



Ugu Jazz Festival

2016

Presentation

Ugu District Municipality



BUILD UP PROGRAMMES



UGU JAZZ YOUTH CONCERT

24 JUNE 2016

@

UGU SPORTS AND LEISURE CENTRE

Coordinated by Cyassound Investment Holdings Pty Ltd

A platform given for Ugu Jazz Festival Youthful Market and Musicians in other contemporary genres of music that do not participate in the Main event (Kwaito, Hip Hop, Dance and Motswako) as well as a social event hosting guests of the event within the Ugu District on the eve of the Main event Festival.

Targeted :	7,000 patrons
Ticket Sales:	R100 (general)
Proposed line-up:	Cassper Nyovest, Em Tee, Tira, Professor,
Layout :	Indoor event staged within a Dome structure with live performances, golden circle area and general area for patrons
Proposed duration:	7 hours
Logistics :	Parking allocated on Knoxgore Road, only artists and VIP guests parking within Ugu Sports and Leisure Centre 7
Event conditions:	No braai stands, no gazebos only camp chairs and cooler boxes allowed. Food courts to be available onsite

This is the sole intellectual property of Cyassound Investment Holdings Pty Ltd and may not be copied or distributed without the permission of the author!



PROPOSED ARTIST'S LINE UP

International / National / Local Artists

Jazz Event Ambassador

Selaelo Selota

Ringo Madlingozi, Jimmy Dlodlu, Selaelo Selota, Zonke, Head over Heels, Bongani Nkwanyana, Nomalanga, Zakes Bantwini, Naima Kay, Africa, The Soil, Nathi and two (2) local artists.
KZN JAZZ CLUBS & PROVINCIAL JAZZ BANDS



This is the sole intellectual property of Cyassound Investment Holdings Pty Ltd and may not be copied or distributed without the permission of the author!

PROPOSED ARTIST'S LINE UP

National / Local Artists

Cassper Nyovest, Em Tee, Professor, Tira, Culoe, DJ 101, Bruce, Qhawe

2 x Local Artists



This is the sole intellectual property of Cyassound Investment Holdings Pty Ltd and may not be copied or distributed without the permission of the author!



OUR REQUEST TO NATIONAL LOTTERY COMMISSION



Ugu District Municipality is requested

To sponsor the Ugu Jazz Festival 2016 with a funding contribution of R1,000,000.00

- *To compensate artists for the main event and youth concert*
- *To cover logistics and technical costs of the project*

This is the sole intellectual property of Cyassound Investment Holdings Pty Ltd and may not be copied or distributed without the permission of the author!



UGU DISTRICT MUNICIPALITY BENEFIT VIP PACKAGE



Ugu District Municipality Team shall be hosted within a VIP lounge for 250 Guests,

The *Ugu District Municipality* VIP Hospitality Lounge shall be inclusive of:

- ❖ An Exclusive VIP experience of the event which includes :
 - ❖ Preferred parking allocation;
 - ❖ Complimentary cocktail platters, meals & refreshments;
 - ❖ Television monitors streaming the event into the VIP Hospitality Space to be accommodated in the main building, Upper Lounge.

Ugu District Municipality shall further enjoy brand opportunity to the *Ugu Jazz Festival 2016 Youth Concert and Main Event*

This is the sole intellectual property of Cyassound Investment Holdings Pty Ltd and may not be copied or distributed without the permission of the author!



CHALLENGES

UGU JAZZ FESTIVAL

2015



- Late confirmation of some of the funding and disbursements of funds;
- Majority of UJF 2014 partners were non-cash sponsorships which did not majorly support the financial demands of the event.
- Late confirmation of funding for hospitality resources.
- Late and non--submissions of promotional material for LED screens from partners limited marketing information or promotional material being flighted on screens.
- Ukhozi FM – Jingles were not played as per schedule even interviews were not processed accordingly.
- Benefits be standardized as per the contribution of each Partner.

This is the sole intellectual property of Cyassound Investment Holdings Pty Ltd and may not be copied or distributed without the permission of the author!



RECOMMENDATIONS



- ❖ The Build-up Events (Isicathamiya, Gospel Concert and Arts Expo), will not be taking place this year due to financial constraints;
- ❖ Standardisation of sponsor benefits to be as per sponsor / partner contribution;
- ❖ No marquees and scaffolding for the Ugu Jazz Festival 2016, if need be, it will be at the sponsor / partners own cost;
- ❖ Limited secured VIP Parking to be allocated to VIPs; the VIP ticket to be inclusive of the parking ticket;
- ❖ Promotional blitz will not be conducted but it will be open for partnerships and if there's a return on investment opportunity;
- ❖ Ukhozi FM participation request to be submitted this month and to start promotions by April to June 2016;
- ❖ Engagement with artists at an early stage (April) and ensure all logistics are confirmed.
- ❖ All funding confirmations and disbursements from sponsors / partners to be submitted at least two months in advance to avoid any setbacks;
- ❖ Screens at the VIP venues to be more visible and of a bigger size.

This is the sole intellectual property of Cyassound Investment Holdings Pty Ltd and may not be copied or distributed without the permission of the author!



arts and culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



PROVINCE OF KWAZULU-NATAL
ISIFUNDAZWE SAKWAZULU-NATALI



SMG



20

This is the sole intellectual property of Cyassound Investment Holdings Pty Ltd and may not be copied or distributed without the permission of the author!