

SPONSORSHIP PACKAGES

SoundWave
music  week

PROPOSED BY



Alliance Française
Potchefstroom

IN PARTNERSHIP WITH



INTRODUCTION

WHO ARE WE ?

The Alliance Française of Potchefstroom was created in 1971 and is a French language and cultural non-profit organisation in Potchefstroom. It cooperates with the French department of the North-West University (Potch campus), the larger Alliance Française network (over 800 Alliances Françaises in the world), the Wallonie-Bruxelles Embassy, the French Embassy and other collaborators.

We currently offer French classes for kids, teenagers, students and adults. We also organise events to create a culturally rich environment for the town of Potchefstroom to experience – such as music events and concerts, art exhibitions, workshops, French coffee events, film nights and other activities.

We are a **very dynamic and motivated team, committing fully** to our projects from start to finish. As a result, **our determination and enthusiasm** has allowed us to hold some very **successful events**.

CONTACT US

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Only good reasons !

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in order to make this event a success

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Proposition of 4 different levels of sponsorship

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SPONSORSHIP À LA CARTE

Any inquiries, let's discuss it together !



OUR EVENT :

The Alliance Française de Potchefstroom, in collaboration with the North-West University in Potchefstroom, is organizing a 4-day online music festival (Wednesday to Saturday, 22-25 July 2020) to **support artists who have been affected by the lockdown due to the Covid-19 health crisis**. It also aims to offer a **new cultural event to the public** who have not been able to attend any events in recent months. Hence this proposal and this request.

We are currently **appealing to companies** and individuals to participate in **supporting emerging artists** by making a **contribution** to this festival. This will enable us to **provide artists with an online stage on which they can perform** and a festival space in which audiences can participate.



OUR CONCEPT NOTE

THE CONCEPT

We are organising **an online music festival** (streaming concert) in partnership with the Alliance Françaises of South Africa (and the world, let's dream big!) where **emerging Francophone and South African artists will be invited to perform.**

The **Performer(s)** will **record their set in the comfort of their own home(s)**, using the technology they have available (phone's, webcams or other equipment) – we have a **production team** that will then take the raw material and **edit it into the final concert program** before **live streaming** the concert package on our dedicated streaming platform and the scheduled concert dates.

We can accommodate a maximum of **4 performances per concert.**

The length of each concert will be **90 mins.** Each artist will have the opportunity to play **a set of around 20 to 30 mins.**

We are looking for (but not limited to) established: Singer/Songwriters, bands, DJs – urban music, groups, instrumental ensembles and musicians (aka the performer) from **South Africa, Francophone countries and France** to perform at our festival.

Between each showcase the possibility arises for **the placement of an advertisement from potential sponsoring companies/organisations.**

In addition to broadcasting a 1h30min concert each evening, we propose **partnering with local restaurants** to do a special French Menu and **delivery** throughout the duration of the festival (or during a portion of the festival).

Currently, we are **partnered with two cooking schools in Potchefstroom** who have agreed to provide and deliver a special menu for the duration of the festival.





OUR GOALS :

- 1) **Supporting emerging local and Francophone artists** in this time of **economic crisis** by **providing** them **with a virtual stage**.
- 2) **Supporting local restaurants and cafés** by offering an **online catering project** for the duration of the festival.
- 3) **Showing the cultural diversity of South Africa and the French-speaking world**.

DATE :

The event will take place from **Wednesday to Saturday, 22-25 July 2020**.
With about **3/4 performing artists/groups each evening**.

VENUE :

The festival will take place online via a live streaming platform.
The goal will be to share the event as much as possible on all our social network / platforms in order to reach as many people as possible.

SoundWave
music  week

CONCERT SCHEDULE:

Name of Event	Soudwave Music Week
Length of a concert	1h30 / 90 minutes
Online Concert Streaming Series taking place on :	<ul style="list-style-type: none"> • 22 July : 19h30-21h • 23 July : 19h30-21h • 24 July : 19h30-21h • 25 July : 19h30-21h

Concert Series	Performer Recording Submission Deadline	Scheduled Concert
Concert 1	Friday, 3 July 2020	22 July 2020
Concert 2	Monday, 6 July 2020	23 July 2020
Concert 3	Tuesday, 7 July 2020	24 July 2020
Concert 4	Wednesday, 8 July 2020	25 July 2020

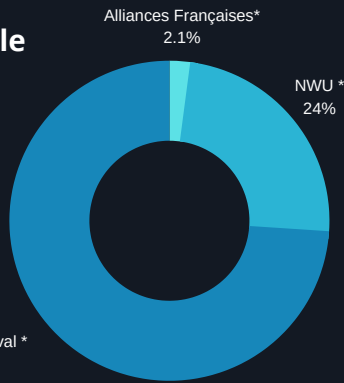
PRODUCTION PROCESS AND TIMELINE:

Phase 1	<ul style="list-style-type: none"> • Commitment of Artists • Commitment of Sponsors • Commitment of participating Alliances Françaises • Setting up of Ticketing platform • Loading of Social Media Event + Co-hosts
Phase 2	<p><i>3 to 4 Weeks BSC (Before Scheduled Concert):</i></p> <ul style="list-style-type: none"> • Receive all the raw material by 12.00 on Wednesday 8. July • Social Media Marketing & PR • Online ticket sales open
Phase 3	<p><i>3 Weeks BSC (Before Scheduled Concert):</i></p> <ul style="list-style-type: none"> • Internal production team will edit/mix the raw material • Script writing • Recording of MC • Social Media Marketing & PR
Phase 4	<p><i>2 Weeks BSC (Before Scheduled Concert):</i></p> <ul style="list-style-type: none"> • Final editing of production and preparation for online streaming events. • Social Media Marketing & PR • Participating artists to assist with the build-up and call to action from followers through their communication channels

WHY OUR PROJECT AND NOT ANOTHER ?

Our estimated total audience would be

240 183 people

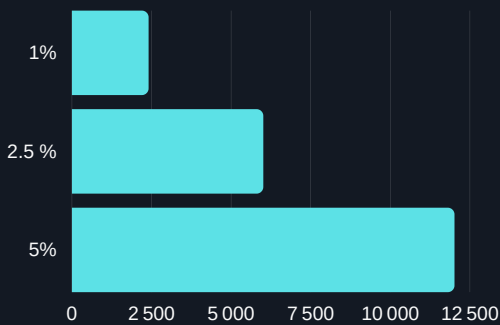


Artists participating at our festival *

74%

*'s audience estimated

Estimated Viewership at various percentages of total audience



With **sponsorship**, ticket prices can be **lower**, **viewership** will **increase** meaning **better visibility for your company**



With **100% sponsorship**, **our event** will be **free**, meaning **even greater publicity for your company**

With a lack of cultural events happening we know that the **music industry** has been **adversely affected** and we hope to be able to give these artists a **virtual platform on which they can help uplift the South African community**.

Our aim with Soundwave is to **bring people together** and to **show our support as a network** to local as well as "Francophone" **artists**, who have been adversely **affected due to the COVID-19 pandemic** and the restrictions that have come with it. We want to give these artists not only an audience, but a **platform on which they can promote their music**.

Our foremost aim, though, is to create **long lasting relationships within the South African music community**, on both a fan and artist level.



BUDGET

HOW MUCH DO WE NEED IN ORDER TO
MAKE THIS EVENT A SUCESS ?

THE ARTISTS

3 Headliners

13 Emerging Artists

TOTAL: R132 500

EVENT ORGANISATION

Organisational Costs R20 000

Marketing R20 000

TOTAL: R40 000

OPERATIONS

Producer/Director R 4 250

Edits R10 000

Tech Support R 1 590

Platform R 2 500

Graphics R 2 000

Platform Management R 1 500

TOTAL: R21 840



TOTAL COST
R 194 340

SPONSORSHIP LEVELS

HOW CAN MY COMPANY BE INVOLVED ?
WHAT IS MY RETURN ON INVESTMENT ?

“

*Please don't
stop the music*

R 4 000

”

By sponsoring one emerging artist or band to the amount of R 4000:

- Your organisation's **logo** will appear on the **screen during the performance** of **one emerging artist**
- Your organisation will **appear as a sponsor on our website.**
- Your organisation will **be tagged as part of the event on all our social media.**

By sponsoring two emerging artists or bands to the amount of R 8000 :

- Your organisation's **logo** will appear on the **screen during the performance** of **two emerging artists.**
- Your organisation will **appear as a sponsor on our website.**
- Your organisation will **be tagged as part of the event on all our social media.**
- You will have a **15 second commercial** during each concert of the festival.

“

*Get this party
started*

R 8 000

”



SPONSORSHIP LEVELS

HOW CAN MY COMPANY BE INVOLVED ?
WHAT IS MY RETURN ON INVESTMENT ?

“

*Don't stop
believing*
R 12 000

”

By sponsoring three emerging artists or bands to the amount of R 12 000 :

- Your organisation's logo will **appear on the screen during the performance of three emerging artists.**
- Your organisation will **appear as a sponsor on our website.**
- Your organisation will **be tagged as part of the event on all our social media.**
- You will have a **30 second commercial** during each concert of the festival.
- You will **be mentioned in our special thank you video at the end of each concert.**

By sponsoring the broadcasting of the event to the amount of R 10 000:

- Your organisation will **appear as a sponsor on our website.**
- Your organisation will **be tagged as part of the event on all our social media.**
- You will have a **15 second commercial** during each concert of the festival.
- You will **be mentioned in our special thank you video at the end of each concert.**

“

*The show
must go on !*
R 10 000

”



SPONSORSHIP À LA CARTE

Can't find what you're looking for in the different sponsor packages we offer?

But you would still like to help us to reach our goals and start this great adventure with us?

Not a problem!

Contact us directly by email at: culture@potch.alliance.org.za
or by phone: +27 83 256 1378

We can offer you a tailor-made sponsorship package!

WANT TO GIVE BACK TO YOUR EMPLOYEES?

Are you looking for a way to **thank your employees** for their hard work in this time of Covid-19 crisis?

Are you looking for a gift to thank them for their trust and investment, **while supporting a solidarity and collaborative project?**

In exchange for a donation to this event, we can also offer a **ticket package for your employees to attend the full 4 day Soundwave Music Week .**



SOUNDWAVE MUSIC WEEK

YOU CAN FIND US ON :



@afpotch



@afpotch



@AFpotch

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