

#BRAAITOUR

2019 National Braai Tour donation and info form

We would like to thank you for considering aligning your brand with the National Braaitour in our aim to unite South Africans around fires and sharing our heritage.

Please be so kind as to complete this document by confirming your level of involvement with the #BRAAITOUR. It is also important for us to get the brief from you as to what aspects of your brands and or products you would like us to promote and share.

Company Name _____

Name and surname _____

Company address

Company Invoice Details:

VAT: _____

Contact person for this event: _____

Email: _____

Cell: _____



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Sponsorship Type:

Please indicate your sponsorship type

- Title Sponsor (Including gifts and product)

R_____

- Official Sponsor - (excluding product or gifts),

R_____

- Category sponsor - (excluding product or gifts),

R_____

- Product sponsor (Including gifts and product)

R_____

- Social media campaign x 7 days

R_____

Registration packs:

Please list the products you would like to hand out at registration.

Please note that there are 60 teams with 4 persons per team and 40 Crew members

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Delivery of Sponsored goods

Each team will receive a registration pack with handouts from all of the sponsors and all their gear and equipment needed for the tour. Due to the scope and logistics of preparation for these handouts we need the product from sponsors delivered to our warehouse not later than 1 August 2019.

Delivery Address:

Storage Sea Point, Cape Town, 8001

Contact Person: **Taufiq Palmer**

Tel: 021 434 5041

or Pieter van Vuuren - pieter@braai.com

Cell: 082 529 1995

Reference: Braai Tour

Would you like to do an activation and or or CSI project? If so, please specify

Day1: Sat - 07 Sept: Cape Town - Cullinan Hotel

Day2: Sun - 08 Sept: Swellendam - Kam'Bati River Resort

Day3: Mon - 09 Sept: Calitzdorp Spa - Calitzdorp Spa

Day4: Tue - 10 Sept: Calitzdorp Spa - Calitzdorp Spa

Day5: Wed - 11 Sept: Beaufort West - Karoo National Park

Day6: Thu - 12 Sept: Graaff-Reinet Sports Grounds

Day7: Fri - 13 Sept: Gariep Dam - Gariep, Forever Resort

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Branding

Please indicate what your recommended brand specific areas will be for exposure and or involvement from the teams as per your arrangement. We do not have traditional branding such as banners and feathers at each camp site, unless you would like to send your team to the site to strike the branding. We want you to share your creative ideas with us.

e.g. (We wil sponsor the daily pantry and hand out apples and meat at the pantry)

Will you be able to supply us with your logo Y / N _____

****please send high res logo to braaitour@braai.com*

Other

(Please indicate any other important relevant information you would like us to keep in mind during the #BRAAITOUR)

Photography brief

Please list typical daily shots you would like to receive for your social media and or marketing collateral. This is very important as it will be the official brief for our own event photographers. Please add the email address we could share our Dropbox link with.

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Social media brief

Please list typical daily posts and or the tonality of our posts you would wish to receive for your social media. This is very important as it will be the official brief to our own event PR team. This does not mean we will post the exact same words but it does help us to understand your expectations.

What should we not say, show, mention or do during the event about your products and or brands?

Your social media handles:

Facebook @ _____

Instagram @ _____

Twitter @ _____

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I agree that by submitting this document, the above mentioned entity commits to donate the amount and or goods mentioned.

I _____ hereby confirm that I am duly authorised and or given the rightful permission by a superior to commit to this sponsorship.

Signed on _____/_____**2019**

_____ **Sponsor Signature**

Name and Surname _____

Signed on _____/_____**2019**

_____ **National Braai Tour**

Name and Surname _____

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More information

Logos

Please send us your full colour and black/white logo, in Jpeg and PDF format. We need this as soon as possible.

Branding

Please deliver and setup your own branding at registration. We can tell you what will be allowed, as soon as we know what you would like to do at registration.

Photographs

There will be three professional photographers on tour capturing the essence and various aspects of #BRAAITOUR. All photos will be available to all sponsors free of charge and will be placed in a shared Dropbox folder on a daily basis so that you have access to it. Please send us the email address of your representative which we can use to share our Dropbox link with you

_____ email

Social Media

Sharing the positive message of #BRAAITOUR with a wider public audience is an integral part of this tour. As you know the aim of the National Braai Tour is to whip up nationwide excitement ahead of 24 September when the National Braai Day initiative calls on all South Africans to unite around fires, share our heritage and wave our flag. During the tour participants will be exposed to some fantastic parts of South African heritage, our unique food culture and our passionate people uniting around fires.

We will share the story of the tour on Facebook, Twitter and Instagram. You are requested to use your reach on these platforms and help us spread the message.

Facebook

Post your own photos or a photo from our Dropbox files. Like and share the posts we make on the National Braai Tour Facebook Page and the JanBraai page. In all cases use the #BRAAITOUR hashtag in order to collate our collective efforts. Also search the #BRAAITOUR hashtag to find posts made by the participants of the tour and to interact with those posts.

Twitter

Post your own updates or photos or a photo from our Dropbox files. Like and share the posts we make on the @janbraai and @braaitour accounts. In all cases use the #BRAAITOUR hashtag in order to collate our collective efforts. Also search the

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#BRAAITOUR hashtag to find posts made by the participants of the tour and to interact with those posts. Twitter is a real time news platform which teams will be using as they travel, experience and see beautiful things. As the organizers we will be using Twitter extensively to update the general public of proceedings during the #braaitour.

Instagram

This is where you will show off how beautiful South Africa is. A picture says a thousand words and over the course of the tour, we will collectively have to say a few thousand words on Instagram. You can already follow us on @janbraai and @braaitour

Post your own updates or photos or a photo from our Dropbox files. Like and share the posts we make on the @janbraai and @braaitour accounts. In all cases use the #BRAAITOUR hashtag in order to collate our collective efforts. Also search the #BRAAITOUR hashtag to find posts made by the participants of the tour and to interact with those posts.

For any questions about the correct use of social media please email the capable David Moseley from our internal PR division - david@braai.com

Once you have set up your accounts and followed us on Facebook, Twitter and Instagram you will be able to see updates as they happen and be able to interact with us far more easily. Please send us all your social media information before 1 September 2018.

This should include: Website, Facebook, Twitter, Instagram.

WhatsApp

Once you've been confirmed as an event partner you will be added to our WhatsApp broadcast list to push information and visuals to sponsors and participants as part of our buildup campaign.

This is different from a group in that there is not "reply to all" option this you will not get spammed by other people on the list or fall into the inevitable chatter so common to large WhatsApp groups. The WhatsApp broadcast list function is an effective way for us to get your vital updates in real time once we're on the road. Please share the cellphone contact number of the marketing person at your business who would like to receive and utilise such information throughout the course of the #BRAAITOUR. This number will not be shared with anyone or published anywhere.

Cell number for WhatsApp: _____

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PR

We will do a press release to announce and introduce the 2019 National Braai Tour sponsors on 15 March 2019.

Please send us a marketing blurb not exceeding 30 words no later than 15 February 2019. We look forward to welcome your brand to registration in Cape Town on 7 September.

Quick Checklist:

- *Send us your logo*
- *Deliver all product handouts to #BRAAITOUR warehouse*
- *Send us artwork when you use our logo for approval*
- *Send your email address for the Dropbox link to braaitour@braai.com*
- *Send social media handles for Facebook, Twitter, Instagram to braaitour@braai.com*
- *Please send us all your social media information This should include: Website, Facebook, Twitter, Instagram.*
- *Share the cell number on which you would like to receive Whatsapp messages to*
- *Send a 30 word marketing blurb or brand introduction for our press release to david@braai.com*
- *Follow up on your invoice payment*

Kind regards

JanBraai and the Braaitour Team