

SPONSORSHIP PROPOSAL



The  RAINBOW FESTIVAL 2009  
Wizard  
of OZ



## 16 – 20 DECEMBER 2009 | SPONSORSHIP PROPOSAL

**DECEMBER IS A BUMPER TIME FOR VISITORS TO CAPE TOWN FROM ALL OVER SOUTH AFRICA AS WELL AS INTERNATIONALLY. THIS FESTIVAL IS YOUR COMPANY'S OPPORTUNITY TO REACH THIS HUGE PINK MARKET DURING A 5 DAY FESTIVAL THE LIKES OF WHICH HAS NEVER BEEN SEEN BEFORE !!!**

- Why the Rainbow Festival for You ?
- Pre – Festival event Exposure
- 5 day Festival of fun and parties catering to all segments of this community
- Marketing exposure to a Database of 9000 plus
- Expected attendance figures of 5000 + during the 5 day festival
- Extensive coverage through Pink and Mainstream media in all forms
- Expected International attendance of +- 40%
- Huge website exposure
- Huge exposure at all Gay and Gay-friendly venues in and around Cape Town
- Professional PR, Marketing & Media coverage
- Association with Cape Town Tourism & CTRU

These are simply a few reasons why your company or organisation cannot afford to miss this golden opportunity!!

### CONCEPT OF THE RAINBOW FESTIVAL

The creation of a LGBTI / Gay festival that celebrates South Africa's diversity through 5 days of celebration!

A five-day Festival of parades, an outdoor circuit party, bus tours, sunset cruises, beach parties, nightclub event parties and a closing party at OudeKraal.

The festival will be in Cape Town in the December period as this attracts both out-of-towners from all over the country, specifically Joburg as well as some international tourists. The objective would be for the Rainbow Festival to be put on the map

as a world-renowned gay festival similar to the Sydney Mardi Gras.

Although a first for Cape Town, the City has a history of various successful circuit parties held over the past few years.

Pink Box – Marketing, Media and PR consultancy has decided to create this festival during a period when Cape Town and surrounds are inundated with visitors from the other provinces for their summer holidays as well as being a popular destination for the international sun seeking holiday makers from all over Europe and the UK.

Circuit parties such as Juice, Juicy, Global Underground, Mask, Sliver Nightclub, MCQP, Cape Town PRIDE has given birth to this extended 5 day Festival with a number of pre parties as part of the marketing and PR plan to ensure that the Pink Community of South Africa will know all about this great event !!

Pink Box has identified The Zip Zap Circus School as one of our charities of choice to which we would contribute a percentage all profit.

MCQP is not officially part of the Rainbow Festival, however, we won't host an event on the night to ensure that there is no conflict of interest.





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### MISSION STATEMENT

To organise an Annual Rainbow Festival of events in Cape Town to cater to the local community, national and international visitors that would enhance their Summer Season holidays and ensure that the visiting Pink Community take away an experience that will last them until the next festival.

### OUR BENEFICIARIES

This still needs to be finalised, but at this stage we are leaning towards the following :

- Zip Zap circus
- Animal Charity
- Scholarships

### SPONSORSHIP OPPORTUNITIES WITH THE RAINBOW FESTIVAL 2009

Thank you for allowing us to present your company with our sponsorship opportunities which allows you to reach potential clients through The Rainbow Festival's events. The success of The Rainbow Festival will be attributed to the dedication, support and time of a number of private individuals, the community at large and most importantly the support the Gay-friendly Business community. Our success and growth relies on your continued support!

### THE FESTIVAL & EVENTS

The inaugural theme Of the Rainbow Festival will be "The Wizard of Oz..."  
The Rainbow Festival will indeed become one of the Premier events on the Cape Town LGBTI social and community calendars. Our vision is to host a Festival of Events that cater for the diverse needs of the Gay community. It serves as an opportunity to celebrate our country's great constitution with characteristic flair and flamboyance and to make a unique contribution to promoting diversity and tolerance in the Mother City.

The 5-day Festival comprises of a host of fun events that will attract community members in all categories of the Gay and Gay friendly community as included in the enclosed festival calendar of events.

### THE MARKET

It is an international fact that the LGBTI market is both affluent and influential - one that increasingly attracts targeted marketing by companies world-wide eager to capitalise on Pink buying-power! According to the Gay Press Report of 2006, circulated by the American Media in general, the total buying power of the LGBTI population in the US was an astounding \$64 billion in 2006. This vital contributor to the US economy has until recently remained below the radar and very much under-reported. Studies have shown that as a group the LGBTI population is more brand loyal than their mainstream counterparts. This loyalty combined with greater discretionary time and disposable income has led advertisers to focus more on this market segment. Advertising spending in the American Gay and Lesbian press, over the past 10 years, has grown 3 times the rate of straight consumer magazines.



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South Africa is no exception. On the whole, South African LGBTI individuals are high-yield, trend-setting, brand-conscious, loyal and have ample disposable income. Based on international averages it is estimated that LGBTI community represents between 10 and 11% of the overall population. Research conducted by In2bOut, a division of Hot Salsa Media who launched the first benchmark research conducted in South Africa in 2001, found that gay consumers are more aware of whether companies they buy from have instituted gay-positive policies.

Over the past 5 years, Gay business, dealing strongly in the LGBTI community and with comprehensive databases, have been approached to assist with marketing products and services to this community. These companies include the likes of Investec Bank, Old Mutual, Audi, VW and FNB to name but a few. Together with the fact that Cape Town Routes Unlimited has identified the value of the LGBTI community in tourism and has initiated a Pink Strategy alongside the Wine and Golf strategies to increase the market share of tourism to Cape Town, indicates that the value of this specific market in being realized more and more by the powers that be.

Other revealing demographics of the South Africa LGBTI market that constitute the readership of South Africa's most long-standing (11 years!) glossy table-top magazine, "Gay Pages" include:

- 75% falls between LSM 8 – 10
- 25% earn more than R30 000 per month
- 75% change cars every 4 years or less
- 20% drive cars valued over R350 000
- 80% aged over 25 own their own homes
- 25% are self-employed entrepreneurst
- 70% have tertiary education
- 19% have post-graduate degrees
- 58% have managerial positions

Latest link to the survey performed by Gay Pages can be found on [www.thepinkbox.net](http://www.thepinkbox.net)

### GENERAL SPONSORSHIP OPPORTUNITIES

#### Title Sponsorship :

This option will afford the Title Sponsor total co-branding and naming rights of their company alongside the Rainbow Festival Brand in all media, advertising, PR and other coverage the festival will receive pre, during and post the event. Title sponsorship allows for involvement at any and all of the calendar of events that they would require and feel that their company would benefit or be suited to.

#### Event Sponsorship

This option will afford the Event sponsor total co-branding and naming rights of their company alongside the Rainbow Festival in all media, advertising, PR and other coverage for the chosen event before, during and post the event.

#### Liquor Exclusivity

The exclusive rights to sell applicable brands at specific events, promotional staff and brand activation to both VIP and regular guests throughout the festival.

**NOTE: We are however more than willing to tailor make a package for you to suit your budget and brand requirements.**





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### SPONSORSHIP BENEFITS

- Co-branding on all advertising material
- Co-branding on the Rainbow Festival website – [www.rainbowfestival.co.za](http://www.rainbowfestival.co.za)
- Co-branding on the Rainbow Festival Guide
- Co-branding in the naming rights
- Distribution of Marketing Material
- Display of banners
- Welcome packs to the attendees
- Availability of the attendees database
- Gobos for intelligent lighting
- Sponsor areas for VIP guests
- Sponsor parade float
- Opportunity to present your company and its services and products at the event/s
- Additional brand exposure to guests of other Festival co-sponsors
- Sponsorship mentions and inclusion in all PR campaigns across all Print, Broadcast and Electronic media through our PR company partner. PR for this Festival will be facilitated by The Pink Box - Marketing, Media and PR.

**And so doing increasing your brand awareness to this affluent market.**

### OPTIONAL EXTRAS INCLUDE:

- Branding on T-shirts
- Branding Welcome Hampers
- And whatever your company can add as far as additional exposure is concerned!!

### PRODUCT AND SERVICES

Last but not least, we also require prizes and product to add value to a number of our events:

- Prizes for SMS campaigns
- Prizes for competitions
- Product to add to our Goodie bags
- Welcome drinks on arrival

Exposure is given to every company that contributes to The Festival, no matter how big or small the contribution is. We list each and everyone on our website under our Sponsors directory.

### BUILD-UP EVENTS:

These will take place FROM THE BEGINNING OF October through to early December before the Festival in both Joburg and Cape Town.

- Media launch mid October
- The Wizard of Oz movie screenings possibly at the Labia in CT and tbc in Joburg
- Pre-parties in the clubs/bars in CT & JHB; could be colour themes as the rainbow has many colours
- Wizard of Oz characters to be in dress and visible in clubs
- Wizard of Oz mural on the Garage wall facing the gay clubs in Greenpoint
- Theme tune by Lu Chase for SOMEWHERE OVER THE RAINBOW a remix thereof
- Email viral campaign
- Competitions





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### PROPOSED ENTERTAINMENT FOR EMERALD CITY AFTER PARTY

- Lu Chase and DJ
- Gold Fish
- Flash Republic
- ZeeQ – electronic band
- Melanie Louw
- Belly Dancers
- International DJ:
- Steve Pitron
- Steven Geller
- Paul Heron
- Brent Nicholls

#### Local DJs:

- Charl Zer0
- James Matthes
- DJ Miles
- Leroy Tayler

### PROPOSED MARKETING PLAN

We deploy publicity-driven campaigns backed up with a combination of traditional, guerilla and new media marketing. Below are some of the key elements of a big event campaign:

- Promotional team
- Promotional item: e.g. lollipops / glow sticks
- SMS / MMS
- Podcasts
- Mobile phone video ads
- Printed Posters and Flyers
- Online communication – traditional
- Social Media; Facebook, Twitter, MySpace
- Mobi site
- Strategic alliances
- Website
- Media partnerships
- PR campaign
- Direct Marketing campaign; experiential/ activation or sms
- E-Flyers
- Beach campaign

### PUBLICITY

Our highly skilled and experienced publicity team will be responsible for;

- Writing and distribution of press releases
- Follow-up with media (TV, Print, Radio, Internet stories & listings)
- Conceptualising in-depth feature and/or trade exchange negotiations with media
- Focus on exposure beyond traditional media
- Managing and hosting media at the event
- Leveraging sponsor participation for added exposure

### SPONSOR EXPOSURE AT EVENTS:

- Event décor branding
- Sponsor branding
- Gobos for intelligent lighting
- Multimedia displays on TV screens and
- Projectors
- Posters and Banners
- Naming Rights and exclusive branding of VIP area
- Sponsor areas for invited guests

### RAINBOW FESTIVAL EXPOSURE:

- Pink Box dedicated communications team
- E-Flyers: circulation x 10
- SMS: circulation x 10
- SMS Competition: circulation x 5
- Printed Flyers: circulation 5000 to 10 000 distribution to both Cape Town & Joburg
- Clubbing Events: sponsors may display banners, promotional items, branding, displays and promotion boys/girls at our events.
- Rainbow Festival Website: sponsor branding and website links



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### CALENDAR OF EVENTS FOR THE 5 DAY FESTIVAL:

**EVENT:** Yellow Brick Road Parade  
**DATE:** Wednesday 16 December 2009  
**TIME:** 3pm – 5pm  
**VENUE:** DeWaterkant to Seapoint Somerset Road start and end

**EVENT:** Emerald City – Concert  
**ENTERTAINMENT:** Live Acts  
Zip Zap circus  
Djs  
Dancers  
Massive Stage with set design to create Emerald City. Bars, surrounding dancefloor area, shade covering, sprinkler systems, food stalls, chill-out lounge areas.  
**DATE:** Wednesday 16 December 2009  
**TIME:** 5pm – 11pm  
**VENUE:** Prestwich Primary School

**EVENT:** Kansas City After Parties  
**DATE:** Wednesday 16 December 2009  
**TIME:** 12am - dawn  
**VENUE:** Nightclubs in De Waterkant; Crew, Bronx, Navigaytion, Beulah Bar, Adam & Eve, Amsterdam bar

**EVENT:** Ruby Slipper Cruze  
**DATE:** Thursday 17 December 2009  
**TIME:** 5pm - 8pm  
**VENUE:** Sunset Boat Cruze with Dorothy and Friends and dinner afterwards

**EVENT:** Naked Tin Man Bus Tour  
**DATE:** Friday 18 December 2009  
**TIME:** 12pm - 10pm  
**VENUE:** Bus tour from Cape Town to Tulbagh; Twee Jonge Gesselen and after part @ Men's Only gay guest farm SHISHA

CALENDAR OF EVENTS CONTINUE ON NEXT PAGE



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## CALENDAR OF EVENTS FOR THE 5 DAY FESTIVAL CONTINUE:

**EVENT:** Munchkin Land Ladies party bus  
**DATE:** Friday 18 December 2009  
**TIME:** 12pm - 10pm  
**VENUE:** Party bus throughout Cape Town

**EVENT:** Toto's Beach Party  
**DATE:** Saturday 19 December 2009  
**TIME:** 12pm onwards  
**VENUE:** Beach Drop off and collect to Clifton 3rd beach & Sandy Bay

**EVENT:** MCQP (not officially apart of the Festival)  
**DATE:** Saturday 19 December 2009  
**TIME:** 8pm till dawn

**EVENT:** Farewell to Dorothy  
**DATE:** Saturday 19 December 2009  
**TIME:** 12pm till late  
**VENUE:** Oude Kraal – day of fun

We thank you for taking the time to peruse this proposal and look forward to doing business with your company in whatever format your marketing requirements will require.

Kind regards  
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