



6th annual Soweto Wine Festival 2010

Bringing the Vineyards to Soweto, and Soweto to the Vineyards

2 – 4 September 2010 | University of Johannesburg, Soweto

SPONSORSHIP FRAMEWORK

*"We encourage you to utilise this festival as a **business and brand-building platform** as well as a **sales and income generating opportunity**".*

POSITIONING STATEMENT

The Soweto Wine Festival is a wine and lifestyle event held in Soweto that provides **black middle class** consumers with opportunities to **learn about wine** and **wine tasting etiquette** within a non-competitive environment. Simultaneously, this festival provides **economic value to the South African wine producers** by introducing South African wines to new markets via education and interaction that simultaneously **increases local consumption** and **sales**; and for sponsors, by hosting a strong platform for direct interaction with businesses and consumers prospects across multiple markets.

SOWETO WINE FESTIVAL 2010

Thursday, Friday & Saturday, 2nd, 3rd & 4th September 2010

University of Johannesburg, Soweto Campus, Chris Hani Road, Soweto

www.sowetowinefestival.co.za

Dear Sponsor

Welcome to the **6th annual Soweto Wine Festival 2010**.

*"We encourage you to utilise this festival as a **business and brand-building platform** as well as a **sales and income generating opportunity**".*

Given the enormous success of the 5th annual Standard Bank Soweto Wine Festival, we are delighted to invite you to participate as a valuable sponsor the 6th annual **Soweto Wine Festival**, to be held from **2-4th of September 2010** at the University of Johannesburg, Soweto Campus, Chris Hani Road, Soweto.

In 2009, **5,520 wine enthusiasts** flocked to Soweto's premier wine-tasting and lifestyle festival weekend in what has been hailed as **a major success** by press, festival organisers, sponsors, exhibitors and visitors alike. Since inception, we have seen an increase of over **1 000 visitors per year**.

We estimate in 2010 that **6,500 festival goers** will experience in excess of **800 wines from over 100 wineries**. Visitors will taste and savour a wide range of styles and cultivars: red and white, sweet and dry, as well as fortified, **sparkling** and Cap Classique, whilst interacting with lifestyle brands, experiencing sponsors' products, taking a wine class or having a meal in the food court.

There are several much-anticipated changes to the 2010 festival format.

1. The festival will be increased to three nights (Thurs, Fri & Sat) to cope with increased visitors.
2. A large marquee will be added to the side of the main hall, which reached full capacity in 2009.
3. A **Business Arena** will be introduced to the festival showcasing:
 - a) Information on **careers in wine, starting a wine retail store and wine education**;
 - b) A business model for running a franchised township-based wine festival.

The **Soweto Wine Festival** is considered the **most unique lifestyle festival of its kind in Soweto** and has one of the highest growth rates year on year to similar lifestyle shows in South Africa. Our **primary** audiences are **middle class Sowetan residents** (46%) and ex-Sowetans who travel from the southern and northern suburbs (54%) into Soweto. The festival also attracts an exclusive VIP and celebrity sect.

We encourage all our **sponsors to maximise their participation** with this dynamic audience.

We will do everything in our power to assist you in **reaching your objectives and goals**, and we encourage you to use this festival as a **business and brand-building platform** as well as a **revenue-building opportunity**.

We look forward to **welcoming you** to South Africa's fastest-growing lifestyle festival of the year!

- **From the Soweto Wine Festival Team** -

THE FESTIVAL SPONSORSHIP OFFER

The Attraction

The **Soweto Wine Festival** provides a **major platform** for sponsors' brands, along with the exhibiting of premium wine producers, to fully engage and directly interact with those businesses and consumers that are attracted to the festival in their thousands

Business market at the festival

This market is made up of wine producers; lifestyle brand directors and owners; large and small retail suppliers; restaurant owners; high-end Shebeen owners; spazza shops and corner-shop owners; supermarket owners, and the very important end consumers.

Visitors to the festival

It is fitting that this festival is making history by being the most successful trend-setting annual lifestyle event held in Soweto. The Sowetan newspaper on September 11, 2009 stated: **"It could arguably be designated Soweto's Party of the Year"**. *The Sowetan 2009*

This festival has built up cult status over the past 5 years. Having fun and learning about wine in a safe and vibrant atmosphere is truly the African way. This is an inquiring crowd who want to engage your brand, learn about your brand and buy your brand - so come equipped for this.

VISITOR STATS

This popular festival attracted over **4600 consumers in 2008** and **5520 in 2009**, and we expect in excess of **6500 visitors in 2010**. It is **not the quantity on people** that is important but the **quality** of people this festival attracts. These consumers include a large VIP set of **high-ranking Government Officials**; CEO's of multi-national companies; celebrities and local and national trendsetters - the 'Who's Who' of South Africa's social elite. Our research shows that 46% of festival visitors reside in Soweto, whilst 54% are from the northern and southern

suburbs who travel into Soweto for the festival; **81% visitors have a tertiary education**; 42% own their house; 78% state they are brand conscious; 53% are male; **80% are between 25 to 49 years old**; 25% earn over R15 000 and **36% between R6 000 and R10 000** per month; 47% have been drinking wine between 1 and 5 years; **75% spend between R50 and R100** on a bottle of wine. These are the **early adopters and brand influencers** of the black diamond market.

The Soweto Wine Festival's principle functionalities are:

- to afford South Africans the opportunity to taste and explore over 800 of South Africa's new and established wines;
- to stimulate sales and consumption of local wines to South Africa's majority;
- to educate on the enjoyment and responsible consumption of wine;
- to encourage and assist black empowerment wine brands and farms to showcase wines;
- to introduce and expose South Africa's wine producers to the affluent black middle class market, which will become their largest consumer market in years to come.
- to allow purchasing (and delivery) of wines at the festival

The Soweto Wine Festival 2010 - What will be at the festival?

Tourism into Soweto over the festival weekend is at an all-time high. Wine lovers and connoisseurs from **all over Africa** and several parts of the world travel into Soweto to taste over 800 wines in a uniquely African wine and lifestyle event.

As a sponsor, utilising the festival as a **market-penetration programme** for your business and brand will gain you entry to one the largest emerging South African tourist and trade events in South Africa. The festival continues to attract tourism into Soweto and assists brands in **communicating relevant messages of social, civic and cultural pride**.

BRANDED VIP LOUNGE

- Thursday Night is the Platinum Sponsor Night
- Friday and Saturday nights are reserved for the Gold Sponsors

The VIP Lounge is a special and sought-after lounge overlooking the main wine exhibitor hall. The sponsor is responsible for the décor, food and entertainment costs to host 350 people. The festival provides wine and water. No beer is served.

The VIP lounge is for the **Platinum** and **Gold sponsors'** management and stakeholders and the festivals **VIP Guests**, celebrities and a maximum of 50 media staff each evening to enjoy free-flowing wine, outstanding cuisine and fantastic, vibrant entertainment whilst networking.

As a **Platinum or Gold Sponsor**, you are allocated 100 VIP tickets for your stakeholders to enjoy your VIP lounge and a smaller allocation to the other 2 VIP evenings, whilst the festival allocates the remaining VIP tickets to Gold sponsor VIPs, business stakeholders, and select media.

WINERIES

- There will be a maximum of **100 wineries showcasing** over 800 wines at the 2010 festival

WINE LOUNGE

- There will be a maximum of **6 wine lounges** the 2010 festival. These include JC Le Roux; 4th Street; Alto; Nederburg and Pearly Bay. There is still one wine lounge still available.

LIFESTYLE LOUNGE | TOURISM & TRADE

- There are a maximum of **6 lifestyle lounges** the 2010 festival. These include Dinokeng; Cradle of Humankind; SAN Parks; Samsung and Vodacom. There is still one lounge available.

THE FOOD COURT

- Sit down, order a meal and take time out from tasting wine

Every year we strive to improve important areas identified as popular and added value to the visitors. In 2010 the food court will be moved to a different area and have improved signage. This court is available to a sponsor to brand and sell food to all the visitors.

THE PICK N PAY WINE CLASS

- Free hour-long food-and-wine pairing sessions

The hall stage is converted into a sit-down tasting arena offering three 1-hour tasting sessions per evening. Each class has the capacity for a maximum of 40 students. These classes will focus on vertical, varietal and wine-and-food-pairing sessions. A celebrity chef and wine connoisseur will co-host these exciting Wine Classes.

NEW IN 2010

THE BUSINESS LOUNGE

- Careers in the Wine Industry
- Scholarship Opportunities for Wine Education
- The Business of Wine
- Wine Education

The Soweto Wine Festival stimulates the Soweto economy by providing direct employment at the festival, stimulating ideas and creating a networking environment for entrepreneurs.

Every year, organisers field up to 20 calls from people around South Africa and Africa interested in running a wine festival like the Soweto Wine Festival in other townships around South Africa and Africa, highlighting the need to provide education opportunities and a business framework to assisting entrepreneurs.

The inaugural **Business Lounge** aims to showcase opportunities for careers in the wine industry, introduce industry role-players to consumers and showcase financial support and services for the wine and agriculture sector. Visitors to the Business Arena will have an opportunity to meet one of the Soweto Wine Festival success stories: co-owner of the festival, Mnikelo Mangciphu, who launched Soweto's first wine specialist store in Soweto – **Morara Wine Emporium** - following the inaugural Soweto Wine Festival five years ago.

THE WINE SHOP

- Buy and order wine directly at the Soweto Wine Festival

It has become necessary to include a dedicated retail 'wine shop' at the festival to promote and manage the sale and delivery of wine purchased at the festival. This year, **Solly Kramer** will setup and manage the festival wine shop, enabling consumers to purchase or order their favourite wines on the spot.

SAFETY & SECURITY

- Seamless, safe and organised

To ensure a safe environment for visitors and sponsors alike, the festival employs three security firms. Each security firm has a dedicated area of responsibility at the festival, ensuring a seamless event.

PUBLIC RELATIONS & AVEs

→ World media flock to Soweto

In 2009, we had over 200 different press visiting the festival from South Africa, Africa and worldwide including Botswana, Mozambique, France, Germany, Spain and USA to name a few. The South African and International media provide **substantial press and broadcast support** to the Soweto Wine Festival every year.

In **2007**, we accumulated over **R1.1million (AVE)** in free PR.

This does not include the over 10 000 online articles nationally and worldwide.

In **2008**, we accumulated over **R2.1million (AVE)** in free PR.

There were also over 22 000 online references nationally and worldwide.

In **2009**, we accumulated over **R3.4million (AVE)** in free PR.

This does not include the over 30 000 online articles nationally and worldwide.

At the Soweto Wine Festival, there is a dedicated **media interview room** at to host TV and radio interviews. The festival's media and PR agency Hot Salsa Media work with sponsor

PR agencies to ensure maximum exposure, pre, during and after the event.

TICKET SALES

→ R60 per ticket

Tickets for visitors to the festival will be available from select Pick N Pay, at the Cape Wine Academy, online through www.ticketweb.co.za or at the door on the night.

IN CONCLUSION

The festival offers a **full-circle audience**, segmented and classified as separate markets in their own right...but all are connected audiences at **different levels in the consumer lifecycle**. It is a uniquely African and Sowetan experience. As a sponsor, this is your dream come true.

SPONSORSHIP CONTACTS

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