

MASH AND MINCE (PTY) LTD – BUSINESS PROFILE

"We don't just host events. We cultivate cultural ecosystems."

1. COMPANY OVERVIEW

Registered Name: Mash and Minced (PTY) LTD

Registration Number: 2019/351978/07

Founded: 2019

BEE Status: Level 1 Contributor

Tax Compliance: SARS Good Standing (GA134428I9)

Core Philosophy: *"Cultural production as community economics"*

Slogan: "Where Heritage Meets Horizon"

2. COMPANY IDENTITY & BRAND NARRATIVE

Why "Mash and Mince"?

Our name embodies our methodology:

- **MASH:** We bring together diverse cultural elements, traditions, and communities
- **MINCE:** We refine, curate, and elevate raw talent into professional artistic expression

We are **cultural alchemists** – transforming historical narrative into contemporary celebration, local talent into economic opportunity, and community spaces into cultural destinations.

3. CORE COMPETENCIES

A. Community-Centric Festival Production

- Large-scale outdoor cultural events (5,000–15,000 attendees)
- Stadium and precinct transformation
- Multi-zone simultaneous programming
- Heritage-informed contemporary curation

B. Local Economic Activation

- SMME incubation through festival marketplaces
- Vendor development programmes
- Local procurement strategies (85%+ local spend)
- Skills-to-market pathways for artists

C. Legacy-Oriented Programming

- Pre-event capacity building
- Post-event sustainability planning
- Cultural enterprise development
- Public art commissioning

D. Sharpeville-Specific Expertise

- 4 years operating in Sedibeng District
 - Established relationships with Sharpeville Memorial Committee, local artists, schools, and businesses
 - Deep understanding of Sharpeville's historical significance and contemporary creative landscape
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4. RELEVANT PROJECT PORTFOLIO

2024: "Sharpeville Heritage Day Activation"

- **Budget:** R200,000
- **Attendance:** 1,200
- **Impact:** 35 local vendors activated; 45 artists employed

- **Key Achievement:** 40% of vendors reported 300% sales increase compared to regular trading

2023: "Vaal Creative Youth Expo"

- **Budget:** R350,000
- **Attendance:** 2,500
- **Impact:** 50 emerging artists showcased; 3 secured commercial contracts post-event
- **Key Achievement:** Partnered with Vaal University of Technology for skills transfer

2022: "Sedibeng Music Festival – Stadium Stage"

- **Budget:** R500,000
 - **Attendance:** 5,000
 - **Impact:** 80% local crew employment; R1.2M estimated economic injection
 - **Key Achievement:** Zero safety incidents in high-density stadium environment
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5. LEADERSHIP TEAM

Motlalepule Komane – Managing Director & Creative Visionary

- 15 years in cultural programming
- Former Programme Manager at Market Theatre Laboratory
- Specialist in community-artist reconciliation projects
- Philosophy: "Culture is the economy of meaning"

Kabelo Khosana – Community Liaison Director

- Born and raised in Sharpeville
- 12 years community arts development
- Fluent in Sesotho, isiZulu, English, Afrikaans
- Key relationships with 45+ Sharpeville community structures

Keketso Komane – Operations & Production Director

- PMP Certified Project Manager
- 8 years large-scale event production
- Specializes in outdoor festival logistics
- Safety-first approach with zero incident record

Motlatsi Lepota – Creative Director & Curator

- Award-winning theatre director
 - Former Head of Programming at Arts Alive Festival
 - Expertise in multidisciplinary curation
 - Philosophy: "The stage is a sacred community space"
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6. OUR SHARPEVILLE CONNECTION

Why We're Invested:

- 60% of our team has personal or familial connections to Sharpeville
- Our offices in Braamfontein serve as a "bridge" between urban resources and township creativity
- We believe Sharpeville's story is South Africa's story – and deserves world-class cultural expression

Community Embeddedness:

- Monthly community feedback sessions since 2022
 - Pro bono workshops for Sharpeville artists (150+ trained to date)
 - Strategic partnerships with:
 - Sharpeville Memorial Committee
 - Sedibeng District Municipality Events Office
 - Vaal University of Technology Arts Department
 - Sharpeville Traders Association
 - 5 local schools' arts programmes
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7. BUSINESS MODEL & SUSTAINABILITY

Revenue Streams:

1. **Cultural Festival Production** (70%)
2. **Artist Development Programmes** (15%)
3. **Cultural Consulting** (10%)
4. **Venue Management** (5%)

Economic Philosophy:

We practice "**circular cultural economics**" – every rand invested returns to the community through:

- Local employment
- SMME procurement
- Skills development
- Infrastructure improvement
- Tourism attraction

Impact Measurement:

We track:

- **Economic:** Local spend ratio, vendor sales growth, job multipliers
 - **Social:** Community cohesion indicators, intergenerational engagement
 - **Cultural:** Artist career progression, traditional knowledge transmission
 - **Environmental:** Waste diversion, sustainable procurement
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8. VISION FOR SHARPEVILLE

5-Year Cultural Development Plan:

1. **Year 1:** Sharpeville Arts Ascension" – Foundation festival
2. **Year 2:** Sharpeville Artists Collective formalization
3. **Year 3:** Permanent cultural space establishment
4. **Year 4:** Regional tourism route integration
5. **Year 5:** International cultural exchange programme

Theory of Change:

If we provide professional platforms for Sharpeville's creative talent, coupled with business development support and community ownership models, then we will transform cultural expression into sustainable livelihoods, while healing historical trauma through celebratory remembrance.

9. DIFFERENTIATORS

What We Do

Community co-creation from concept to legacy

Economic impact as primary KPI

Pre- and post-programmes for sustainability

Intergenerational programming

Cultural healing through celebration

What Others Do

Imposed event models

Attendance as primary KPI

One-off events

Youth-focused only

Entertainment-only focus

10. RECOGNITION & PARTNERSHIPS

Awards:

- 2023 Sedibeng Business Excellence Award – Community Impact
- 2022 Gauteng Tourism "Best Cultural Experience" Nominee

Strategic Partners:

- National Arts Council (approved implementer)
- Sedibeng District Municipality
- Vaal University of Technology
- Sharpeville Memorial Committee

- Gauteng Cultural Affairs
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11. FINANCIAL STABILITY

- **Turnover Growth:** 35% CAGR since 2020
 - **Debt-Free:** No outstanding loans or liabilities
 - **Reserve Fund:** 6 months operational expenses
 - **Audited:** Annual AFS since inception
 - **Insurance:** Comprehensive public liability (R10M cover)
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12. WHY WE'RE THE RIGHT PARTNER FOR THIS PROJECT

1. **Historical Sensitivity:** We understand Sharpeville's significance and approach programming with respect and reverence
 2. **Proven Scalability:** We've successfully managed stadium-scale events within budget
 3. **Community Trust:** 4 years of consistent engagement builds credibility
 4. **Holistic Approach:** We see beyond the event day to lasting impact
 5. **Artistic Excellence:** Our curation balances mass appeal with artistic integrity
 6. **Economic Rigor:** We measure what matters – real community benefit
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13. OUR COMMITMENT

To Sharpeville, we pledge:

- **Transparent engagement** – regular community reporting
 - **Local preference** – 80%+ procurement from Sharpeville businesses
 - **Fair compensation** – above-industry rates for local artists
 - **Legacy investment** – 10% of project budget allocated to sustainability
 - **Cultural stewardship** – respectful representation of Sharpeville's story
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14. CONTACT & VERIFICATION

Physical Address:

5628 Dr Nkomo Drive Phomolong Sharpeville 1928

Sharpeville Operations Base: Geoge Thabe Stadium (temporary during projects)

Contact:

Motlalepule Komane – Director

☎ +27 731590474

✉ ntlanzyskomane@gmail.com

References Available Upon Request:

- Sedibeng District Municipality Events Office
- Sharpeville Memorial Committee Chairperson
- 3 Local Artist Representatives
- 2 Vendor Association Leaders

"We don't just want to put on a show in Sharpeville. We want to help Sharpeville show the world who it really is."

– Motlalepule Komane, Founder

We're **cultural community developers** with the specific expertise, relationships, and philosophy to make Sharpeville Arts Ascension" not just successful, but transformative.