



# 057 HC



sport, arts, culture & recreation  
Department of  
Sport, Arts, Culture and Recreation  
FREE STATE PROVINCE



## *Mission*

Our goal from the beginning has been to put on an eccentric and energetic event that celebrates the citizens of the Free State province who are scattered throughout the country, by amassing them at one vibrant location wherein they can reminisce and value their birth province and its fellow citizens.

The 057 Home Coming (057HC) event started off at Constantia guest house in Welkom, with around 1,000 patrons (mostly our close friends) in attendance. The event grew drastically over the years which necessitated hosting it as a full outdoor event with extended logistical arrangements and thus more financial requirements. The event's performing talent includes relevant, topmost and award(s) winning local, national and international known artists. This has made our event a major force and the preferred entertainment spot during the

## *Event Overview*

### **Background**

The 057HC idea came about when we hosted an event at Constantia guest house in 2012 which was attended by around 1,000 people, which exceeded our expectations by far. The event was hosted on the 26<sup>th</sup> December as a "Home Coming" theme since we wanted to establish an exciting atmosphere wherein we could rejoice being back at our home city (i.e. Welkom) and reconnecting with each other after being absent from it for most part of the year.

The event grew substantially over the years and was moved in 2014 from Constantia guest house to plot 58 and then unicorn golf club from 2015 to 2017. We have been able to increase attendance to the event by 1,100% within the five years of its existence, from an estimated crowd of 1,000 in 2012 to 10,000 in 2017.

With this drastic growth we have witnessed over the years the organisers have been posed with the exciting challenge of extending the logistical arrangements and thus more financial requirements. The event scope stretches over three offerings namely this year

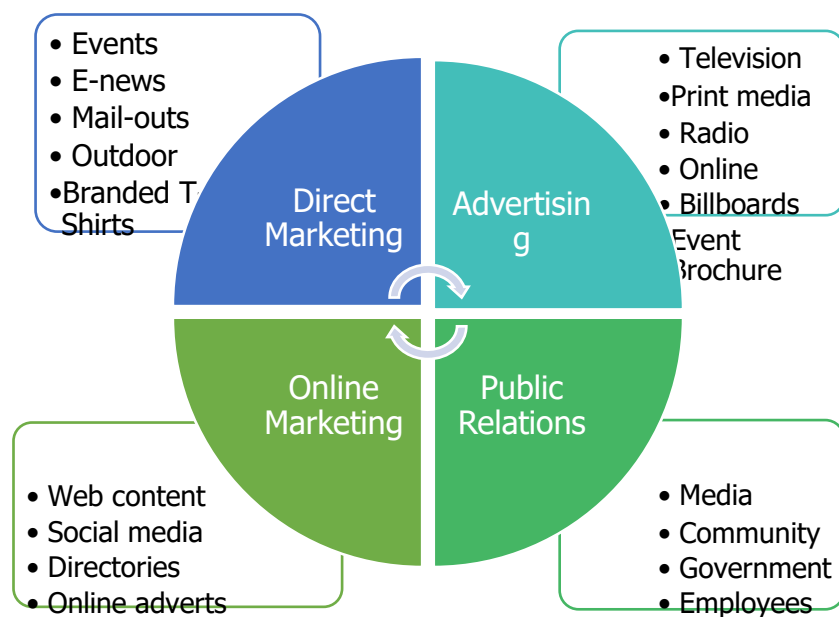
1. Performances
2. Arts, Culture and Taste Village
3. The Gaming Arena.

The event has a positive social and economic impact in Welkom and the surrounding areas given that preference to the procurement and employment opportunities during the event are given to the local community and businesses. The event patrons also get to spend money on other products and services from businesses not involved in the logistics of the event, which is an additional boost to the social and economic condition in Welkom and the surrounding areas.

Our event has attracted a large number of fans from other provinces which contributed positively to its success and in identifying our new quest of becoming a major and exciting event drawing people from all over South Africa and beyond.

## MARKETING & PROMOTION

It is imperative to establish innovative ways of aggressively marketing and promoting the event since this can either make or break the success thereof. We will implement and integrated marketing plan that will enhance your brand visibility as illustrated below;



## *Benefits for Sponsoring*

The 057HC Event seeks to creatively partner with entities looking to associate themselves with a high quality event that brings thousands of music, arts, cultural and culinary lovers together with entertainment enthusiasts together for a one-of-a-kind experience.

Being a sponsor of the event will derive the following benefits for the department:

- The events will serve as a catalyst in assisting the department to achieve its mission of striving towards a transformed society.
- The department will be able to effectively convey its mission, deliverables and achievements through our extensive advertising and promotion campaign.
- Provide stimulus for additional infrastructure development
- Boost and sustain an all-inclusive economic growth
- Contributing positively towards the social and economic conditions of the community of Welkom and the surrounding areas through job opportunities and skills transfer created through the various events.
- Empowerment and development of various SMME's utilised during the events.
- Becoming a sponsor of our event can have a tremendously positive impact for the department.

### PAST SPONSORS

- SAB
- BRANDHOUSE
- HEINEKEN SA
- FREE STATE TOURISM AUTHORITY
- MATJHABENG LOCAL MUNICIPALITY
- THE ROCK FM
- REALLY GREAT BRAND (HENNESEY & BELVEDEER)
- LTK LIQUORS

## Sponsorship opportunities

Opportunities	Platinum Package (1 Sponsor)	Gold Package (2 Sponsors)	Silver Package (4 Sponsors)	Bronze Package (Unlimited)
Exclusive naming rights	Yes	No	No	No
Enjoys the highest level of promotions and value that the event has to offer.	Yes	No	No	No
Represented in key events decisions	Yes	No	No	No
Logo and one x 400 word article on event advert placed in print media nationally	Yes	Yes	No	No
Advertising rights in all events	Yes	Yes	No	No
Featured first in all marketing materials	Yes	No	No	No
Featured in all marketing materials	Yes	Yes	Yes	No
Premium vendor booth in all events	Yes	No	No	No
Vendor booth in all events	Yes	Yes	No	No
Number of VIP access for all events	120	50	16	8
Logo included on event adverts placed in print media	Yes	Yes	No	No
Entity mention in all on-air media such as radio or podcasts	Yes	Yes	No	No
Entity mention on mic by artists throughout all events	Yes	Yes	No	No
Prominently featured on the 057HC website	Yes	Yes	No	No
Featured on the 057HC website	Yes	Yes	Yes	Yes



## *SOCIAL RESPONSIBILITY*

Currently J & K Solutions Cc has an active social responsibility drive that focuses in promoting decent primary education by providing shoes to the needy children from previously disadvantaged communities at primary education level. The project started in 2013 and is called 057 Home-Coming cares (057 HC Cares). This initiative is achieved through the following;

- Committing 15% of gate takings to the project.
- Raising funds from the community.
- Distributing of school shoes to learners from disadvantage backgrounds.

To date more than 3,000 previous disadvantaged children have benefited from the initiative, and we aim to distribute in excess of 5,000 shoes from hosting the 2018 Event.



Contact Us:

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