



Global Afrika uBuntu Programme Incorporating The Global Afrika uBuntu Indaba Partner Packages

(Conference, Exhibition, Workshops & Stadium Celebration)

Target Markets:

- Emerging (Grassroots) Market (Mass - LSM 4 – 7)
- Youth Market
- Women Market
- Affluent/Developed Market (LSM 7 – 10+)
- International Delegates
- Corporates

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uBuntu Indaba Lead Partner R2.5 million

The uBuntu Lead Package
Programme & Event Partnership
2011 - 2012

General Advertising & Marketing

- Branding along the stadium gates, parking lots and all entrances of Coca Cola Park Stadium.
- Branding at The Entrance to The Stadium (4 Large Banners + Branding on Pottery and along Ramp).
- Radio Advertising as uBuntu Indaba Lead Partner in all Radio Announcements, Adverts and Blurbs.
- Mobile Advertising – mentioned as partner in all (1 million) SMSes and MMSes.
- Lead branding on all Event Direct Mailers (1 million).
- Lead branding on all Event Personalised Emails (2 million).
- Lead branding on the Official Event Website.
- Lead branding on the Official Event .Mobi Site.
- Lead branding on Official Event Personalised Microsites or URLs (PURLs).
- Links from All Digital Media to Personalised uBuntu Indaba Lead Partner Microsite (partner effectively receives their own uBuntu web and .mobi sites/pages).
- Lead branding on all social media platforms (Facebook, Twitter, LinkedIn etc.).
- Pull-up banners at Entrance Area.
- 4-Page advertisement in 24-Page Event Programme Brochure.
- Front cover branding/advertisement in Event Programme Brochure including strip cover.
- Message/Editorial Profile as uBuntu Indaba Lead Partner in Event Programme Brochure (1 Page).
- Recognition as uBuntu Indaba Lead Partner within the Global Afrika uBuntu & Oneness Charter to be distributed worldwide. This could be named as the:
<Company Name> Global Afrika uBuntu & Oneness Charter.

Gala Dinner/Opening Ceremony

- Opening partner speaker at Gala Dinner/Opening Ceremony.
- Large centre stage banner/branding at Gala Dinner/Opening Ceremony.
- Branding on all tables at the Gala Dinner.

Press/Media Conference

- Target: TV, Radio, Print Publications, Mainstream Newspapers, Vernacular Newspapers, Trade Press.
- Master of ceremonies and/or first representative/speaker at the Press/Media Conference.
- Large Banner Branding at Press/Media Conference in The Auditorium as well as banners along the walls.
- Quoted as uBuntu Indaba Lead Partner in all press/media releases. *Continued...*
- Press release from the uBuntu Indaba Lead Partner included in the Press Pack for all Media.
- Logo on Press Pack for all Media Representatives.



uBuntu Indaba Lead Partner R2.5 million

The uBuntu Lead
Programme & Event Partnership
2011 - 2012

uBuntu/Oneness Conference

- 5-Minute Opening Message at Conference (1,000 delegates).
- Full branding/banners in main conference room for morning session.
- Branding on all delegate bags/packs, pens, and notepads.
- A large exhibition stand/area in Exhibition Hall A.

Sikelel' iAfrika Global Celebration

Coca-Cola Park Stadium

- 5-Minute Message at Stadium Event (+70,000 delegates).
- Rolling logo/branding on two Big Screens.
- Special VIP Cocktail Suite for 200 guests including catering (platters and wine) e.g. The uBuntu (Platinum) Suite.
- 200 Complimentary Tickets to the Stadium Event next to or near Special VIP Cocktail Suite.
- Branding along the arena perimeter area of the Main Stadium Arena (8 large drop-down banners).
- A special function room (off the Media Lounge) for promotion of products/services.

uBuntu Programme Branding 2011 - 2012

- Ongoing branding as uBuntu Lead Partner at All Oneness/uBuntu Events from Nov 2011- Nov 2012.
- Lead partner in quarterly uBuntu Career Guide targeting the Youth, Emerging or Women markets)
- Speakers at key uBuntu/Oneness Workshops covering one of these topics:
 - Youth
 - Women
 - Emerging/Grassroots
 - Smart Technology/Science
 - Wellness
 - Environment



Platinum Partner R1 million

The Platinum Partner
Event Package:

General Advertising & Marketing

- Branding at The Entrance to The Stadium (2 Large Banners + Branding on Pottery and along Ramp).
- Radio Advertising as Platinum Partner in all Radio Announcements, Adverts and Blurbs.
- Logo and branding on all Event Direct Mailers (1 million).
- Logo and branding on all Event Personalised Emails (2 million).
- Logo and branding in Official Event Website.
- Logo and branding in Official Event .Mobi Site.
- Logo and branding in Official Event Personalised Microsites or URLs (PURLs).
- Social Media branding on all social media elements.
- Pull-up banners at Entrance Area.
- DPS advertisement in 24-page Event Programme Brochure.
- Recognition as Platinum Partner within the Global Afrika uBuntu & Oneness Charter to be distributed worldwide.

Gala Dinner/Opening Ceremony

- Speaker at Gala Dinner/Opening Ceremony.
- Large banner/branding at Gala Dinner/Opening Ceremony.
- Branding on all tables at the Gala Dinner.

Press/Media Conference

- Target: TV, Radio, Print Publications, Mainstream Newspapers, Vernacular Newspapers, Trade Press.
- Representative/speaker at the Press/Media Conference.
- Branding at Press/Media Conference in The Auditorium.
- Quoted as Platinum Partner in all press/media releases.
- Logo on Press Pack for all Media Representatives

uBuntu/Oneness Conference

- Exclusive branding in one Plenary Session for a related topic/theme. This partner gets to pick a theme/plenary session and holds the branding rights in that plenary session function room. The themes include: Youth, Women, Emerging/Grassroots, Smart Technology/ Science Wellness and Environment.
- An exhibition stand in Exhibition Hall A.

Sikelel' iAfrika Global Celebration

Coca-Cola Park Stadium

- Rolling logo/branding on two Big Screens.
- Special VIP Cocktail Suite in Super Suite for 100 delegates (excluding catering costs).
- 100 Complimentary Tickets to the Stadium Event next to or near Special VIP Cocktail Suite.
- Branding in the perimeter area of the Main Stadium Arena (6 large drop-down banners).



Diamond Partner

R750,000

The Diamond Partner
Event Package:

General Advertising & Marketing

- Branding at The Entrance to The Stadium (1 Large Banner).
- Advertising as Diamond Partner in all Radio Advertising.
- Logo and branding on all Event Direct Mailers (1 million).
- Logo and branding on all Event Personalised Emails (2 million).
- Logo and branding in Official Event Website.
- Logo and branding in Official Event .Mobi Site.
- Logo and branding in Official Event Personalised Microsites or URLs (PURLs).
- Social Media branding on all social media platforms.
- Pull-up banners at Entrance Area.
- Full-page advertisement in 24-page Event Programme Brochure.
- Recognition as Diamond Partner within the Global uBuntu & Oneness Charter to be distributed worldwide.

Gala Dinner/Opening Ceremony

- Large banner/branding at Gala Dinner/Opening Ceremony.
- Branding on all tables at the Gala Dinner.

Press/Media Conference

- Target: TV, Radio, Print Publications, Mainstream Newspapers, Vernacular Newspapers, Trade Press.
- Representative/speaker at the Press/Media Conference.
- Branding at Press/Media Conference in The Auditorium.
- Quoted as Diamond Partner in all press/media releases.
- Logo on Press Pack for all Media Representatives

uBuntu/Oneness Conference

- Branding/pull-up banners in Presidential/Diamond Suite.
- This partner gets to pick a theme/plenary session and holds the branding rights in that plenary session function room. The themes include: Youth, Women, Emerging/Grassroots, Smart Technology/Science Wellness and Environment.
- An exhibition stand in Exhibition Hall A.

Sikelel' iAfrika Global Celebration

Coca-Cola Park Stadium

- Rolling logo/branding on two Big Screens.
- Special VIP Cocktail suite for 40 delegates in Diamond (Presidential Suite – catering not included).
- 40 Complimentary Tickets to the Stadium Event next to or near Special VIP Cocktail Suite.
- Branding in the perimeter area of the Main Stadium Arena (4 large drop-down banners).

Gold Partners
R250,000

Partnership of
special Chill/
Wellness Lounge
is available.

Partnership of
Arts & Culture
Exhibition also
available.

The Gold Partner Packages:



General Advertising & Marketing

- Logo and branding on all Event Direct Mailers (1 million).
- Logo and branding on all Event Personalised Emails (2 million).
- Logo and branding in Official Event Website.
- Logo and branding in Official Event .Mobi Site.
- Logo and branding in Official Event Personalised Microsites or URLs (PURLs).
- Social Media branding on all social media platforms.
- Logo in Event Programme Brochure.
- Pull-up banners at Entrance Area.

Press/Media Conference

- Target: TV, Radio, Print Publications, Mainstream Newspapers, Vernacular Newspapers, Trade Press.
- Pull-up banners at Press/Media Conference in The Auditorium.

uBuntu/Oneness Conference

- Branding/pull-up banners in Plenary/Track Session. This partner gets to pick a theme/plenary session and holds the branding rights in that plenary session function room.
- An exhibition stand in Exhibition Hall A.

uBuntu Celebration

Coca-Cola Park Stadium

- Special VIP suite for 24 delegates (catering not included).
- 2 Seats in VIP Area.
- Branding in the perimeter area of the Main Stadium Arena (2 large drop-down banners).



Spiritual Partners Package

Spiritual Partners are deemed to be organisations that share the same vision as Oneness Afrika and the uBuntu philosophy. In partnership, and in return for the Spiritual Partner Package, they would specifically co-brand and co-market the **Sikelel' iAfrika Global Celebration** to all their members and encourage them to attend the stadium celebration at Coca Cola Park Stadium (Ellis Park) on 11 November, 2011.

This would include sending out emails, distributing pamphlets, and actively promoting the event to all their members.

General Advertising & Marketing

- Mentioned in all Radio Interviews as Spiritual Partner.
- Logo and branding on all Event Direct Mailers (1 million).
- Logo and branding on all Event Personalised Emails (2 million)
- Logo and link to website on the Official Event Website.
- Logo and branding on the Official Event .Mobi Site.
- Social Media logo and branding on all social media platforms (Facebook, Twitter, LinkedIn etc.).
- Pull-up banners at Entrance Area.
- Half-page advertisement in 24-Page Event Programme Brochure.
- Recognition as Spiritual Partner within the Global Afrika uBuntu & Oneness Charter to be distributed worldwide.

Gala Dinner/Opening Ceremony

- 2x representatives at Gala Dinner.
- Branding on all tables at the Gala Dinner.

Press/Media Conference

- Target: TV, Radio, Print Publications, Mainstream Newspapers, Vernacular Newspapers, Trade Press.
- Quoted as Spiritual Partner in all press/media releases.
- Logo on Press Pack for all Media Representatives.

uBuntu/Oneness Conference

- Branding/pull-up banners in corridors and walkways.
- An exhibition stand/area in Exhibition Hall B.

Sikelel' iAfrika Global Celebration

Coca-Cola Park Stadium

- 5-Minute Message at Stadium Event (+60,000 delegates).
- Rolling logo/branding on two Big Screens.
- A special room within the stadium arena for the promotion of memberships/literature/services.
- 2 Seats in VIP Area.
- Branding in the perimeter area of the Main Stadium Arena (1 large drop-down banner - to be supplied by partner).