

CAPE  
TOWN

# CARNIVAL

## SPONSORSHIP PACKAGES

DIAMOND

**R500 000.00+ (Branding and Float)**

### On event day

- Branded golf cart/banner person preceding float
- Announcement of float sponsorship on digital display boards during parade
- 2 x branded AV towers (production at own cost, rigging at Cape Town Carnival cost)
- 20 x branded street light banners along either side of the Fan Walk
- Area for erection of public viewing stands (logistics and branding at sponsor's cost)
- 50m Activation Zone
- 150m Fence Branding (75m on either side) within the activation zone (cost of production and rigging included)
- Branding/advertisements on the 8 x AV screens (before and during the parade)
- 16 x Feather banners within activation zone (must be removed before parade start)
- Branded gifts in VIP and media areas
- 12 x complimentary tickets to Cape Town Carnival exclusive VIP viewing stand

### Social Media & PR

- 30 x branded Facebook posts in the three month run up to the event
- 10 x branded Facebook posts in the month after the event
- 60 x Twitter updates in the three month run up to the event
- 4 x YouTube clip (creative concept, CSI involvement)
- Logo on Cape Town Carnival website
- Logo on artwork, and promotion as sponsor of an online competition
- 3 x blogs published on Cape Town Carnival blog plus dissemination to 3rd party websites via our online PR channels
- Logo on monthly digital newsletters (6 months)
- PR on creative concept and CSI involvement via print and digital media partners

### Television

- Logo on sponsor's billboard during MNET 26-minute documentary which is also broadcast on Mzansi Magic (dates

to be confirmed).

- Logo placement on sponsor's billboard on MNET, Mzansi Magic and KykNET, KykNET2 promo ads
- Incidental branding exposure during MNET 26-minute documentary
- Promotion as PRESENTING SPONSOR during MNET 26-minute documentary
- Filler insert on float sponsorship and creative concept aired on MNET and KykNET, KykNET2 and Mzansi Magic. Additional MNET channels to be advised.

### Printed Collateral

- Logo on all printed marketing collateral including:
  - 2000 A1 Street Pole posters
  - 1000 A3 posters
  - 30 000 printed Cape Town Carnival maps/guides
  - 10 000 Road Closure Flyers to local residents
- Logo on Sponsor's Wall used for all official interview filming and photography
- Logo on all invitations and press releases

### Billboards

- Logo on billboards in 3 high traffic locations across Cape Town (locations TBA)
- Logo on Cape Town Carnival digital billboards at the V&A Waterfront during the months of December, January, February and March.

### Ancillary Rights

- The sponsor will have the right to make use of the Cape Town Carnival logo in all marketing material, subject to approval by the Cape Town Carnival Marketing Manager. This includes the use of the logo in advertising/media placed by the sponsor.

### BEE/CSI

- Corporate funders' full CSI contribution to Cape Town Carnival will count towards its B-BBEE scorecard under the Socio-Economic Development element of B-BBEE legislation.
- A documented case study detailing how the presenting sponsor's involvement has impacted the life of a participating community member.



# SAPPHIRE

R300 000.00+

(Branding and Float)

## On event day

- Announcement of float sponsorship on digital display boards during parade
- 10 x branded street light banners along either side of the Fan Walk
- 50m Activation Zone
- 100m Fence Branding (50m on either side) within the activation zone (cost of production and rigging included)
- Branding/advertisements on the 8 x AV screens (before and during the parade)
- 12 x Feather banners within activation zone (must be removed before parade start)
- Branded gifts in VIP and media areas
- 8 x complimentary tickets to Cape Town Carnival exclusive VIP viewing stand

## Social Media & PR

- 20 x branded Facebook posts in the three month run up to the event
- 8 x branded Facebook posts in the month after the event
- 40 x Twitter updates in the three month run up to the event
- 2 x YouTube clip (creative concept, CSI involvement)
- Logo on Cape Town Carnival website
- Logo on artwork, and promotion as sponsor of an online competition
- 3 x blogs published on Cape Town Carnival blog plus dissemination to 3rd party websites via our online PR channels
- Logo on monthly digital newsletters (6 months)
- PR on creative concept and CSI involvement via print and digital media partners

## Television

- Logo on sponsor's billboard during MNET 26-minute documentary which is also broadcast on Mzansi Magic (dates to be confirmed).
- Logo placement on sponsor's billboard on MNET, Mzansi Magic and KykNET, KykNET2 promo ads
- Incidental branding exposure during MNET 26-minute documentary
- Promotion as PRESENTING SPONSORS during MNET 26-minute documentary
- Filler insert on float sponsorship and creative concept aired on MNET and KykNET, KykNET2, Mzansi Magic. Additional MNET channels to be advised.

## Printed Collateral

- Logo on all printed marketing collateral including:
  - 2000 A1 Street Pole posters
  - 1000 A3 posters
  - 30 000 printed Cape Town Carnival maps/guides
  - 10 000 Road Closure Flyers to local residents
- Logo on Sponsor's Wall used for all official interview filming and photography
- Logo on all invitations and press releases

## Billboards

- Logo on billboards in 3 high traffic locations across Cape Town (locations TBA)
- Logo on Cape Town Carnival digital billboards at the V&A Waterfront during the months of December, January, February and March.

## Ancillary Rights

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## BEE/CSI

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R200 000.00

(Branding and CSI Initiative)

# RUBY

## On event day

- 50m Activation Zone
- 50m Fence Branding (25m on either side) within the activation zone (cost of production and rigging included)
- Branding/advertisements on the 8 x AV screens (before and during the parade)
- 6 x Feather banners within activation zone (must be removed before parade start)
- Branded gifts in VIP and media areas
- 6 x complimentary tickets to Cape Town Carnival exclusive VIP viewing stand

## Social Media & PR

- 12 x branded Facebook posts in the three month run up to the event
- 2 x branded Facebook posts in the month after the event
- 20 x Twitter updates in the three month run up to the event
- 1 x YouTube clip (around CSI involvement)
- Logo on Cape Town Carnival website
- Logo on artwork, and promotion as sponsor of an online competition
- 1 x blog published on Cape Town Carnival blog plus dissemination to 3rd party websites via our online PR channels
- Logo on monthly digital newsletters (6 months)

## Television

- Logo on sponsor's billboard during MNET 26-minute documentary which is also broadcast on Mzansi Magic (dates to be confirmed).
- Logo placement on sponsor's billboard on MNET, Mzansi Magic and KykNET, KykNET2 promo ads
- Incidental branding exposure during MNET 26-minute documentary
- Incidental branding during filler inserts aired on MNET and KykNET, KykNET2 and Mzansi Magic. Additional MNET channels to be advised.

## Printed Collateral

- Logo on all printed marketing collateral including:
  - 2000 A1 Street Pole posters
  - 1000 A3 posters
  - 30 000 printed Cape Town Carnival maps/guides
  - 10 000 Road Closure Flyers to local residents
- Logo on Sponsor's Wall used for all official interview filming and photography
- Logo on all invitations and press releases

## Billboards

- Logo on billboards in 3 high traffic locations across Cape Town (locations TBA)
- Logo on Cape Town Carnival digital billboards at the V&A Waterfront during the months of December, January, February and March.

## Ancillary Rights

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## BEE/CSI

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- A documented case study detailing how the presenting sponsor's involvement has impacted the life of a participating community member.