

NALEDI

THEATRE AWARDS

2021 Sponsorship Opportunity



THE AIM



1.

To Raise the Profile of SA Theatre through its spectacular Annual Awards Event and thus build more interest in Theatre and the Arts, and create more jobs in our industry.



2.

To broaden the footprint of SA Live Theatre through exposure (of the Event and build up) on National Television.

3.

To utilize Social Media as a means of publicising the Awards and bringing Theatre to a wider audience. With a reach in the millions, this event will include several influencers in South Africa.



4.

Outreach & Development: To encourage young people to go to the theatre and to build new audiences of the future. To mentor emerging talent, thus promoting the transference of skills in the Industry.

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The Patron for the Naledi Theatre Awards is the Award Winning Playwright and Director, Dr. John Kani.

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17 Years of Heritage **06**

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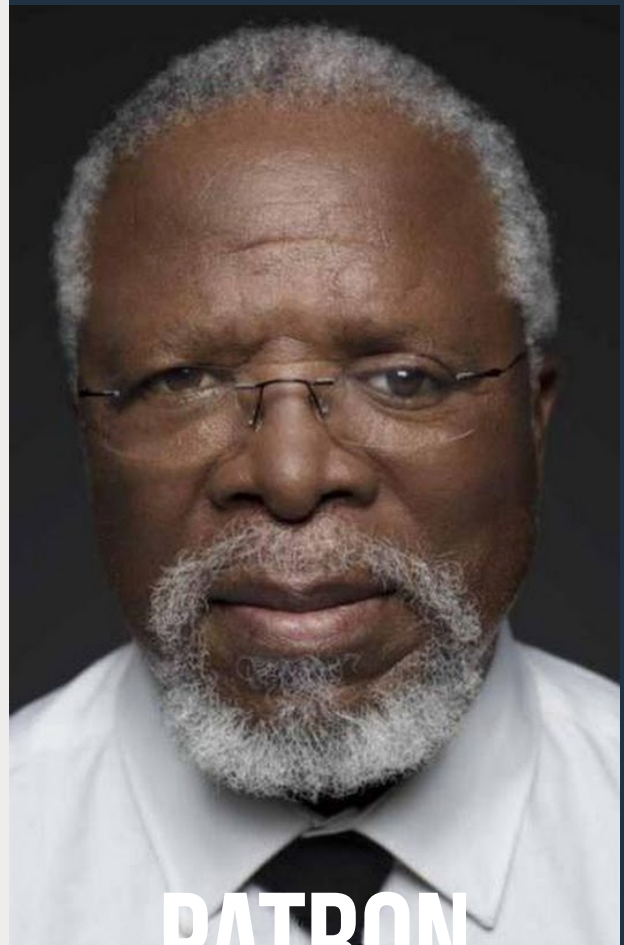
The groups we are after and why.

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We would love to hear from you!



PATRON

John Kani is a South African actor, playwright, and director. He gained international fame after appearing as King T'Chaka in the Marvel Cinematic Universe film 'Captain America: Civil War' and its sequel 'Black Panther'. He started acting in 1965 when he became a part of an acting group called Serpent Players. By the 1970s, Kani had begun writing plays. His most prominent works as a playwright are the Tony Award-winning plays 'The Island' and 'Sizwe Banzi Is Dead'. He is also known for appearing on several TV programmes. In 2017, he was cast to lend his voice to Rafiki in the live action remake of Disney's 'The Lion King,' which was released in 2019.

BOARD OF DIRECTORS

**DAWN LINDBERG**

Founder & CEO
Living Legend

Independent Theatre producer and Entertainer for 55 years; director, choreographer, set and costume designer.

Dawn was born in Durban and was educated at Parktown Girls. Her study experience includes, AFS Scholar (Detroit, USA); BA Fine Arts (Wits); Diploma Etching (Urbino, Italy); and Stage Design (Salzburg). She holds Double Gold for her “Fat Off” fitness tape. She co-authored “How Did I Begin?”, a book of facts for life. Dawn was the Contributing Editor of the book “Soweto” with photos by Peter Magubane. She directs and designs all CAT Corporate and Stage Productions.

**Kgomotso Christopher**

Chairperson

Actress (TV & Stage)
MC
BA (Law & Politics - UCT, RSA)
M.F.A (Theatre Arts - Columbia University, USA)

Kgomotso Christopher is an award winning actress for TV soap, Scandal and many films, stage and television. She is a New York trained teaching-artist and spent time as a lecturer at the University of Witwatersrand School of Arts.



Maishe Maponye

Deputy Chairman
Writer, Director & Arts Activist
Published book: "Daar's kak in die land"



Lihan Pretorius

Executive & Legal Director
Head of Legal at Lead Group
Lecturer in Law & Civil Procedure
International 7's Assist. rugby Referee.



Des Lindberg

Living Legend
Executive & Technical Director
Renowned Script & Lyric Writer
Chairman of Theatre Management of SA for 22 years.
In showbusiness for 55 years.



Chris Avant Smith

Chris is a strategic communications and marketing expert. He has 30 years experience in the entertainment industry as a Television, Film, Theatre and Events Producer.



Sello Maake Ka Ncube

Deputy Chairman
Award winning internationally renowned TV & Stage Actor,
Writer, Director & Producer



Renos Spanoudes

Chairman of Judging Panel
Playwright, Actor
Presenter of Hellenic Radio
Head of Arts & Culture at King David High School Victory Park



17 YEARS

MAINSTREAM, INDEPENDENT & FRINGE THEATRE, AND TERTIARY & INCUBATOR THEATRE.

2021 marks the 17th Anniversary of the Naledi Theatre Awards.

The Naledi Theatre Awards have been in existence for 17 years and are recognised as the Premier Awards event on the Gauteng Theatre Calendar. Its mission is to recognize and reward excellence in the Performing Arts, to raise the profile of Live Theatre and to create awareness of the abundant talent alive and well on our SA stages. The Naledi Theatre Awards has honoured 62 Lifetime Achievers: veteran artistes, technicians, and administrators who have dedicated their lives to SA Theatre, and also pays tribute to people in the Arts who have taken their final

bows during the year under review. The Naledi Theatre Awards covers all mainstream professional productions from the period 1 January to 31 December of the previous year and the Naledi Judges typically evaluate over 100 productions in 30 categories. There are 6 panels of specialist judges covering all genres of theatre ie: Plays, Musical Theatre, Theatre for Children and Young audiences, Dance and Physical Theatre; Independent Fringe productions and Tertiary, Incubator Productions.





NALEDI
THEATRE AWARDS



1. Section 18(a)

Naledi is a Section 18(A) NPC. We are not income generating and rely solely on sponsorships and funding to administer the Awards throughout the year and to produce the Annual Awards Event on stage.

2. Future-Orientated

Over the next 3-5 years we want to grow the Naledi Brand together with a Sponsoring Partner, and take it to even higher levels of prominence in the Performing Arts Industry.

3. Memorable

We have partnered with CMP (CEO: Lala Tuku) to shoot the Event onto High Definition using 7 cameras, an Edit suite and OB van.

4. TV Exposure

We have successfully negotiated with kykNET, M-Net and Mzansi Magic to flight a 90 minute production of the 2019 Awards Ceremony with all the excitement, the cheers, tears, applause and drama. This exposure on National Television gives us the much needed footprint that an Awards Event of this nature deserves, and brings Theatre into people's lounges at home.

5. Agency-led

We have retained the services of Off-Centre as well as top Publicity (Straight 2 Media) and Edith Venter Events companies to raise awareness of the Naledi Brand throughout the year.

6. Calibre of Guests

We want to ensure the attendance at the Awards of guests of the highest caliber including the Minister and Deputy Minister of Arts and Culture, the MEC of Gauteng and Celebrities of Stage, film and television.

9. Entertainment Highlights

The Awards Event features celebrity presenters and hosts, as well as highlights from nominated shows, State of the Art lighting and sound sponsored by Splitbeam, and the beautiful Joburg Theatre in Braamfontein as a much valued Sponsorship in Kind.

INVOLVED

WHY GET INVOLVED

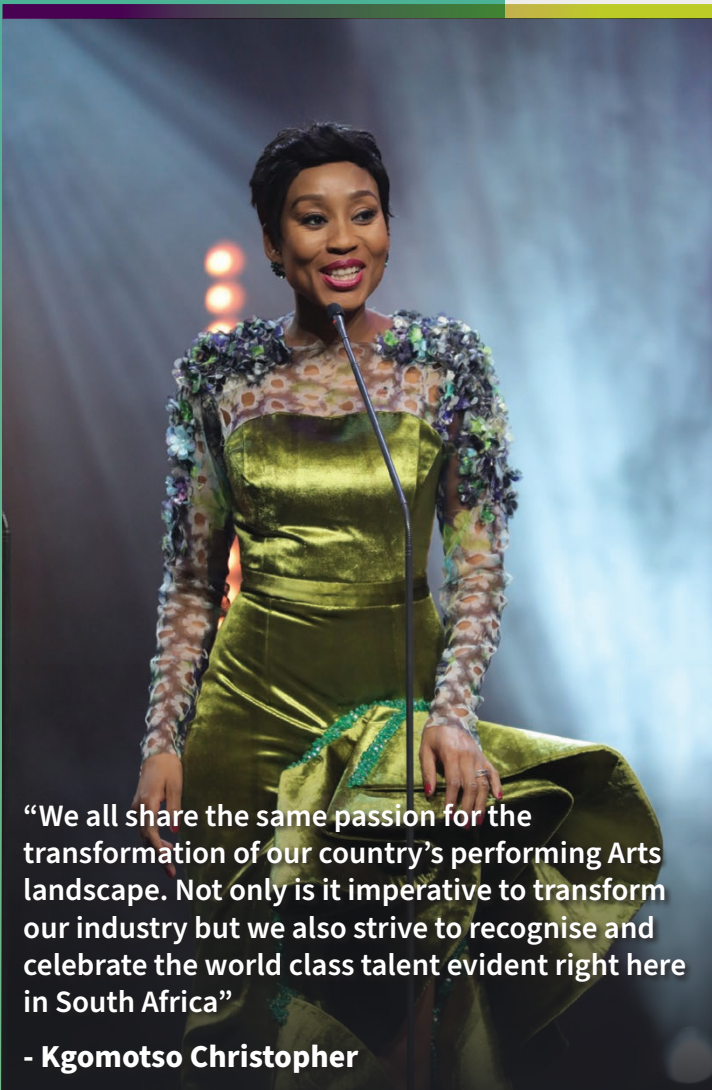
7. International Stars

We are hoping to attract International Stars to endorse the Awards with their presence eg. Princess Charlene of Monaco, Charlize Theron, Morgan Freeman or whoever is in South Africa at the time.

8. Intense Coverage

There are 6 panels of 50 specialist judges covering; Main Stream Plays, Musicals; Theatre for Children and Young Audiences; Dance and Physical Theatre, Independent Fringe Theatre; Tertiary Student and Incubator Theatre. They collectively view over 100 productions per year in 30 categories.

AWARD CATEGORIES



“We all share the same passion for the transformation of our country’s performing Arts landscape. Not only is it imperative to transform our industry but we also strive to recognise and celebrate the world class talent evident right here in South Africa”

- Kgomotso Christopher

- Theatre Sound Design
- Theatre Lighting (LX) design
- Theatre Set design
- Theatre Costume Design
- Animation / AV design
- Performance in Production for Children and Young Audiences (Male or Female)
- Production for Children and Young Audiences (0 – 16)
- Breakthrough Performance: Male/ Female
- Performance in a Tertiary Student- / Incubator Theatre Production: Male or Female
- Performance by a Female Actor in a Supporting Role/Cameo (Play)
- Performance by a Male Actor in a Supporting Role/Cameo (Play)
- Performance by a Female Actor in a Supporting Role/Cameo (Musical)
- Performance by a Male Actor in a Supporting Role/Cameo (Musical)

- Musical Direction
- Musical score/arrangements
- Original Choreography in a Musical/ Play
- Ensemble Performance (Musical or Play)
- Performance by a Female Actor in a Lead Role (Play)
- Performance by a Male Actor in a Lead Role (Play)
- Performance in a Solo Production: Male / Female
- Performance by a Female Actor in a Lead Role (Musical)
- Performance by a Male Actor in a Lead Role (Musical)
- Contemporary Dance or Physical Theatre Production
- Tertiary Student- / Incubator Theatre Production
- Independent- / Fringe Theatre Production
- Director: Play
- Director: Musical
- Best New South African Script
- Production of a Play
- Production of a Musical



SPECIAL AWARDS

- World Impact Award for raising the bar of SA Theatre internationally
- Life Time Achievement Awards for minimum 30 years commitment to SA Theatre
- Innovation in Theatre Award (for outstanding contribution to South African Theatre)
- Lesedi Spirit of Courage Award for practitioners who have overcome great trauma or disadvantage to inspire and motivate

VETERANS

LIFETIME ACHIEVEMENT AWARDS

The Naledi Theatre Awards honours Theatre Veterans who have dedicated their lives to Performance in SA Theatre.



LIFETIME ACHIEVEMENT AWARD

Hugh Masekela | Athol Fugard

Gibson Kente | Ken Gampu

Mbongeni Ngema | Sibongile Khumalo

Prof Es'kia Mphahlele | Joan Brickhill

John Kani | Winston Ntshona

Pieter Dirk Uys and Evita Bezuidenhout | Thandi Klaasen

Tobie Cronje | Shaleen Surtie-Richards

Taliep Petersen (posthumous) | Haccious Mokopakgosi

Caiphus Semanya | Letta Mbulu

Sandra Prinsloo | Don Mattera

LESEDI SPIRIT OF COURAGE AWARD

Gaynor Young

Erik Holm

Oscar von Memerty

Calvin Ratladi

Musa Motha

WORLD IMPACT AWARD

Handspring Puppet Company and Warhorse

Ladysmith Black Mambazo

Johnny Clegg

William Kentridge

Dr John Kani

Athol Fugard

1.

Marketing Opportunities

Includes naming rights for headline sponsor which contributes value-add to the brand directly; branding online (social media and website); branding in foyers; full page in programme; logos on AV throughout event; VIP tickets to the event; winners to make guest appearances at sponsor events and to give master classes in name of sponsor; and many more.

WHY BECOME A NALEDI SPONSOR

2.

Public Image

It is highly desirable for any company to be linked to supporting Excellence in the Arts and also to actively help build Theatre Practitioners of the Future through training, workshops and education of young.

In 2019, Naledi Theatre Awards garnered R55million worth of media in Television, Radio and Social Media

3.

Marketing Opportunities

Actively help build Theatre Audiences of the future, as well as enhancing work opportunities in SA and abroad for nominees and winners.

4.

Section 18(A)

As an NPC (non profit company) Section 18(A) company, all sponsorships are TAX deductible which is a massive incentive for companies to sponsor the Naledi's.

The Live Theatre and Entertainment Industry in SA is a Multi Billion Rand Industry, attracting thousands of patrons every year.

We have partnered with kykNET/M-Net/Mzansi Magic to broadcast the Naledi Theatre Awards, which could be of enormous added value to the Sponsor.

Winners will give master classes to Development students as well as guest appearances at Sponsor Events

Platinum, Gold and Silver Sponsors receive VIP tickets to attend the Awards Event and to be part of the Red Carpet pre-show welcome event.

Major Sponsor representative would be invited to present an Award on the stage (which would feature on National Television).

For a Headline Sponsor, the option will exist to change the name, e.g. The (your brand) Naledi Theatre Awards.

An extensive PR and Marketing plan is in place for added exposure to include: Logos on printed material, including the A4 programme; Social Media and Press Releases; full page adverts in A4 programme, acknowledgment of all sponsors from the stage and on the AV.

SPONSOR ACKNOWLEDGEMENTS

90 MINUTES OF TELEVISION EXPOSURE



90 Minutes of television exposure on
kykNET, Mzansi Magic, M-Net and R1
million in Brand Exposure for a Major
Sponsor



SECTION

DEMOGRAPHIC



With our new categories of Independent Fringe productions and “Tertiary Incubator Theatre”, we are broadening our reach to smaller productions by new, feisty and brilliant young writers and directors in Pop-Up theatres in Alex, Tembisa and Soweto. Naledi is committed to reflect the transformation of Live SA Theatre and to recognise excellence in these hitherto neglected venues.

SPONSORSHIP OPTIONS

A detailed budget will be available to all major sponsors for perusal and approval.

In order to amortise this unique relationship we suggest that all sponsorships are guaranteed for a period of three years.

It is most important to note that the Naledi Theatre Awards is a full-time organization, that operates throughout the year. Our judges go to over 100 productions from mainstream to fringe, as well as smaller budget works by up and coming producers and directors; all of which are analysed and facilitated by the Naledi office.

The Naledi Theatre Awards are respected by the entire Theatre Industry. They are internationally recognized as having credibility and gravitas for anyone seeking to work overseas.

Support for the Naledi Theatre Awards supports Live Theatre and the stories that shape our history, our people, our dreams and aspirations.



PLATINUM

R2M-R3M PA (Headline Sponsor)

GOLD

R1M-R2M PA

SILVER

R500K-R1M PA

BRONZE / SPECIAL AWARDS

R100K-R500K PA

BRONZE / CATEGORIES

R50K-R75K PER CATEGORY PA

**ALL
SPONSORSHIPS
CAN BE
GUARANTEED
FOR THREE
YEARS**

CONTACT DETAILS



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NALEDI JUDGES 2020

THANK YOU

**WE LOOK FORWARD TO PARTNERING WITH
YOU IN THE YEARS TO COME.**