



Sponsorship Proposal



Swasweng Vintage Annual Entertainment Cultural Festival and Swasweng Vintage Soccer Tournament



BENTSARA INVESTMENTS
PTY LTD



Sepapane
Group (Pty) Ltd

Introduction

Bentsara Investment in partnership with Sepapane Group is hosting its the 1st Swasweng Vintage Annual Entertainment Cultural Festival and Swasweng Vintage Soccer Tournament from the 23rd to the 24th December 2023 in Shoshong. This proposal aims to unveil the **opportunities** for potential sponsors to be part of this exciting event.



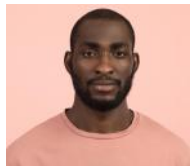
Management Team



Goboletswe Sepapane
Project Manager



Tsarabotsere
Marketing Manager



Moses Malepe
Logistic Manager



Phatsimo Mafote
Volunteers Coordinator





Event Overview

Swasweng Vintage Annual Entertainment Cultural Festival and Swasweng Vintage Soccer Tournament is a grand celebration of Shoshong Entertainment **culture** and **sports**. The festival features music performances, exhibitions, and culinary delights, while the soccer tournament showcases top-notch athletic talent fostering a spirit of community engagement and sportsmanship.





Soccer Tournament 23 Dec 2023

The tournament will feature vintage-style matches, with teams competing in retro-inspired uniforms and playing by traditional rules. This nostalgic approach adds a unique flair to the event and allows participants to experience the essence of early soccer. Experience the thrill of the soccer showdown as athletes from around the shoshong Constituency compete in a series of exhilarating knockout matches. Witness the precision, skill, and teamwork on display in every game.



Cultural Festival 24 Dec 2023

Culture Festival will showcase the world of music and dance as talented performers take the stage. From electrifying dance routines to soul-stirring musical acts, prepare to be mesmerized by the entertainment extravaganza. The festival provides a platform for local artisans, performers, and culinary talents to showcase their skills and traditions, fostering cultural exchange and economic opportunities.



Audience Profile

Our audience comprises a diverse mix of **enthusiastic spectators**, families, sports enthusiasts, and culture aficionados during the christmas festive season. With an expected attendance of over 10,000, the event offers sponsors a unique opportunity to reach a wide-ranging and engaged audience.



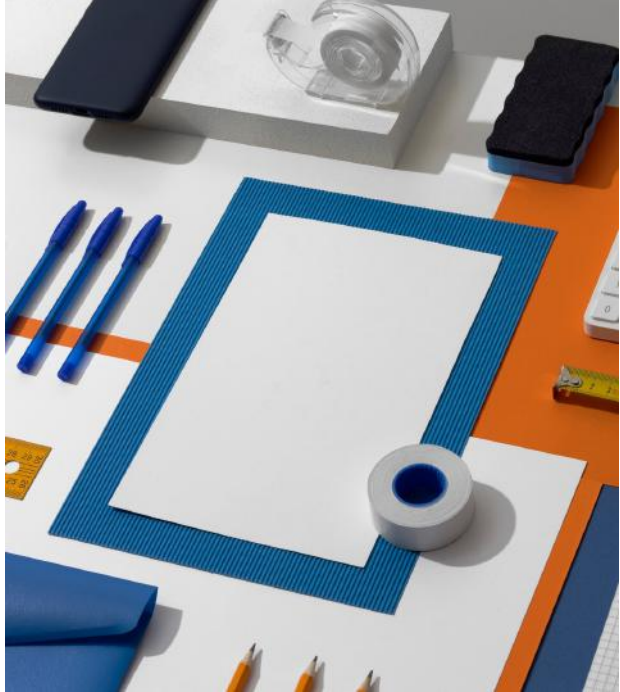
Sponsorship Benefits

Sponsors will gain **brand visibility** among a captive audience, access to **targeted marketing** opportunities, and the chance to align with a well-respected cultural and sports event. In addition, sponsors will enjoy **networking** opportunities and exposure to valuable **media coverage**.



Marketing Collateral

Sponsors will be prominently featured in all **promotional materials**, including event posters, digital banners, and social media campaigns. This extensive exposure will ensure that sponsors' brands are integrated into the event's **marketing strategy** and reach a wide audience.





Engagement Opportunities

We offer sponsors the chance to engage with attendees through **interactive booths**, product demonstrations, and experiential marketing activations. This hands-on approach allows sponsors to connect directly with the audience and create memorable brand experiences.



Vintage Showcase

Sponsors will have the opportunity to align with the cultural aspect of the event by supporting traditional performances, exhibitions, and other cultural activities. This involvement will showcase sponsors' commitment to **cultural preservation** and community engagement.

Soccer Tournament Sponsorship

Sponsors of the soccer tournament will benefit from extensive **brand exposure** on jerseys, banners, and digital platforms. They will also have the chance to present awards, engage with athletes, and demonstrate their support for **youth sports development**.





Social Responsibility

By sponsoring this event, companies demonstrate their commitment to **community development** and cultural enrichment. Sponsors will be recognized for their support of a meaningful cause, enhancing their **corporate social responsibility** profile.





Measurable Impact

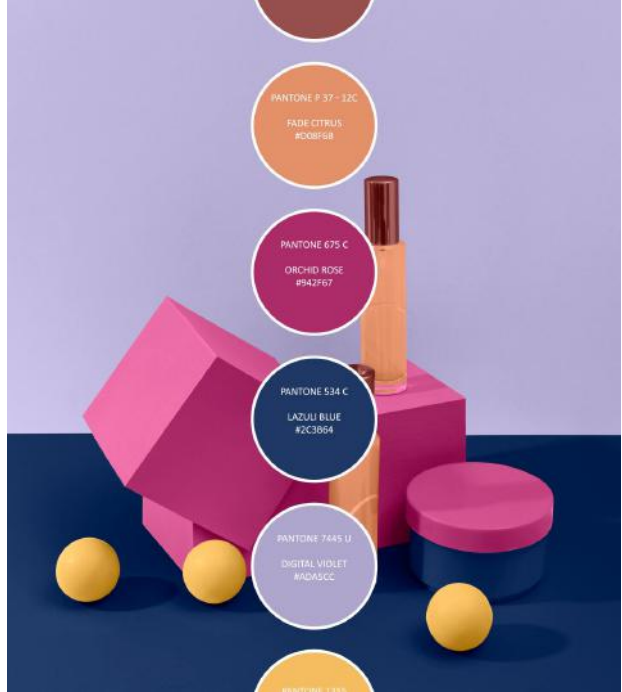
Our team is dedicated to providing sponsors with **detailed analytics** and post-event reports, allowing them to assess the impact of their sponsorship. This data-driven approach ensures that sponsors can measure the **success** of their investment and make informed decisions for future partnerships.



Partnership Tiers

We offer various sponsorship tiers, each offering a unique set of benefits. From exclusive naming rights to prominent logo placement, sponsors can choose a level of involvement that aligns with their **marketing objectives** and budget.

Our team is committed to creating custom packages to meet sponsors' specific needs.



PANTONE P 37 - 32C

FADE CITRUS
#D0B76B

PANTONE 675 C

ORCHID ROSE
#942F67

PANTONE 534 C

LAZULI BLUE
#2C3B64

PANTONE 7445 U

DIGITAL VIOLET
#AD45CC

PANTONE 13-51-20

Platinum Sponsor

P50000.00

- Naming Rights: The festival and tournament will be co-branded with the sponsor's name.
- Prime Logo Placement: Prominent logo placement on all event materials, including banners, tickets, and promotional items.
- Main Stage Branding: Exclusive branding opportunities on the main stage.
- VIP Access: Complimentary VIP passes and reserved seating.
- Media Coverage: Top mention in all press releases and interviews. Digital Promotion: Featured placement on the event website, social media, and email campaigns.



Diamond Sponsor

P30 000.00

- Logo Placement: Logo placement on selected event materials and banners.
- Secondary Stage Branding: Branding opportunities on secondary stages or key areas.
- VIP Passes: A number of complimentary VIP passes.
- Acknowledgment in Media: Mention in press releases and media coverage.
- Digital Promotion: Inclusion on the event website and social media.



Silver Sponsor

P20 000.00

- Logo Placement: Logo placement on event banners and selected materials.
- Event Area Branding: Opportunity to brand a specific area (e.g., food court, soccer field).
- Event Passes: Complimentary event passes.
- Digital Recognition: Recognition on the event website and social media.



Bronze Sponsor

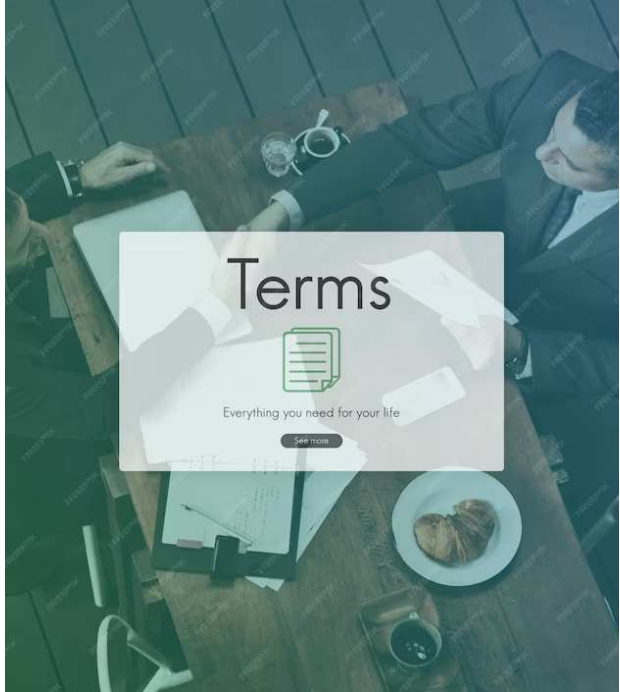
P10, 000.00

- Logo Placement: Logo displayed at the event and on some promotional materials.
- Acknowledgment: Public acknowledgment during the event.
- Digital Recognition: Mention on the event website.



In- Kind Sponsorship

In addition to financial support, we welcome partnerships for in-kind contributions such as equipment, services, and expertise, offering unique opportunities for collaboration and recognition.





Customized Packages

Our team is committed to creating **customized sponsorship packages** tailored to the unique needs and objectives of each sponsor. We understand that every company has distinct goals, and we are dedicated to crafting partnerships that deliver maximum value and impact.

Next Step

We invite potential sponsors to Choose the any of the sponsorship options. You can also engage in **consultation session** with our team to explore the sponsorship opportunities and discuss how they can align with your marketing goals. Together, we can create a partnership that delivers **mutual benefits** and enhances the success of the event.



Contact Us

Swasweng Vintage Annual Cultural Festival

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