

Event Proposal
Cross Branding Music
Event

CoCoLux: CapeTown, SA Partnership Proposal

March 2024

Prepared for:
All Prospective Clients

Presented by:
Sherraine “Emplove”
Smith

About Event



Join us for an unforgettable evening of rhythm, culture, and collaboration at COCOLUX: CAPE TOWN, a cross-cultural music event presented by Fire RoseBud Events and TatteeFace LLC. Scheduled for December 14th, 2024, this electrifying experience will take place amidst the breathtaking backdrop of Cape Town, South Africa, at the prestigious Rooftop on Bree venue.

Event Details:

Date: December 14th, 2024 Venue: Rooftop on Bree, Cape Town, South Africa Expected Attendance: 200+ attendees

Experience the Fusion:

COCOLUX: CAPE TOWN is more than just a music event; it's a celebration of the vibrant fusion between Caribbean and South African cultures. Through music, art, and culinary delights, we aim to create an immersive experience that transcends borders and unites diverse communities.

Purpose.



Opportunities for Businesses and Talent:

Our event isn't just about entertainment; it's a platform for marketing and cross-branding opportunities for both Caribbean and South African businesses and musical talent. By participating in COCOLUX: CAPE TOWN, businesses can reach new audiences, forge strategic partnerships, and showcase their products or services on an international stage. Musicians and artists will have the chance to collaborate, share their talents, and gain exposure to a global audience.

HOW?

Align your brand with an event that celebrates diversity, creativity, and unity. From prominent brand placement to exclusive networking opportunities, partnership offers a range of benefits to elevate your brand's visibility and impact; internationally.

A FIRE ROSEBUD | TATTEEFACE EVENT

COCOLUX: Cape Town

Caribbean-South African Fusion

A Cross-Cultural
extravaganza filled with
Afrobeats, Amapiano,
Dancehall, Soca, Reggae,
AfroHouse

A celebration of the
vibrant fusion between
Caribbean and South
African cultures.
Through music, art, and
culinary delights, we aim
to create an immersive
experience that
transcends borders and
unites diverse
communities.



December 14 | 6:00 PM

Venue: Rooftop on Bree

170 Bree St | Cape Town City Ctr | Cape Town, South Africa

GET YOUR TICKETS NOW
WWW.DJEMPLOVE.COM





Event Venue

Picture this: You step onto the plush terrace of Rooftop on Bree, and your gaze is immediately drawn to the majestic silhouette of Table Mountain, standing tall and proud against the canvas of the Cape Town sky. As you take in the breathtaking view, you can't help but feel a sense of wonder and excitement bubbling inside you.

But that's just the beginning of the magic that awaits you at Rooftop on Bree. As the sun sets and the stars begin to twinkle overhead, you'll find yourself gazing up at the panoramic ceiling, where you can literally dance under the stars. It's like being transported to your own private celestial ballroom, where the night sky becomes the ultimate backdrop for an evening of unforgettable entertainment.

Location:

170 BREE ST
CAPE TOWN CITY CENTER



Partnership Proposal

Dear Esteemed South African Media Platforms,

We hope this message finds you well. We are thrilled to extend an invitation to collaborate on an event that promises to be an extraordinary celebration of music, culture, and unity:

COCOLUX: Cape Town.

Scheduled for December 14th, 2024, at the prestigious Rooftop on Bree venue, COCOLUX: Cape Town will bring together a diverse audience of over 200 guests for an unforgettable evening of entertainment and inspiration. Featuring live DJs from the U.S., Caribbean, and South Africa, along with guest performances by local talent, this event is poised to captivate audiences and leave a lasting impression.

As esteemed media platforms in South Africa, we believe your participation in COCOLUX: Cape Town could mutually benefit both parties. We are extending an offer to provide free to low-cost coverage, interviews, and advertising for the event, amplifying its reach and impact across the nation.

Benefits of Partnership:

- 1. Prominent Exposure:** Each partner will have the opportunity to showcase their brand to a global audience through extensive cross-marketing efforts. Your logo will be prominently featured in all promotional materials for COCOLUX: Cape Town, including the event website, social media channels, email campaigns, and printed brochures.
- 2. Enhanced Brand Visibility:** By aligning your media platform with COCOLUX: Cape Town, you'll gain exposure to a diverse and engaged audience, positioning your brand as a supporter of cultural exchange and artistic innovation.
- 3. Access to Exclusive Content:** Gain access to exclusive interviews, behind-the-scenes footage, and event highlights, allowing you to create compelling content that resonates with your audience and drives engagement.
- 4. Networking Opportunities:** Connect with industry leaders, influencers, and fellow media professionals at COCOLUX: Cape Town, fostering valuable relationships and potential collaborations for future projects.

We believe that by joining forces, we can create a synergistic partnership that benefits both our organizations and contributes to the success of COCOLUX: Cape Town. Together, we can amplify the voices of artists, celebrate cultural diversity, and inspire audiences around the world.

We invite you to become a valued partner in this exciting endeavor. Please let us know if you're interested in exploring this opportunity further or if you have any questions. We look forward to the possibility of collaborating with you to make COCOLUX: Cape Town a resounding success.

Warm regards,

Sherraine "EMPLove" Smith, Creative Director, FireRoseBud / TutteeFace LLC

