

#BRAAITOUR

To: Whom it may concern

Re: Sponsorship 2019 National Braai Tour

National Heritage Day is a South African public holiday on 24 September and for the past decade the National Braai Day initiative has called on all South Africans to use this day to unite around fires, share our heritage and wave the South African flag. At its core, this initiative is about nation building and fostering social cohesion.

In 2014 the head of the National Braai Day initiative Jan Braai (Jan Scannell), established the National Braai Tour (NBT), an expressive call to action that acts as the build up - a call to arms - to National Braai Day.

This weeklong event takes a group of proud and patriotic South Africans on tour through South Africa. We visit classic South African campsites, travel on well known routes and visit significant South African heritage sites and landmarks. The event is filmed and photographed and constantly shared on social media. National print, tv, and radio media are invited to travel with during the week and share their experiences.

The aim of #BRAAITOUR is to spread the message and ideals of having our great nation unite around fires, share our heritage and embrace each other as fellow South Africans. Furthermore we want to create awareness around flag pride. We encourage our event partners to run CSI activities in the rural areas of the towns through which we travel.

New Route 2019 - Our official route for 2019 will be as follow:

- 07 September: Cape Town - Cullinan Hotel
- 08 September: Swellendam - Kam'Bati River Resort
- 09 September: Calitzdorp Spa - Calitzdorp Spa
- 10 September: Calitzdorp Spa - Calitzdorp Spa
- 11 September: Beaufort West - Karoo National Park
- 12 September: Graaff-Reinet - Graaff-Reinet Sports Grounds
- 13 Sept: Gariep Dam - Gariep, Forever Resort



#BRAAITOUR

Brand association

The National Braai Tour would like to offer your brand the opportunity to position itself as a true South African icon within traditional and social media spheres, with a connection to the #BRAAITOUR further highlighting your brand as one that supports South African heritage and culture.

The #BRAAITOUR - as they say on social media - is a multi-day event that visits many traditional South African heritage sites and encourages all participants to learn more about South Africa.

The National Braai Tour can provide your brand valuable media and brand exposure pre- during and post event on national, regional and community media.

More about the National Braai Tour

The 2019 National Braai Tour takes place from 7 -13 September. The tour starts in Cape Town, traverses the Karoo and ends in Gariep.

The National Braai Tour is open to any South African (and those who wish they were South African!) older than 18 years of age. It is not a competition, race or survival course, but a bespoke event to showcase the country, proud South African ambassadors and brands. The total travelling circus consists of 60 teams of four people each with another 40 crew members keeping the tour on track. The #BRAAITOUR accommodates and represents people from all the varied and mixed South African cultures and backgrounds.

Entries to the National Braai Tour are open to the public, with some high-quality entrants hand-picked to take part. The organising committee of the National Braai Tour also recruits key teams to go on #BRAAITOUR. These teams are typically journalists, influential bloggers, social media experts and photographers.

Social media

The #braaitour has a very strong social media element to it. It is compulsory for all teams participating to be active on social media. All teams receive daily heritage tasks which they have to perform. These tasks typically include waiving the South African flag at points of particular national or historical interest and then sharing these striking visuals via social media.

This leaves great opportunities for our sponsors to tie in with the daily heritage tasks in the form of activations. This is also an ideal platform for consumer development, brand building and CSI.

#BRAAITOUR

Media

We have our own dedicated internal PR division that runs all corporate media affairs as well as the full media integration process of the National Braai Tour.

Sponsorship opportunities

The sponsorship amounts are utilised for the cost of hosting the National Braai Tour. Should a sponsor like to have their product as part of the National Braai Tour, such product must be supplied by the sponsor, over and above the sponsorship amount.

If you desire an opportunity that does not fit into our existing options, we can customise your involvement according to your brand persona and available budget. Where possible, we also welcome product sponsoring as part of the overall sponsorship agreement to get your product in the hands of the participants on tour.

Community interaction is an integral part of the #BRAAITOUR and CSI activations form part of daily heritage tasks on tour. In this regard, CSI activations on tour can be tailored for our sponsors to fit in with existing projects and objectives of your company.

The National Braai Tour is televised on the “Jan Braai vir Erfenis” television show on kykNET. This is an added bonus over and above the traditional media and social media awareness during the tour.

What we propose for your brand

We extend an invitation to you to join us as an event partner of the 2018 National Braai Tour.

#BRAAITOUR

Sponsorship Packages

Title sponsor - 1.2M

Official event partner - 500K

Official Category Sponsor - 200K

Product sponsor - 120K

Sponsorship ROI

Official event partner

- Prominent branding on all participant and crew vehicles. (60, we supply the branding)
- Prominent branding at all braai villages - You are allowed to strike any branding at braai stop campsites.
- Indoor and outdoor stall and activation at day 1 registration at the Cullinan Hotel Cape Town.
- A Daily activation during the tour
- Social media. Three dedicated posts per day on our social media channels during the tour.
- Dedicated sponsorship photographer during the tour.
- Access to all photography visuals generated by our team post the event for your own internal and external use.

#BRAAITOUR entrants to upload info on social media as part of their daily tasks.

- You will be allowed to promote your partnership with the #BRAAITOUR and use the National Braai Tour logo for your own marketing purposes subject to conceptual and visual approval by us.
- You are allowed to use the logo for retail purposes and or promotions subject to conceptual and visual approval by us.
- Sponsored goods allocation to 240 tour members at registration.
- Sponsored goods allocation to 240 tour members during the #BRAAITOUR.
- As a sponsor you will have the opportunity to enter one team for the #BRAAITOUR at the face value of R30 000 per team

#BRAAITOUR

Category Sponsor Package

- A5 Size branding on all participant and crew vehicles. (240)
- Limited Branding at all braai villages
- One activation during the tour
- Social media. One post per day on our social media channels during the tour.
- Sponsorship photography during the tour.
- Access to photography visuals generated by our team post the event for your own internal and external use.
- You will be allowed to promote your partnership with the #BRAAITOUR and use the National Braai Tour logo for your own marketing purposes subject to conceptual and visual approval by us.
- You are allowed to use the logo for retail purposes and or promotions subject to conceptual and visual approval by us.
- As a sponsor you will have the opportunity to enter one team for the #BRAAITOUR at the face value of R30 000 per team

Please note, that once we you have shown interest as an event partner we are more than willing to discuss your involvement and or exposure and to sign a MOU of dedicated exposure we'll offer.

Kind Regards

Pieter van Vuuren
082 529 1995
pieter@braai.com