



Winterveld Festival Coordination:

MB Promark & Events  
(013) 741 4956  
info@mbpromark.co.za  
12 Jeannine Street, Nelspruit, 1200  
www.winterveldfestival.co.za

Contact Person:

Mantoine - (072) 278 4526  
mantoine@mbpromark.co.za

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## SPONSORSHIP PROPOSAL – WINTERVELD FESTIVAL 2015

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Dear Sponsor

The Winterveld Festival is a festival packed with activities, entertainment, fine foods, teambuilding competitions & loads of fun! This festival is proudly initiated and brought to you by, Samancor Eastern Chrome Mines. The Winterveld Festival will take place on the 21 and the 22 August 2015.

Samancor Eastern Chrome Mines, appointed MB Promark to coordinate this event. We have more than 13 top South African artists performing over the 2 days. The amusement park will entertain the kids, whilst the parents enjoy everything the festival have to offer. There will be a wide variety of art & craft stalls and exhibitors. Bring your family and experience what the Winterveld Festival have to offer.

For the first time ever, a Winterveld Festival supplement will be inserted into 3 local news paper publications, with a distribution totalling 50 000 copies. This supplement will focus on the activities at the Winterveld Festival as well as the mining industry in general. This is just another value added marketing opportunity offered to loyal sponsors and local community members, by Samancor Eastern Chrome Mines.

For available sponsorship options, please see the attached Sponsorship Matrix.

### Winterveld Festival - General Information:

**Date:** Friday, 21<sup>st</sup> & Saturday, 22<sup>nd</sup> of August 2015 at 14:00 – 23:00 and 7:00 – 23:00

**Venue:** Winterveld Recreational Club, Steelpoort.

**Entry Fees per Day:** R50 per adult & R30 per child (up to primary school)

**Entry Fees per Weekend:** R80 per adult & R50 per child (up to primary school)

**Tickets available at:** MB Promark & Computicket

**Competition Registrations:** Mantoine (072) 278 4526 – [mantoine@mbpromark.co.za](mailto:mantoine@mbpromark.co.za)

**To book your advert in the Festival supplement:** (013) 741 4956 / [finance@mbpromark.co.za](mailto:finance@mbpromark.co.za)

**To book a stall:** MB Promark (013) 741 4956 – [info@mbpromark.co.za](mailto:info@mbpromark.co.za)

**For more details** – Visit the Winterveld Festival Website at [www.winterveldfestival.co.za](http://www.winterveldfestival.co.za)

Proudly brought to you by:



Polokwane Road R36, Steelpoort, / P O Box 3, STEELPOORT, 1133 / Telephone number: +27 (0) 13 230 7000

[www.Samancorcr.com](http://www.Samancorcr.com)



## PROGRAM

FRIDAY, 21 AUGUST 2015				
Venue:	Day:	Start:	Finish:	Activity:
Winterveld Festival Grounds	Friday	14:00	Till late	Gates Open
Winterveld Festival Arena	Friday	15:00	18:00	Team Building event
Winterveld Festival Hall	Friday	16:00	18:00	Winterveld Talent - Round 1
Winterveld Stoep	Friday	17:30	17:55	Guests Arrive
Winterveld Stoep	Friday	18:00	18:20	Brandy & wine pairing
Winterveld Festival Stage	Friday	17:30	18:10	Variety Magic Show by David Dee
Winterveld Festival Stage	Friday	18:10	18:30	Winterveld Talent - Top 3 Junior acts
Winterveld Stoep	Friday	18:20	19:00	Chris Forrest
Winterveld Stoep	Friday	19:00	19:30	Touch of Class Performance
Winterveld Festival Stage	Friday	18:30	19:15	Karlien Husselman
Winterveld Festival Stage	Friday	19:15	20:00	Bongi
Winterveld Stoep	Friday	19:30	20:00	Chris Forrest
Winterveld Festival Stage	Friday	20:00	20:45	Elvis se seun
Winterveld Festival Stage	Friday	20:45	21:15	Touch of Class Performance
Winterveld Festival Stage	Friday	21:15	22:00	Izak Davel
SATURDAY, 22 AUGUST 2015				
Winterveld Festival Grounds	Saturday	07:00	Till late	Gates open
Village	Saturday	10:00	11:00	Soapbox Derby
Winterveld Festival Stage	Saturday	10:00	11:00	Super Hero Magic Show by David Dee
Winterveld Festival Stage	Saturday	11:00	12:00	Round no 1 for Miss & Mr Winterveld Festival
Winterveld Festival Stage	Saturday	12:00	12:45	Mona Lee
Potjiekos Area	Saturday	12:00	15:30	Potjiekos competition - Master chef style
Winterveld Festival Stage	Saturday	12:45	13:30	Vaatjie
Winterveld Festival Stage	Saturday	13:30	14:30	Round 2 & Crowning of Miss & Mr Winterveld Festival Competition
Winterveld Arena	Saturday	14:00	15:00	Strongman Demonstration
Winterveld Festival Stage	Saturday	14:30	15:15	Angel
Winterveld Festival Stage	Saturday	15:15	16:15	Blackie Swart & Diksnaar
Potjiekos Area	Saturday	15:30	16:30	Potjiekos judging - with Vaatjie
Winterveld Festival Stage	Saturday	16:15	17:00	Talent Competition - Top two per category
Winterveld Festival Stage	Saturday	17:00	17:30	General Prizegiving
Winterveld Festival Stage	Saturday	17:30	18:45	Taboe
Winterveld Festival Stage	Saturday	18:45	19:30	Een Kans
Winterveld Festival Stage	Saturday	19:30	20:15	Ettienne de Koker
Winterveld Festival Stage	Saturday	20:15	21:00	Mandoza
Winterveld Festival Stage	Saturday	21:00	22:00	Gerhard Steyn



## **SPONSORSHIP MATRIX**

### **PLATINUM SPONSORSHIP – PROPOSED VALUE**

**R 100 000.00**

- Branding at the entrance and anywhere on the premises, as discussed during the meeting and confirmed in writing.
- Your advert printed on the supplement, if an agreement was signed & designs received within the printing deadlines.
- Recognition on our Winterveld Festival Website as a Platinum Sponsor.
- 20 x Entry tickets to the Winterveld Festival Arena & Free parking.

### **GOLD SPONSORSHIP – PROPOSED VALUE**

**R50 000.00**

- Branding on the premises, as discussed during the meeting and confirmed in writing.
- Your advert printed on the supplement, if an agreement was signed & designs received within the printing deadlines.
- Recognition on our Winterveld Festival Website as a Golden Sponsor.
- 10 x Entry tickets to the Winterveld Festival Arena & Free parking

### **SILVER SPONSORSHIP – PROPOSED VALUE**

**R25 000.00**

- Branding on the premises, as discussed during the meeting and confirmed in writing.
- Your advert printed on the supplement, if an agreement was signed & designs received within the printing deadlines.
- Recognition on our Winterveld Festival Website as a Silver Sponsor.
- 6 x Entry tickets to the Winterveld Festival

### **BRONZE SPONSORSHIP – PROPOSED VALUE**

**R15 000.00**

- Public announcements during the festivals.
- Your advert printed on the supplement, if an agreement was signed & designs received within the printing deadlines.
- Recognition on our Winterveld Festival Website as a Bronze Sponsor.
- 4 x Entry tickets to the Winterveld Festival

### **PURPLE SPONSORSHIP – PROPOSED VALUE**

**Less than R10 000.00**

- Public announcements during the festivals.
- Your advert printed on the supplement, if an agreement was signed & designs received within the printing deadlines.
- Recognition on our Winterveld Festival Website as a Purple Sponsor
- 2 x Entry tickets to the Winterveld Festival



## SPONSORSHIP OPPORTUNITIES 2015

<b>Main Sponsor – Samancor Eastern Chrome Mines</b> Naming rights of the event with unlimited branding options. Branding around the Winterveld Festival Arena. As stipulated in the Matrix above.	<b>SOLD</b>
<b>Artist Accommodation Sponsor - Proposed Value</b> Branding around the Main stage but not on stage As stipulated in the Matrix above	<b>R 25 000.00</b>
<b>Main stage Sponsor - Proposed Value</b> Branding around the Main stage As stipulated in the Matrix above	<b>R 25 000.00</b>
<b>Winterveld Arena Sponsor - Proposed Value</b> Branding around the Main arena As stipulated in the Matrix above	<b>R 50 000.00</b>
<b>Chris Forrest Comedy Night Sponsor - Proposed Value</b> Branding around the Comedy event As stipulated in the Matrix above	<b>R 35 000.00</b>
<b>Winterveld Arena Waterhole - Proposed Value</b> Branding around the bar areas As stipulated in the Matrix above	<b>R 25 000.00</b>
<b>Winterveld Arena Beer Garden - Proposed Value</b> Branding around the bar areas As stipulated in the Matrix above	<b>R 25 000.00</b>
<b>Winterveld Flyer Sponsor - Proposed Value</b> Your logo printed on the flyers (20 000) As stipulated in the Matrix above	<b>R 20 000.00</b>
<b>Kids Playground Sponsor - Proposed Value</b> Branding around the Kids entertainment area As stipulated in the Matrix above	<b>R 50 000.00</b>
<b>Strongman show &amp; challenge Sponsor - Proposed Value</b> Branding around the Strongman Competition As stipulated in the Matrix above	<b>R 20 000.00</b>
<b>Kids Magic show by David Dee - Proposed Value</b> Branding around the Strongman Competition As stipulated in the Matrix above	<b>R 10 000.00</b>

**Adventure Sponsorship – Proposed Value** **R 25 000.00**  
Branding around the Paintball Area  
As stipulated in the Matrix above

**Mr & Miss Winterveld Festival Sponsorship – Proposed Value** **R 15 000.00**  
Branding around the Participants & stage  
As stipulated in the Matrix above

**Winterveld Got Talent Sponsorship – Proposed Value** **R 15 000.00**  
Branding around the Participants & stage  
As stipulated in the Matrix above

**Potjiekos Competition – Master Chef style Sponsorship – Proposed Value** **R 20 000.00**  
Branding around the Potjiekos area  
As stipulated in the Matrix above

**Soapbox Derby Sponsor – Proposed Value** **R 15 000.00**  
Branding around the Soapbox Derby  
As stipulated in the Matrix above

**Artist Sponsors – Value per artist per request**  
As stipulated in the Matrix above  
Available options:

**Artists performing on Friday:**

Karlien Husselman

Elvis se seun

Bongi

Touch of Class

Izak Davel

**Artist performing on Saturday:**

Mona Lee

Vaatjie

Angel

Blackie Swart & Diksnaar

Taboe

Een Kans

Ettienne de Koker

Mandoza

Gerhard Steyn



## SPONSORSHIP AGREEMENT

I, \_\_\_\_\_, in my capacity as \_\_\_\_\_ at  
\_\_\_\_\_, herewith confirm that we will take up the indicated

Sponsorship opportunity for one of the following options for the Winterveld Festival, taking place on the 21<sup>st</sup> and 22<sup>nd</sup> of August 2015 in Steelpoort.

Sponsorship Option:	Value:	Your Choice:
Option No 1		
Option No 2		
Option No 3		

### INVOICE DETAILS:

Company Name	
Contact Name & Surname	
Physical Address	
Postal Address	
Company Registration	
VAT Registration Number	
Tel	
Cell	
E-Mail	

\_\_\_\_\_  
On behalf of Company:

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Mantoine Van Biljon



## SUPPLEMENT ADVERTISEMENT ORDER

Name of Company: \_\_\_\_\_ Order No: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Telephone No: \_\_\_\_\_ E-Mail Address: \_\_\_\_\_

Publication Date:	Advert Size:	Colour:	Qty:	Price – Excl VAT:	Total – Excl VAT:
August 2015	Half page – 20cm H x 26.4cm W	Full Colour		R25 000.00	
August 2015	8 x 8 – 8cm H x 26.4cm W	Full Colour		R10 000.00	
August 2015	8 x 4 – 8cm H x 13.2cm W	Full Colour		R 5 000.00	
August 2015	15 x 4 – 15cm H x 13.2cm W	Full Colour		R10 000.00	
August 2015	5 x 2 – 5cm H x 6.4cm W	Full Colour		R 1 500.00	
August 2015	5 x 1 – 5cm H x 3.1cm W	Black & White		R 750.00	
August 2015	1 x 2 – Name & Number Listing	Black & White		R 300.00	
August 2015	10 x 4 – 10cm H x 13.2cm W	Full Colour		R 6 000.00	
August 2015	5 x 4 – 5cm H x 13.2cm W	Full Colour		R 3 500.00	
August 2015	5 x 8 – 5cm H x 26.4cm W	Full Colour		R 6 500.00	
August 2015	10 x 8 – 10cm H x 26.4cm W	Full Colour		R13 000.00	

**Payment will be upfront as follows:**

All at once		2 Months		3 Months		4 Months	
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I, the undersigned, herewith acknowledge that I am aware that the supplement will be designed and printed by Lowveld Media and that I have read and understand the advertising conditions on the attached Lowveld Media, General Conditions pertaining to the acceptance of advertising.

\_\_\_\_\_  
**Client's Name:** \_\_\_\_\_ **Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_