

ANNUAL WILDERNESS FESTIVAL

23 - 25 MARCH 2018

Sponsorship proposal

Proudly hosted by:
Wild Festival CC
(2010/076235/23)

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1. Sponsorship proposal:

1.1 Overview

The Wilderness festival, formerly known as the Vodacom George Cheese Festival, established itself as a hallmark event that draws together tourists, local residents, business owners, local producers, community organisations, media and visitors from all over South Africa on an annual basis.

The festival celebrates not only the community's richness, diversity, dynamism and heritage, but most importantly, savours the exceptional culinary products from our region as well as the rest of South Africa.

Since its inception in 2002, the festival has grown in visitor numbers and now counts as one of the largest events of its kind in the region. The 2016 festival was hosted in Wilderness the first time, attracting in excess of 8500 visitors, 70 exhibitors and hundreds of thousands of rands worth of media coverage, making it the biggest event ever hosted in Wilderness, and one of the most visible event brands in The Garden Route.

In accordance with an agreement reached between the Hotel and the Owner of the festival, the festival was hosted at the hotel in 2017 for a second time, exceeding the 2016 festival in numbers and size. Wilderness, regarded as part of George is home of The Wilderness Hotel, conveniently located just off the N2. The Wilderness Hotel will in 2018 once again form the main festival arena.

The recently refurbished hotel and its facilities has proved to be a winning formula as it continues to experience an increase in quantity of visitors making use of the venue.

The Wilderness Festival will in 2018 once again combine an entertainment programme, including music and fashion with exhibitions of arts and crafts and other local products with a focus on food and beverages, tourism and activities, including a youth zone.

The organisers together with Wild Festival CC (2010/076235/23) and their partners invite you, the potential sponsor to review the proposal below and then contact us to discuss opportunities in more detail.

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1.2 Vision

Our vision for The Wilderness festival is for the festival to contribute to the long term development of The Garden Route's economy and community and to showcase to a broader national audience all The Garden Route has to offer. This includes its spectacular scenery, unique activities and its amazing products like wines, craft beers, locally produced gin and fresh produce.

1.3 Mission

Our mission is to continue to create a festival that attracts large numbers of visitors from The garden Route and beyond, becoming established as the community's hallmark national event and to leave a legacy for the community.

We further strive to provide a platform for visitors, sponsors, partners and the media to interact directly with local producers and artists and thereby achieving their marketing, communications and corporate objectives.



1.4 Strategy

Our strategy for achieving our vision and mission is to:

- Empower small businesses and local producers by facilitating their participation in the festival as exhibitors and suppliers
- Establish networking opportunities for small businesses as well as the formal business sector who exhibit at the festival
- Employ local residents wherever possible in the provision of products and services to the festival.
- Create a venue and event for sponsors and exhibitors to market their brands to exhibit and sell their products directly to consumers.
- Provide a platform for the promotion of local tourism initiatives.
- Develop the arts, crafts, sport and local fresh produce suppliers within The Garden Route.
- Involve the talents and cultures of the broad Garden Route community to make the festival an inclusive and representative event.
- Create an entertainment and activity programme to attract both local residents and the public at large featuring local and national artists
- Communicate The Garden Route and its success story to a larger audience through an extensive national media campaign
- Contribute to the development of The Garden route as a global brand
- Establish The Wilderness festival as the event for promoting local produce, business, culture and heritage.



1.5 Target market

The target market for the Wilderness festival can be divided into three categories:

General public

- Residents of The Garden Route and Klein Karoo
- The people from the Western, Eastern and Northern Cape to which The Garden Route is a close but sometimes forgotten neighbor.
- Local and international tourists keen on visiting The Garden Route and experiencing local hospitality in a sophisticated and authentic setting.

Youth

- School children from the age of three and up, as there will be host of activities to keep them occupied while their parents savour the local flavours.

Business sector

- Small business owners looking to expand their business opportunities by building relationships with exhibitors.
- Corporate buyers wishing to extend their procurement networks into the small business sector

1.6 Focus area and activities

The Wilderness festival has 5 major focus areas.

- Food and Beverage
- Travel and Tourism
- Arts & Crafts
- Music
- Leisure, Sport and Lifestyle

Each of these areas offers opportunities for organisers to get involved in the festival as exhibitors, sponsors or media partners.

The main activities at the 2017 Wilderness festival will be:

- **Fresh produce and food products**

An exhibition of mostly local produce and fresh produce.

There will be areas dedicated to food demonstrations and tastings. Exhibition areas will be sold in

packaged units ranging from 2m² to 4m² for larger exhibitors. Custom stands can also be arranged.

- **Main performance stage**

A stage will be erected in the pool area close to the main exhibit area. The layout of the pool area is perfect for music performances and fashion shows. The stage will be fully equipped with audiovisual gear, and staffed by qualified sound engineers and technicians.

We will be placing an emphasis on inviting local artists and performers to maintain in accordance with our vision to employ local talent to provide the entertainment. The Garden Route is brimming with talent, and the Wilderness Festival aims to be a Launchpad for upcoming artists wishing to build a career.

- **Sporting events**

In 2017 we established a partnership with the very popular Summer MUSIC Colour Run, attracting hundreds of followers to visit Wilderness, the festival and the greater George area. The participants of the Summer Music Colour Run boosted the local economy with up to R4M taking food, accommodation and day-to-day spending in consideration.

- **Craft market**

A craft market will be set up specifically aimed at developing the craft industries of The Garden Route and surrounding areas. The craft market will be linked to the tourism development strategy of the festival, encouraging local and international tourists to buy crafts from local manufacturers.

- **Kids zone**

As the festival is aimed at being an event for the whole family, there will be a kids zone focusing on the younger generation. The kids zone will be fun packed with a wide variety of activities to entertain the kids. The children will be under qualified adult supervision, giving their parents the opportunity to leave the little ones in safe hands while exploring the festival.

- **Food and beverage**

Food and other product stands will be strategically placed, ensuring that all exhibitors have the same exposure, while there will be ample seating to ensure the comfort of the festival goers. The Wilderness Hotel restaurant and bar facilities will also be available for festival goers.

1.7 Marketing and communications

An important ingredient of success for the Wilderness Festival will be to get the big media players in The Garden route and Western Cape to support and promote the festival.

Our strategy will be to engage with radio and print media owners and appoint one in each media category as a media partner on a trade exchange basis.

This means the media partners will give the festival air time and column centimeters for free, in return for the festival giving them exclusive branding and other rights. In this way the festival does not incur large advertising costs.

In addition to enlisting the support of media partners, the organisers will develop a marketing campaign targeting as wide an audience as possible. It is important that we target local, regional, national and international audiences. As social media is the strongest platform, great emphasis will be placed on our social media as well as that of our partners. The promotional and communication objectives are highlighted as follows:

- To ensure that The Wilderness Festival as a brand is consistently involved in promotional activities and events to ensure top of mind awareness.
- To establish The Wilderness festival as an industry leader within its target market.
- Identifiably connecting the brand to specific entertainment and promotional events.
- To create and strengthen relationships with key media as well as to launch and maintain maximum brand exposure for The Wilderness Festival through all possible media formats.
- Targeted marketing campaign.
- The target market is not only young people, families and upwardly mobile residents of the locality where the festival is staged, but also the wider community and tourists.

To ensure the Wilderness Festival receives the exposure necessary, a marketing and communications campaign covering the entire media spectrum will be implemented to meet the targeted objectives.



Poster Campaign:

Design, print, board mounting and erection of prime poster sites.

Leaflets / flyers:

Design, production and creative distribution campaign.

Newspapers:

Design, production and placement of advertising. Ongoing editorial and advertorial, both before and after the festival.

Magazines:

Design, production and placement of advertising.

TV:

Television editorial campaign.

Radio:

Design and production of radio advertising and public relations campaign.

Internet:

Leading online partners to host festival promotions, online competitions and giveaways.

Public relations:

We have more than 20 years' experience in the media and public relations industry and specialize in this field. The development of a comprehensive campaign for the benefit of all stake holders is well underway.

- Pre- and post-campaign targeting above-mentioned media.
- Press releases to all leading publications and electronic media.
- Public relations opportunities created and executed for maximum exposure.

In the past, the festival generated hundreds of thousands of rands in publicity value, and we aim to improve on that figure.



1.8 Budget

The Wilderness Festival sponsorship budget is approximately R400 000, excluding R240 000 in value provided by the festival media sponsors.

The organisers have formed a partnership with the local business chamber which entitles their Mayoral fund a percentage of the profits from the festival. This money will be injected into the local economy, leaving a lasting legacy for the sponsor.

As far as possible, the organisers will select organisations based in The Garden route as suppliers to the festival. However it might be necessary for some South African based suppliers to be selected if the Wild Festival team and the team of organisers deem it necessary based on available experience and capacity.



1.9 Sponsorship options - (based on 2017 expenditure with a 10% increase for the 2018 budget)

The Wild Festival team's strategy for appointing sponsors is based on different areas of the festival. All figures exclude VAT, as the Wild Festival CC is not VAT registered.

<u>Sponsorship opportunity:</u>	<u>Number of sponsors:</u>	<u>Focus area:</u>	<u>Sponsorship value:</u>
Title Sponsor	One	Overall	R245.000
Media	Five	Newspapers	R35.000
		Radio	R55.000
		TV	R35.000
		Print	R30.000
Main arena	One	Main arena	R50.000
Demonstration area	One	Pairing hall	R20.000
Arts & craft	One	Arts & crafts arena	R20.000

Each sponsor is awarded sub-naming rights to the area they sponsor. For example, should a company take the title sponsorship, it would have the right to attach its brand to all elements of the sponsorship, including exhibition space taken up by exhibitors.

The organisers are flexible in regard to which focus areas are chosen by each sponsorship option.

1.10 Sponsorship rights and benefits

Sponsorship rights and benefits are granted according to the sponsorship option taken up by the sponsor.

Naming rights:

The title sponsor is entitled to have its logo prominently used in all media announcements and communications related to the festival.



Branding

Media coverage and advertising

In all radio and TV broadcasts, advertisements, media releases and other communications, the sponsor's name and logo will feature alongside that of the festival name and logo.

Main entertainment stage

The title sponsor will share branding rights to the main entertainment stage, located in the most prominent position on the festival grounds, along with the names of the media sponsors.

Banners

Sponsors will be allowed to erect banners in and around the festival grounds for the full duration of the festival.

Entry tickets

Sponsors may have their logo printed on the entry tickets bought by the festival goers.

Posters

Sponsors' logos will be printed on all the posters printed to promote the festival and distributed throughout the area and in particular in the proximity of the festival.

Leaflets

Sponsors' logos will be printed on the leaflets distributed in the weeks leading up to the festival.

Website

Sponsors' logos will appear on the festival website for a minimum of 6 months after sponsorship has been secured.

Merchandise

Sponsors' logo will be printed on festival merchandise which may include baseball caps and t-shirts.

Exhibition space

Sponsors will be allocated complimentary exhibition space within the festival area.

Media advertising

Through the broadcast and print media partners, Sponsors will obtain guaranteed media coverage. This will include all the principal media and will be allocated according to sponsorship options and negotiations with media partners.



2. The festival venue

The Wilderness Hotel boasts with 158 bedrooms, a restaurant that can seat 250 people in one sitting, two swimming pools, a bowling green, a health hydro, two tennis courts, a squash court and plenty more.

The banqueting halls and conference facilities, one which can accommodate up to 800 delegates, makes the venue ideal for hosting the Wilderness festival.

The hotel gives us the opportunity to have most of the exhibits indoors; saving on infrastructure for the exhibitor while eliminating logistical problems should it rain. The indoor exhibits also eliminate security issues to a large extent. Furthermore the hotel is equipped with a large generator, capable of supplying adequate electricity in the event of a power failure.

Wild Info and The Wilderness Hotel extended their ongoing partnership to host the Wilderness Festival at the Hotel in 2017.



3. Company profile

Wild Info, your one-stop travel shop, is a privately owned tourism office based in the vibrant Timberlake Village, between Sedgefield and Wilderness in The Garden Route. Proudly affiliated with the Outeniqua Tourism Association, our mission is to promote The Garden Route as the prime outdoor and holiday destination that we all know it is.

Whether you are looking for accommodation, transport, activities, or somewhere to have a bite to eat, the Wild Info team will take care of all your holiday and travel requirements. Visit our office at Unit 12, Timberlake Village, or contact us on +27 44 882 1046 during office hours or +27 84 446 3422 after hours. Alternatively you can mail us at info@wildinfo.co.za.

Owner and entrepreneur, Jacques, has extensive experience in travel, tourism and the hospitality industry, and after taking over the festival in 2015, he brought the festival to Wilderness and hosted an extremely successful event in 2016, and again in 2017, with the support obtained from the local community, municipality, private sector and role players in the tourism industry.

Rain or shine, the 2018 Wilderness Festival promises to build on the success of the previous festival - sand will be an event to be remembered.

Thank you for your consideration in becoming a sponsor of the 2018 Wilderness Festival.

We look forward to welcoming you as member of the Wilderness Festival.