelihood	Impact	Mitigation Strategy
Weather conditions	Medium	High	Date set during dry season; indoor backup plan at nearby hall; weather insurance
Crowd management	High	High	Professional security plan; capacity control at 8,000; multiple entry/exit points
Technical failures	Medium	Medium	Backup sound system; generator redundancy; technical crew on standby
Artist cancellations	Low	Medium	Understudies prepared; flexible programming schedule
Budget overrun	Medium	High	Phased procurement; 30% vendor fees collected in advance; contingency fund
Community disputes	Low	High	Transparent communication; advisory committee involvement; benefit sharing agreement

7. RISK MANAGEMENT & MITIGATION

8. LOGISTICS & OPERATIONS PLAN

8.1 Stadium Transformation Timeline

- **D-3 days:** Site inspection & marking
- **D-2 days:** Infrastructure delivery (stages, tents, fencing)
- **D-1 day:** Full setup, technical rehearsals, safety inspections
- **Event day:** 06:00 crew arrival, 08:00 gates open, 21:00 event ends
- **D+1 day:** Breakdown, cleanup, venue handback

8.2 Traffic & Parking Management

- 2,000 parking capacity with shuttle service from outlying areas
- Dedicated drop-off zones for schools and elderly
- Traffic officers at 5 key intersections
- Pedestrian pathways clearly marked

8.3 Safety & Emergency Procedures

- 25 security personnel + 15 marshals
 - 2 medical tents with paramedics
 - Emergency evacuation plan displayed
 - Lost children centre with social workers
-

9. MONITORING, EVALUATION & REPORTING

9.1 Data Collection Methods

- **Ticketing system:** Accurate attendance tracking
- **Vendor sales reporting:** Economic impact assessment
- **Participant surveys:** 500 random post-event surveys
- **Artist feedback sessions:** Structured group discussions
- **Social media analytics:** Reach and engagement metrics

9.2 Success Metrics

- Minimum 7,000 attendees
- 85% local employment target met

- 60 SMMEs successfully trading
- 80% participant satisfaction rate
- R3 million estimated economic spin-off

9.3 Reporting Schedule

- **Monthly progress reports:** June–August 2026
 - **Post-event report:** 30 October 2026
 - **Legacy programme report:** 28 February 2027
 - **Financial reconciliation:** Within 30 days of event completion
-

10. SUSTAINABILITY & LEGACY

10.1 Immediate Legacy (October 2026)

- **Sharpeville Creative Directory:** 150+ artists and vendors documented
- **Skills Development Report:** Training outcomes and recommendations
- **Economic Impact Study:** Local business benefits quantified

10.2 Medium-Term Legacy (November 2026–February 2027)

- **Monthly Artists Collective:** Regular meetings and networking
- **Micro-Enterprise Support:** 5 businesses receiving mentorship
- **School Arts Programme:** Curriculum developed from festival workshops

10.3 Long-Term Vision

- **Annual Sharpeville Heritage Festival:** Sustainable model for future years
 - **Cultural Hub Development:** Business case for permanent arts space
 - **Tourism Integration:** Sharpeville included in Sedibeng cultural tourism routes
-

11. COMPLIANCE DECLARATION

We, Mash and Mince Business Enterprise (PTY) LTD, hereby confirm:

1. This single-day festival will take place exclusively at George Thabe Stadium, Sharpeville.
 2. All procurement will prioritize Sharpeville-based suppliers and service providers.
 3. We are tax-compliant South African citizens with no government employment conflicts.
 4. We have no other DSAC funding for 2026/27.
 5. We will transparently disclose all additional funding sources.
 6. We accept all MGE branding, reporting, and monitoring requirements.
 7. No project activities will commence before formal grant approval and contract signing.
-

12. ATTACHMENTS CHECKLIST

- Certified ID copy of Director Thabo Mloi
 - SARS Good Standing Certificate (TCS Pin)
 - Company Registration Certificate (CIPC)
 - George Thabe Stadium Letter of Availability
 - Sedibeng District Municipality Support Letter
 - Community Advisory Committee Terms of Reference
 - Detailed Stadium Layout Plan
 - Traffic Management Plan
 - Safety & Emergency Procedures
 - Vendor Application & Selection Criteria
 - Artist Audition Process Document
 - Pre-Festival Workshop Schedule
 - Post-Festival Legacy Programme Outline
 - Bank Confirmation Letter
 - Event Insurance Quotation
 - Letters of Support from 5 Community Organizations
-

Contact Details

Name: Motlalepule Komane

Position: Festival Director

Email: ntlanzzykomane@gmail.com

Phone: +27 731590474

Physical Address: 5628 Dr Nkomo Drive, Phomolong Sharpeville 1928

Sharpeville Operations Base: George Thabe Stadium Office Complex (temporary)

Community Liaison: Kabelo Khosana - 083 208 2439

This single-day festival proposal represents a concentrated, high-impact investment in Sharpeville's cultural and economic ecosystem. By focusing resources on one major event with extensive pre- and post-programmes, we maximize community benefit, manageability, and measurable impact within the R899,500 budget—creating a model that can be sustained and grown in future years.