



Creative Lead Productions
Event Management & Production

Fax 086 6905080
Email creativelead@gmail.com

45 Maritime Place
Small Craft Harbour
Bat Centre
Durban
4001

Hip Hop Imbizo

“THE HIPHOP HUB”

What is a Hip Hop Imbizo?

It is a forum wherein the significant and unsung voices of Hip Hop in Durban will be able to put forward their ideas. All the stakeholders (within the Hip Hop industry and community in general) will be able to identify challenges and opportunities available at present in the Hip Hop Scene.

It is an attempt to build a sustainable entertainment industry within the province, thereby creating jobs, promoting urban culture and instilling economic growth. Durban has a population of approximately 4 million – that is an obvious market.

The Hip Hop Imbizo is also a potential platform for the dynamic upcoming acts to expose their talents & for Durban to experience the hidden talents it has. The extension of this vision is to:

Consolidate all the progress made by different artists or bands, in an organized manner, where each effort can be acknowledged & rewarded.

- 1 Paint an appropriate picture of the young culture amongst local media, e.g events, newspapers, radio stations etc.
- 2 Play a consequential role in the establishment of the local music arena in Durban, without compromising the values of Hip Hop nor undermining Durban's talent.
- 3 Creating dialogue amongst the role players in the industry, namely, artists, media, the recording and distribution industry.

Proposed Event

The event will be run over 2 days and will comprise of forums, an expo and live performances. The details of the event are as follows:



Day one: Imbizo Expo (Launch)

The first day of the Imbizo will be a brief outline of what we plan to achieve with such an event. We will introduce the program for the next day's forums and discussions.

Most importantly, it is a chance for all stakeholders (business sector, government and the Hip Hop community) to be acquainted. This will be done over an informal atmosphere where issues that arise will be taken up formally the next day. We will also be displaying and selling Durban's Hip Hop products across all the elements of Hip Hop.

Day two: Forums and the Closing Event

The second day of the Imbizo will seek to actually tackle the issues at hand, having given the stakeholders a chance to get acquainted with each other.

A selection of industry players will give various addresses on pertinent issues and hold workshops throughout the day. The topics that will be covered will include the following:

1. The music industry:

- A representative from SAMRO will enlighten musicians on the various aspects of copyright, music publishing and other issues.
- Regional radio music compilers will give a presentation on the pertinent issues around play list compilation, airplay and audiences, which all influence a musician's chances of getting airplay.

2. Funding:

- A representative from the Department of Arts and Culture will shed light on the requirements for funding as well as the opportunities and procedures when seeking funding.
- A panel of marketing representatives from South Africa's leading corporate companies will advise events coordinators on their policies for funding.

3. Umsobomvu on skill development and the Small, Micro and Medium Enterprise

- There will be a business skills workshop, covering the basic skills for Hip Hop artists, events coordinators, and entrepreneurs. This workshop will consist of topics such as how to write a proposal as well as other business presentation skills.

The Imbizo will be closed off with a showcase of local Hip Hop acts in a session at the end of Day Two.



Proposed Venue & Time

The event is proposed to take place at the BAT Centre.

Day one: Imbizo Expo

Date: Friday 26th January 2007
Time: 18h00 to 21h00
Venue: Bat Centre (Mission Control)
Cover Charge: Invitation

Day two: Forums

Date: Saturday 27th January 2007
Time: 12h00 pm to 18h00 pm
Venue: Bat Centre (Mission Control)
Cover Charge: Free

Venue: Bat Centre (Sipho Gumede Hall)
Time: 20h00 to 24h00
Cover charge: R20

As the proposed venue has been used previously for similar performances, orchestrating such an event at the proposed venue would provide a brilliant set up for live performances in its composed atmosphere.

The BAT Center has brilliant conference facilities, a music hall that has hosted numerous international and local events, while the center itself is easily accessible to the man on the street.



Production Team: Creative Lead Productions cc

The team is comprised of two young, progressive enthusiasts from different cultures & backgrounds who have combined their ideas & differences to create a movement towards a unified cultural experience through entertainment. These creative individuals have been involved in various programs & projects in & around Durban. Having been engaged in the local music scene on separate and, on numerous occasions, cooperative ventures; these individuals have come together to devise this event as a production entity, **Creative Lead Productions**, to manage these events & other similar projects.

Our long term vision is to create a platform for Durban to be part of the local & national trendsetters. In addition we aim to have the city showcase its music, arts & culture.

Target Audience

Our target is the entrepreneurs of Durban's Hip Hop Industry. The event will also appeal to those looking to make an entry into the music or Hip Hop industry, as a career or a lifestyle choice. Other people affected by the development of Hip Hop, e.g. artists, radio station representatives, film makers, recording industry representatives, and city officials etc.



Value Added To Sponsor

1. This event will be mainly focused of education, social responsibility and empowerment. Our sponsors will automatically position themselves with these values and reap the benefits in terms of publicity.

Marketing Strategy

Our team will be utilizing these various means of media which are accessible to the target market:

- 1 Radio
- 2 Email Database
- 3 SMS Database (over 500 names)
- 4 Internet Gig Guide Posting
- 5 Flyers
- 6 Regional Street Teams
- 7 Promotional Placements At Significant Outlets (*e.g. music stores*)



Please feel free to contact the team with any queries regarding the above proposal.

Yours sincerely

Creative Lead Productions

Sibusiso Tsewu

Creative Director
083 973 6965

Siphephelo Mbhele

Managing Director
072 058 6675

Email: creativelead@gmail.com
Fax: 0866 905 080