

LADLES OF LOVE

MANDELA

DAY

ONE DAY, ONE GOAL, ONE LOVE

www.ladlesoflove.org.za

Proposal for our KEY SPONSORS

Great cause marketing opportunities to leverage brand awareness and partner with purpose - by doing good, for good.

#ItIsInYourHands

LADLES OF LOVE - INTRODUCTION



Ladles of Love is affectionately termed by the media as the most loved NPO in South Africa, having provided food to serve over 43.5 million nourishing meals to vulnerable people, many of whom are small children.

- Multiple awards have been bestowed upon our organisation and **founder, Danny Diliberto**, who established the organisation in 2014. July marks our **10th Birthday**, hence the bigger format events this year.
- The recognition is credit to the impact we are making daily in poverty stricken communities where through nutrition we are able to **uplift women and children** in a meaningful way.
- In order to boost the fundraising initiatives that finance our **CSI and SED programmes** we stage and produce large scale events, which generate awareness, engagement and donations.
- In the proposal deck we have endeavoured to provide all the necessary information and benefits of becoming a key sponsor of our Mandela Day 2024 project.
- For further information on our programmes and footprint visit: ladlesoflove.org.za

CAMPAIGN AND EVENT CONCEPT



Ladles of Love has successfully broken **four world records** in four consecutive years on **Mandela Day** raising **millions of rands** in funds for food, and over **R40 million annually** in publicity awareness for our programmes.

This year our goal is to raise **R5 million** to **support education through nutrition**, by providing **6,000 small children** and their teachers with two healthy meals a day at **pre-school centres, shelters and creches in poverty-stricken communities.**

To achieve our target we need a massive campaign and big idea.

“The largest number of volunteers paying to spend 67 minutes on Mandela Day in service to grow children in need.”

ONE DAY: Mandela Day - Thursday 18 July 2024

ONE GOAL: R5 million to fund nutritious food

ONE LOVE: The little children who need food to grow, learn, and play

THE TOPLINE FACTS:



As a key sponsor there are a host of outstanding opportunities to align your brand with our world class events that are designed to engage with audiences across multiple platforms and touch points.

- **Flagship events:** Cape Town: V&A Waterfront Look Out venue and Johannesburg: Constitution Hill provide volunteers activation stations for nearly 10,000 people, whilst the 'Create Your Own Event' means one can be anywhere in the world and participate.
- **Volunteers:** Book their 67 minutes and produce items at one of six activation stations designed to nourish and grow small children in under-resourced pre-schools in our poorest communities. (Time-slots 09h00 - 17h00)
- **Performing artists and DJs:** Donate their time to entertain, endorse and advocate our rally cry.
- **10th Birthday LoveFest:** A celebration festival with music, food and gees from 5pm - 9pm.
- **Marketing:** We will be streaming live to all our social media platforms and the link will be provided to our stakeholders, sponsors, influencers and celebrities.

VOLUNTEER ACTIVATION STATIONS:

1

MAKE SANDWICHES

Spread jam and peanut butter mix on loaves of bread and bag for children in need.



2

BUCKETS OF HOPE

Layer dry goods in buckets to cook up delicious bulk meals or pot bread for children's lunches.



3

CREATE BOOKS AND POSTERS

Create and collate books or decorate wall art to grow the minds and imaginations of children.



4

CRAFT TOYS

Craft, make and decorate toys to assist in fine-motor skills and wellness of small children.



5

PACK NUTRITION BOXES

Sort and pack ECD Centre Nutrition Boxes filled with food cans and essential cooking ingredients



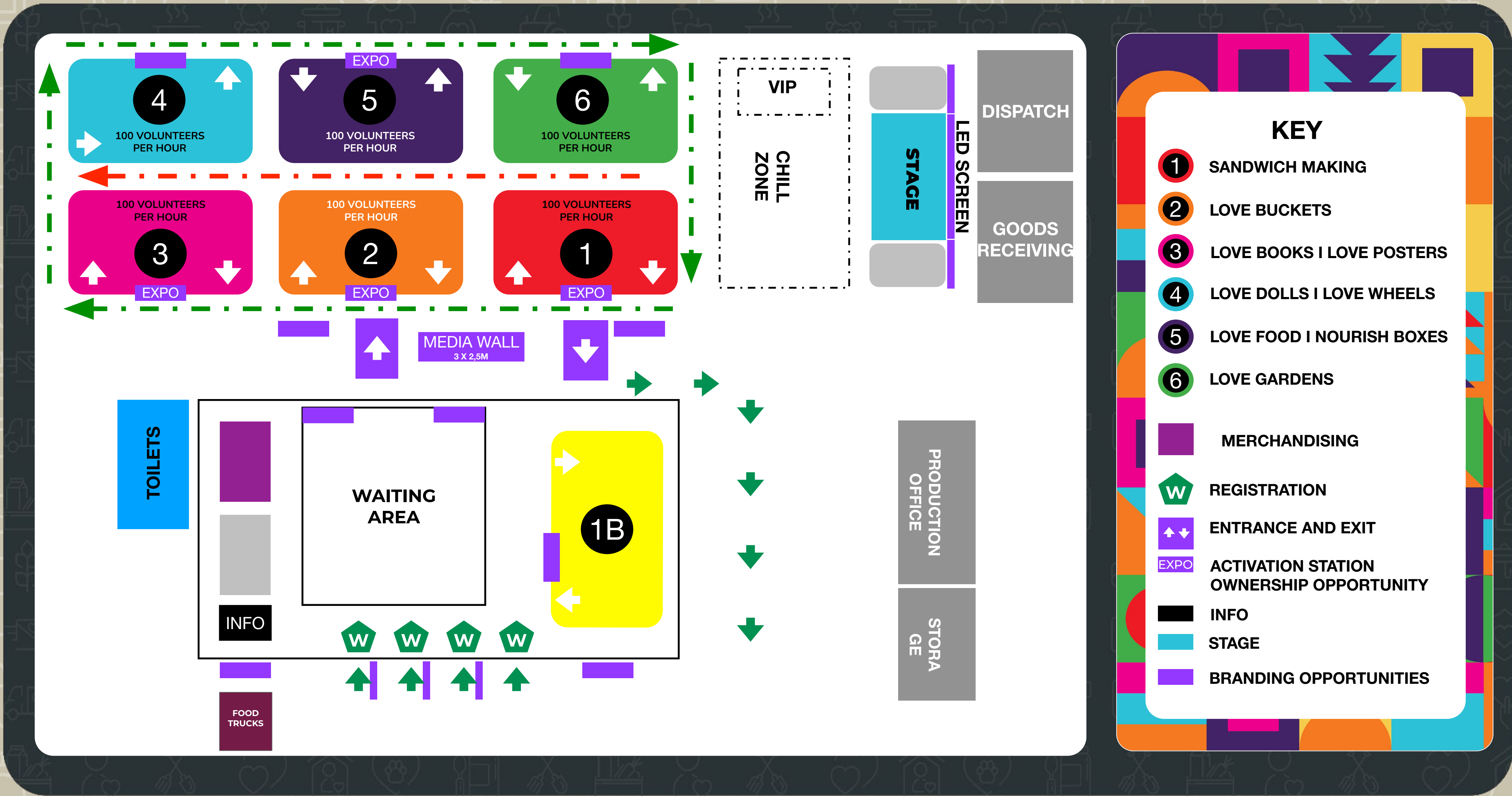
6

INNOVATE FOOD GARDENS

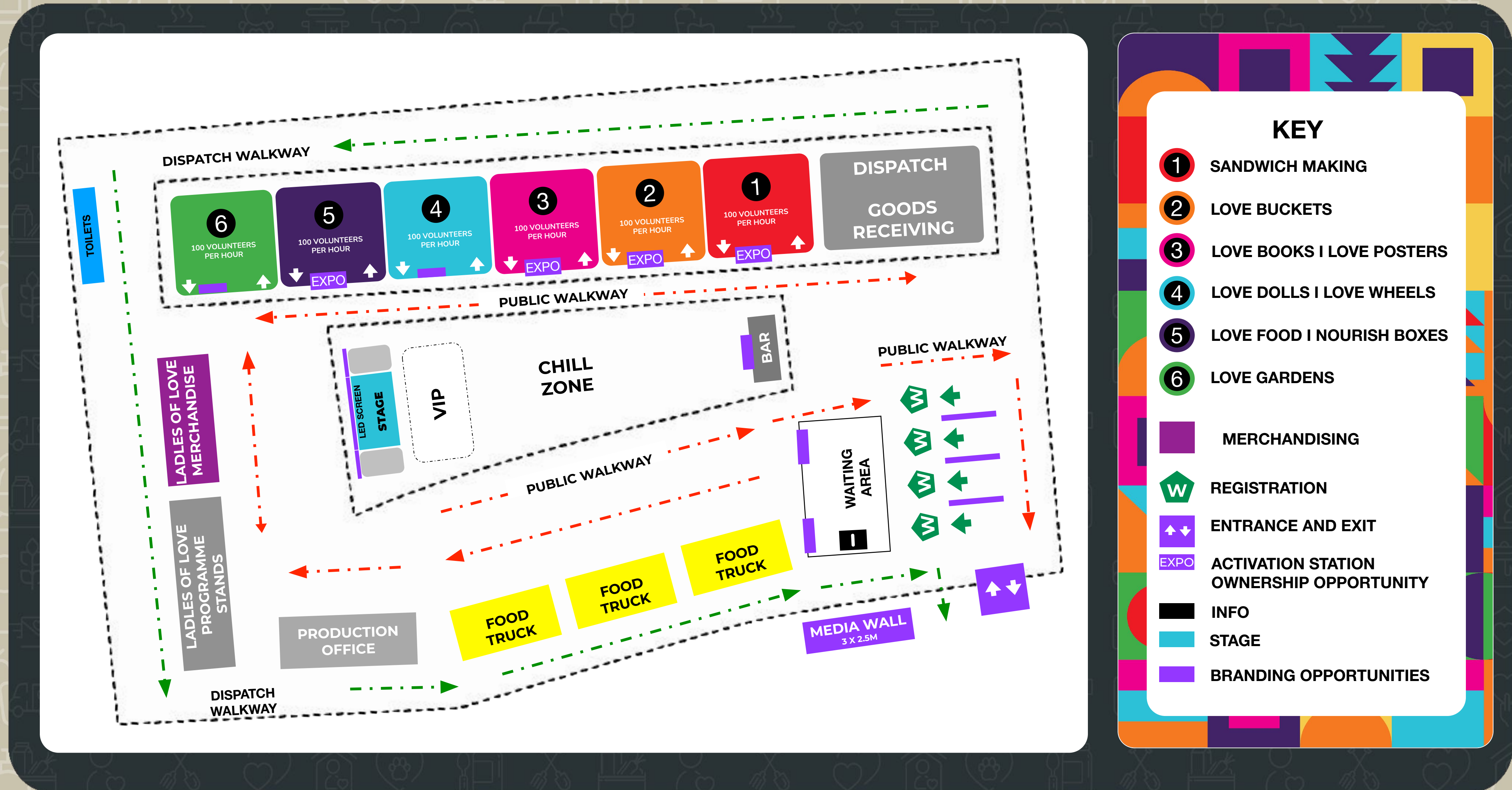
Innovate and create edible garden kits ready to educate, grow and feed children in need.



THE LOOKOUT - V&A WATERFRONT | BRANDING OPORTUNITIES:



CONSTITUTION HILL - JOHANNESBURG | BRANDING OPPORTUNITIES:



KEY

- 1** SANDWICH MAKING
- 2** LOVE BUCKETS
- 3** LOVE BOOKS | LOVE POSTERS
- 4** LOVE DOLLS | LOVE WHEELS
- 5** LOVE FOOD | NOURISH BOXES
- 6** LOVE GARDENS
- Merchandising** (Purple square)
- REGISTRATION** (Green 'W' icon)
- ENTRANCE AND EXIT** (Purple square with arrows)
- ACTIVATION STATION OWNERSHIP OPPORTUNITY** (Purple 'EXPO' icon)
- INFO** (Black square)
- STAGE** (Cyan square)
- BRANDING OPPORTUNITIES** (Purple square)

BRANDING OPPORTUNITIES:

COLLABORATION BENEFITS	KEY SPONSORS	FUNDING PARTNER	TEAM ENTRY DONATION	PRIZE DONATION
ANNUAL 18A TAX CERTIFICATES	✓			
EVENT ENTRANCE: LEFT RIGHT				
REGISTRATION: LEFT RIGHT				
SANDWICH MAKING BRANDING				
SANDWICH MAKING EXPO OWNERSHIP				
LOVE BUCKET MAKING BRANDING				
LOVE BUCKET MAKING EXPO OWNERSHIP				
LOVE BOOKS MAKING BRANDING				
LOVE BOOKS MAKING EXPO OWNERSHIP				
LOVE FOOD MAKING BRANDING				
LOVE FOOD MAKING EXPO OWNERSHIP				
WAITING AREA: LEFT RIGHT				
VENUE ENTRANCE: LEFT RIGHT				
MEDIA WALL				
INDIVIDUAL ACTIVATION STATIONS				
LED LIVE SCREEN				
STAGE LEFT RIGHT				

ADDITIONAL OPPORTUNITIES:

- Volunteers x 10 000 - affluent, conscious-minded South Africans who have paid R200 per ticket to volunteer or 67 minutes, Sponsors and their teams, Donors, Celebrities, Media, Key Remote Event Attendees
- Branded Aprons for each station
- Newsletter x 25 000
- Ladles of Love Facebook: 20k
- Ladles of Love Instagram: 21.3k
- Website Exposure (14000 hits in month leading up to event)
- Gratitude Area on Website
- Tasting Stations at R20,000.00 per station per region
- Future Partnerships

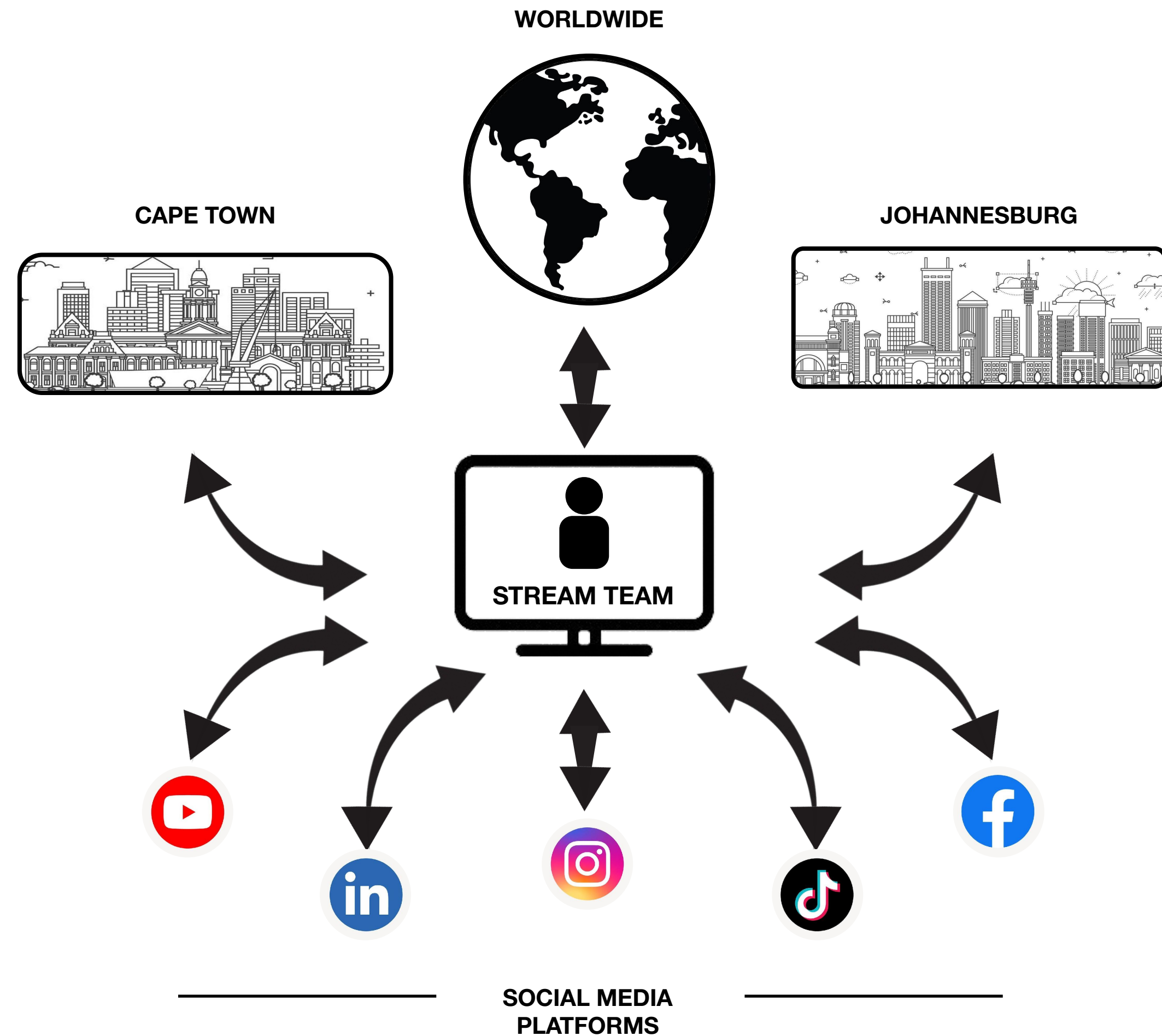
STREAMING LIVE SHOWS

Our streaming team partner will produce a 10-hour show 10am - 8pm mixing content from all venues and pre-recorded inserts to engage audiences and drive fundraising.

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STREAMING OPPORTUNITIES:

By integrating a live-streamed event with a subsequent brand takeover, Ladles of Love and your brand can create a dynamic and engaging experience for viewers. This approach not only maximizes your brand's visibility and engagement but also enhances the overall impact and success of the fundraising event.

Pre-Event Planning

1. Partnership Agreement:

- Define the scope of the sponsorship and the terms of the brand takeover.
- Outline Brand's promotional activities before, during, and after the events.

2. Branding and Marketing Materials:

- Develop co-branded marketing materials for promoting the event.
- Create a detailed schedule and plan for the live stream and takeover segments.

3. Technology and Logistics:

- Ensure all technical requirements for live streaming are met.
- Coordinate with brand team to integrate their takeover seamlessly into the event.

STREAMING OPPORTUNITIES:

During the Event

1. Live Streaming the Event:

- The event starts with the standard programme, live-streamed on designated platforms.
- Your Brand logo and branding are displayed prominently throughout the stream.
- Include shout-outs, mentions, and gratitude towards Brand during the live stream.

2. Interactive Elements:

- Engage viewers with interactive elements such as live polls, Q&A session, or real-time donations, branded with Brand.
- Showcase Brand commitment to the cause through short video clips or interviews with their representatives.

3. Brand Takeover Segment:

Schedule a dedicated time slot for Brand to take over the stream.

This can include:

A message from Company CEO or spokesperson highlighting their support for Ladles of Love.
Branded content such as product showcases, special offers, or exclusive promotions for viewers.
Interactive sessions led by Brand, we are volunteering our 67 minutes are you?

STREAMING OPPORTUNITIES:

Post-Event Engagement

Continued Branding:

- Brand branding on event highlights, recap videos, and post-event content shared on social media and other platforms.
- Follow-up emails and thank you notes to attendees and viewers can include Brands message and offers.

Analytics and Reporting:

- Provide your marketing team with detailed analytics on the live stream's reach, engagement, and impact.
- Analyze the success of the takeover segment in terms of viewer retention, interaction, and feedback.

Ongoing Partnership:

- Explore opportunities for future collaborations between Ladles of Love and Brand.
- Use the success of the event to build a long-term partnership focused on community impact and shared values.

STREAMING OPPORTUNITIES:

Benefits for Brand

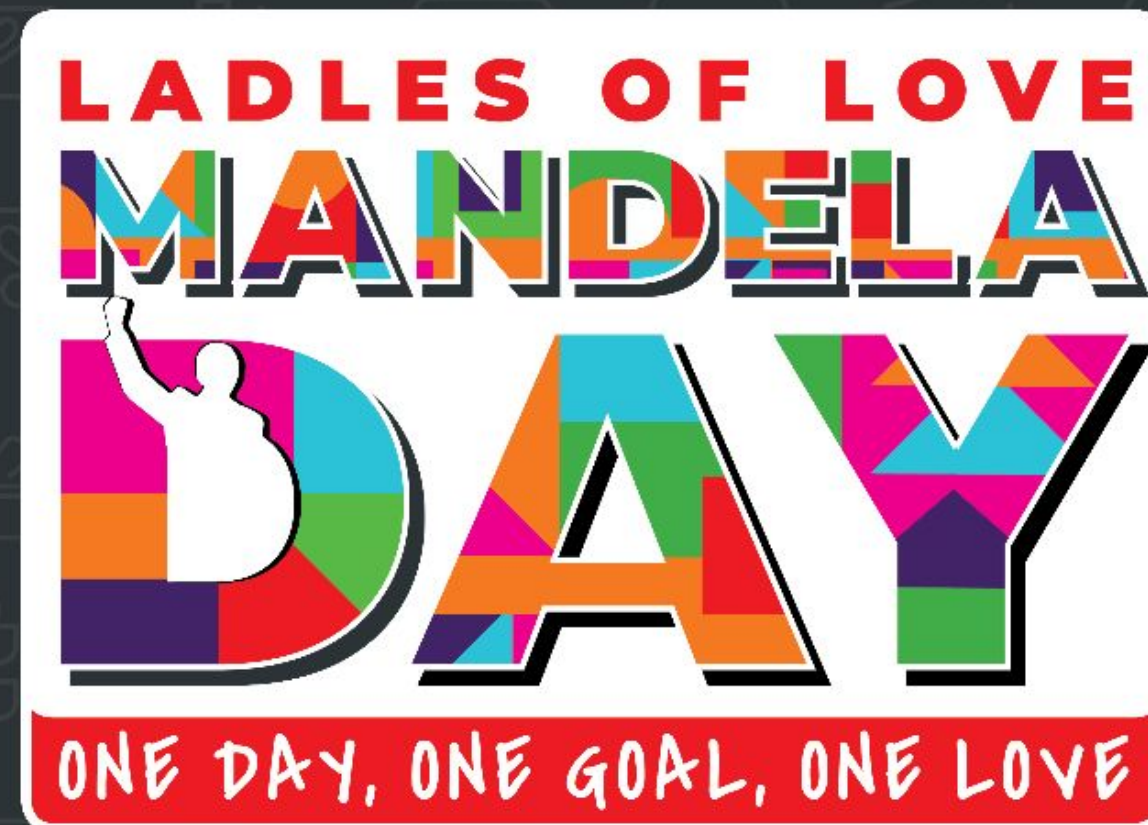
- **Enhanced Brand Visibility:** Increased exposure during the live stream and the takeover segment ensures that your brand reaches a broad and engaged audience.
- **Audience Engagement:** Direct interaction with viewers during the takeover can build stronger connections and loyalty.
- **Brand Association:** By aligning with a charitable cause like Ladles of Love reinforces your brand's image as a socially responsible and community-focused brand.
- **Content Creation:** The event provides rich content for your Brand to use in their marketing and promotional activities, showcasing their involvement and support for the community.

Contact:

We would be more than happy to customise a proposal for your Brand requirements.

**Please reach out to
Jane Falck-Koeller
Head of Stakeholder Relationships & Fundraising
events@ladlesoflove.org.za**

CAMPAIGN:



#ItIsInYourHands

Get your tickets now!

18 July 2024

[Webtickets.co.za/ladlesoflove](https://webtickets.co.za/ladlesoflove)

NPO number: 203-599

PBO number: 930062925

