

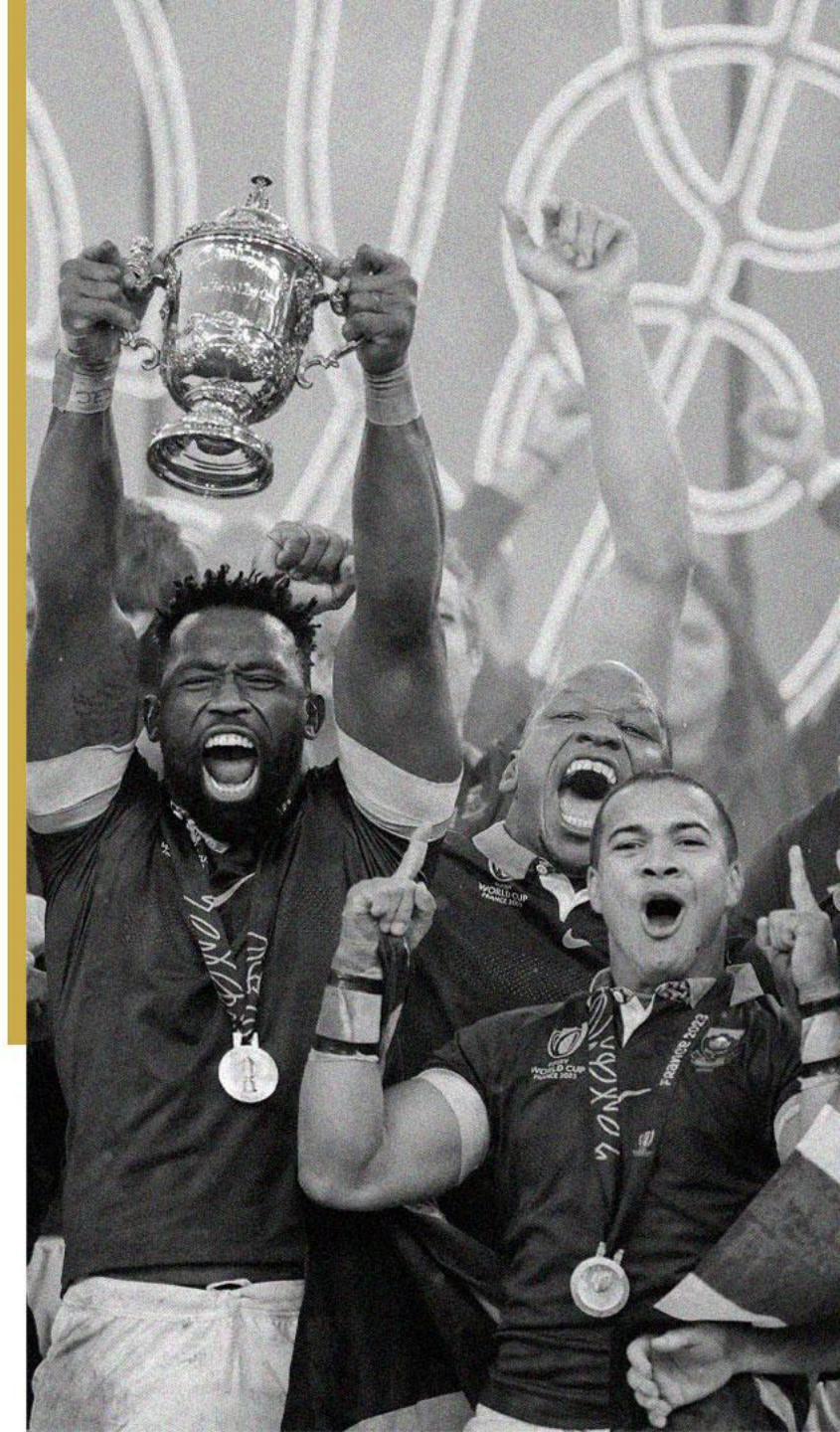


BRAND VOICE

OWN YOUR STORY

South Africa cannot stop Winning

- Dricus du Plessis is the UFC Middleweight champion of the world.
- Akani Simbine is the only athlete in history to run a sub-10 seconds over a 100m for 11 consecutive years.
- The Springboks are the only team to win the World Cup 4 times.
- Amajita makes history by winning the U20 AFCON for the first time.
- Rayno Nel is the world's strongest man in 2025.
- The national cricket team won the ICC Cricket World Cup in 2025, a significant achievement for the nation.
- South Africa hosted the G20 Summit. Arguably the most significant political event took place for the first time on African soil. South Africa has been widely praised by world leaders, diplomats, The two-day summit, which brought together 42 countries and institutions, marked the first time the G20 was hosted in Africa, placing the continent at the centre of global discussions.



South Africa cannot stop Winning

- The Springboks concluded their 2025 season with a historic 73-0 victory against Wales in Cardiff, which was a record home defeat for the Welsh team.
- Cape Town was ranked the World's best city by Time Out, based on its rich history, cultural diversity, and natural offerings.
- South Africa's Olive oil is the best in the world. Kirsten Neuschafer was awarded the Duchess of Kent trophy.
- Springbok women have been crowned African Champions.
- A local education initiative won a UN-Affiliated Award.
- South African born chef won a major award, earning the Michelin Young Chef Award for 2025.
- Tete Dijana and Gerda Steyn both clinched victories in the 2025 Comrades Marathon.
- Kevin Lerena is the current WBC Bridger Weight Champion.





SOUTH AFRICA, We Are Champions!

From Sports to Art, Food and politics we are as a collective showing the world that greatness is in our DNA.

Perhaps we need to re-term the phrase to, only "RSA in the DNA" because our success is not due to just our genetics, but to a shared spirit of resilience, hard work that unites us as South Africans.

Here are several ways to convey the sentiments of our wins:

- Pure South African excellence
- Triumph is inherently South African
- National pride, not genetic predisposition
- United by Nationhood
- Our winning spirit comes from being South African
- Winners by virtue of being South African

Success through shared South African identity





Private Sector

- When we think of Success through shared South African identity, we must honour the South African corporates that provide a significant sponsorship to the country's national sports teams, playing a key role in their financial stability and success.
- While South Africa reigns supreme in sports, we must also give great consideration to; innovation and technology, Industrial manufacturing, corporate social responsibility, MSME growth and development and international recognition.
- South African corporates remain a vital part of the nation's economy and as such it is our civic duty to offer them a space to tell their stories.
- We are turning the camera!!!

Purpose

To provide corporates with a meaningful platform to tell their story — not as an advertising exercise, but as a strategic advocacy tool designed to ensure Government hears, understands, and responds.

The Vision

We will produce a premium coffee table book that authentically captures the stories, contributions, and challenges of leading corporates across sectors. While the publication will reflect high production quality and credibility, its core objective is influence — to present real sector insights that call for constructive Government engagement.

Why This Matters

South African corporates are facing significant structural and policy-related challenges, including:

- The dumping of products into the South African market
- The illicit trade of alcohol and other goods
- Large-scale imports that negatively impact local industries
- International agreements that undermine domestic manufacturers' growth and sustainability
- Persistent trade imbalances



Why this matter?

These are not isolated issues — they are systemic concerns that require deliberate and informed Government intervention.

Strategic Distribution:

The coffee table book will be distributed across all Government departments, ensuring that policymakers and decision-makers have direct access to sector-driven insights and recommendations.

Engagement Platforms:

Beyond publication, this initiative includes:

- **A Presidential Gala Dinner** – recognizing corporate excellence and sector contributions, while actively engaging with public sector stakeholders to work together to bring about economic change.
- **CEO Round Tables** – facilitating direct, solution-driven engagement between industry leaders and key stakeholders

These platforms are designed not only to celebrate achievement but to foster dialogue and public –private partnership that drives measurable, positive change within each sector.



Real Tangible Change:

- The ceramics industry is suffering with dumping of product in South Africa.
- The textile industry is affected by international issues of low cost goods being brought into South Africa which is turn is killing the local market.
- Taxes, import reliance, trade agreements, dumping, illicit trade and over regulation is impacting our corporates negatively. We have to create platforms for healthy discussion, positive feedback and a road map that outlines the manner in which public and private sector can work together to achieve great results for South Africa.
- Every media opportunity (Gala Dinner, Media Interviews, Radio Interviews, Billboards, Social Media and CEO round tables) must ensure each corporate is able to show themselves and the incredible work they do. We don't want to see your sponsorships we want to see you!



Storytelling

You are an icon so tell your story!

We are offering 25 South African corporates the opportunity to tell their stories.



- South African president declares **GBV** a national disaster. disaster. **Unilever (Joko), Mr Price, Anglo American and First for Women** to name a few, must tell their stories of support and hope they bring to millions around the country.
- The Belting Industry is one of the greatest contributors to jobs, skills development and localisation. They contribute largely to the South African economy. They need government intervention to ensure they are able to scale and grow their sector and in return our economy. This sector cannot do this with international agreements and large imports of product into the country. They need governments full commitment to safeguard, protect and allow this sector to grow and remain sustainable.

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- **Bok Rugby** has created social bonds, **BUT** has **FNB** created social bonds. We need to tell the stories of these incredible companies that bring South Africa the type of sporting events that stitch the nation together.
- Companies that employ individuals with disabilities add to the broader economic impact of inclusivity. Inclusivity is fundamental to our country and our democracy.
- Women of the Future awards is one of the most inspirational awards events in the South African calendar. The country loves seeing women thriving in corporate **BUT** we need to turn the camera to **Santam** because a **celebration of vision, resilience and entrepreneurial excellence** has been brought to us by Santam.

Alignment between Public – Private Sector Development



Public Relations & Media



We own 61 billboards around the country, we manage radio slots, we create coffee table books, we do story telling for corporates in South Africa and into Africa and we manage social media for clients.

As a result, a comprehensive PR and Media campaign will ensure maximum visibility for each sponsor.

We will work with each sponsors to create a customised plan in order to ensure they received the intended exposure to the right audience.

Each ONE Teach ONE

As we shine the spotlight on 25 corporations, we pledge to continue the cycle of excellence by providing the following services to the Kasi Economy. We will offer the following services:

- Business management training
- Digital literacy
- Financial Skills, and stock management
- Skills Development Training (point-of-sale devices, digital literacy, credit health, food safety, and business compliance)
- Food Safety & Food Quality
- Food Safety Hazards (Biological, Physical & Chemical)
- Allergens
- The responsibility of a Food Safety handler
- How to handle different types of food
- How food contamination happens along the food chain



Sponsorship Benefits



Brand Visibility

- Story Telling
- Coffee Table Book
- Billboards
- Radio Nationally
- AI Technology
- NFC Technology



Networking

- CEO Round Table
- Presidential Gala Dinner
- ICON Awards



Thought leadership

- CEO Round Table discussions where Private Sector and Public Sector meet for both SA And Africa



Media coverage

- Radio,
- Billboard,
- Social Media,
- Print Media
- AI Technology
- CRM & Website



Target market

- Connect with public sector, private sector, procurement and consumers

THANK YOU