



**LARGEST ANNUAL GERMAN MOTORSHOW IN AFRICA**



***Warmbaths***

A FOREVER RESORT ★★★

# INFO PACK

Event date: **Saturday 3<sup>rd</sup> – Sunday 4<sup>th</sup> February 2024**

Venue: **Forever Resorts Warmbaths**

Location: **Bela Bela, Limpopo, South Africa**

Website: **[www.sacampfest.com](http://www.sacampfest.com)**

Facebook: **[www.fb.com/SACampFest](http://www.fb.com/SACampFest)**

Instagram: **[sa\\_campfest](https://www.instagram.com/sa_campfest)**

Twitter: **[SA\\_CampFest](https://twitter.com/SA_CampFest)**

TikTok: **[sa\\_campfest](https://www.tiktok.com/@sa_campfest)**

Wordpress: **[Wolfsburgproject](http://Wolfsburgproject)**

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## **OVERVIEW**

**SA Camp Fest is the biggest South African annual event for enthusiasts of all things German.**

**The pilgrimage attracts thousands of people who love extraordinary cars, modern entertainment and the outdoor lifestyle.**

**This two day event is a highlight on the national social and motor industry calendar, and a benchmark for other car shows in Africa.**

**The most anticipated motorshow of the year welcomes visitors from all walks of life and many various cities of the world.**

**This is your unique invitation to ensure that your brand is present to benefit from the significant audience.**



## **CONCEPT OF SA CAMP FESTIVAL**

### **The Concept**

The event has been developed over the past decade as a unique two day vehicle motor show for VAG aficionados. Visitors come from all nine SA provinces and neighbouring countries to display their original or customized vehicles and network with like minded high-tech and fashion savvy people.

### **The Company**

The name Cum Laude means “with honor and distinction”. The company has been operating for over 20 years within the event industry. We have a reputation for hosting the best events with content that is relevant to the LSM of the targeted consumer.

### **The Product**

SA Camp Festival aims to promote pride and pleasure for VW car owners so that they may fully enjoy their brand of vehicle and the outdoor lifestyle. The event fosters a congenial platform for industry stakeholders to upsell and cross-sell merchandise.

### **The Market**

Both the OEM and aftermarket motorshow scene have become a very important part of the global market. It is proven by the many annual motor festivals in all continents of the world. By pooling resources with the right partners Cum Laude Productions has created a good position in this market.

### **The Risk/ Opportunity**

There are no industries in the world that do not have the challenge of risks. We have minimised all possible business risks as meticulously as possible. This includes detailed Event Safety and Security Operational plans, with applicable Risk Management throughout each show. The event organizers, the venues and suppliers each have separate Public Liability insurance covers.

### **The Competition**

Cum Laude Events is fully independent from any manufacturers or commercial retailers and is therefore able to execute product marketing without brand bias or prejudice.

In other words we bring all the big brands together and promote industry content in an impartial and mutually beneficial space.

### **Supplementary Value**

All brand partners of SA Camp Festival ultimately contribute to the social development and welfare of 6 charity beneficiaries per annum, adding to your business CSI and public perception of your brand.



## MARKETING

The marketing formula for many leading international industry brands has shifted from conventional print and broadcast advertising, to interactive and visible public activations instead. Global brands now capitalize on the mass gatherings of attractive festival type events to market their businesses.

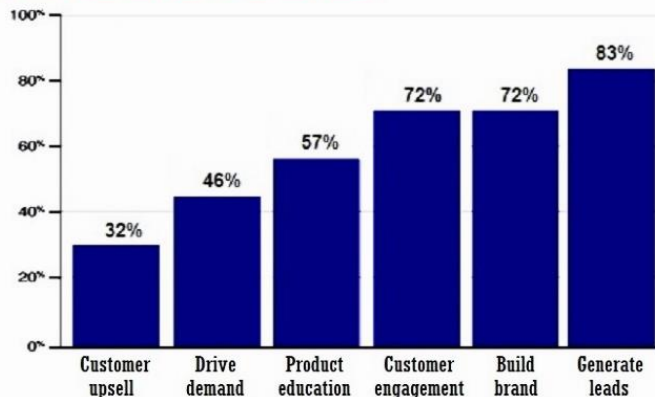
**The modern corporate perspective is that large socially themed events with a captive audience are the ideal opportunity for launching of products and marketing of brand content.**

According to the IDC Tech Marketing Benchmarks Study, live event marketing on average constitutes 1/5 of the marketing budget of most big brands, which is a clear indication that events offer a unique opportunity for customers to interact with brands to get a firsthand sense of a company's focus, perspective, and personality.

**Event marketing needs to be an integral part of the demand generation mix, and a strategic combination of offline and online events are essential to any company's bottom line.**

**The extraordinary SA Campfest motorshow is an outstanding catalyst for exhibiting companies to make a potent impact. Past event activations have made a lasting and powerful impression on visitors.**

### INTERNATIONAL EVENTS TARGETING (BtoB Marketing Strategists Magazine)



## MARKETING

### CORE MARKETING CHANNELS:

1. **South Africa's most appealing public motorshow with a large captive audience of up to 16,000 people over three full days.**
2. **Wolfsburg giveaway car at the motorshow. Project sponsors receive 12 months branding on the vehicle ensuring exposure for a full year beyond the main event.**
3. **Cum Laude Productions email database and SMS ads' [25,000 recipients].**
4. **Organizer's website and social media pages – Facebook, Instagram, TikTok and Twitter [90,000 followers].**
5. **Event placement in various newspapers and magazines [Min 2 publications].**
6. **Banners and Posters [Over 6 weeks at 20 prominent metropolitan intersections].**
7. **Expansive Variable Media campaigns [Prospective reach of 12 Million viewers/ listeners].**
8. **Roadshow and build-up events increase the nationwide footprint of the event and annual international tours add to the event exposure.**

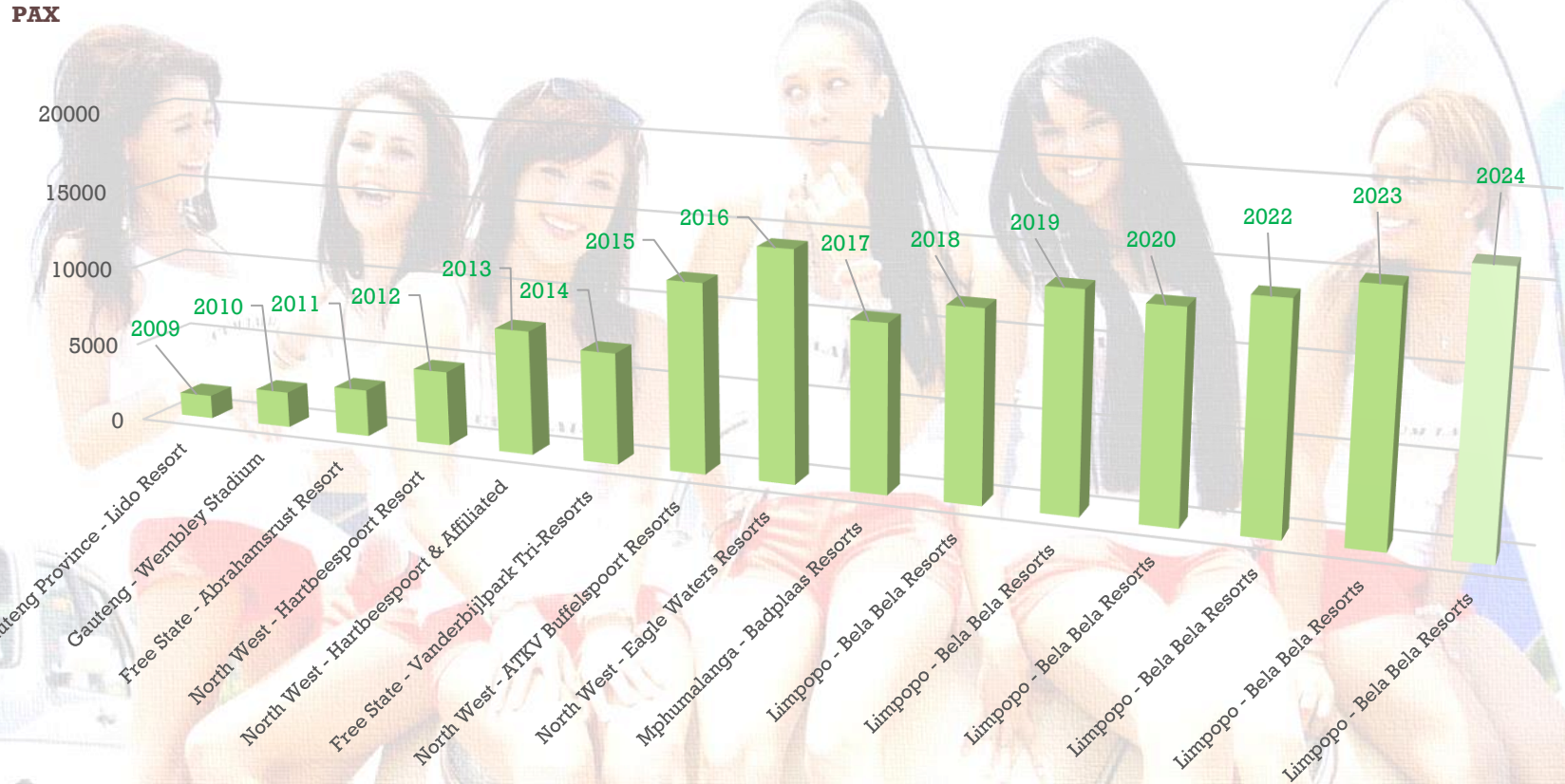
The event sponsor matrix as well as media viewership statistics are available [here](#).

One of several past event lifestyle documentary videos can be viewed [here](#).



# ATTENDANCE INFORMATION

## Festival Attendance Statistics



### Prospects:

In February 2024 the festival expects a fully sold out event and this unique motorshow presents the ideal opportunity for product launches and brand activation. Several months of build-up campaigns as well as extensive post event coverage offers an extended period of marketing value to participating brands.



## DEMOGRAPHIC PROFILE

**Pre-sold ticket purchases for the 2024 festival indicate that visitors are travelling from regions across Southern Africa, including:**

- Cape Town, Durban, Pretoria, Bloemfontein, Kimberley, Pietermaritzburg, Rustenburg, Port Elizabeth, Nelspruit, Polokwane.
- Further visitor interest is growing from Mozambique, Namibia, Botswana, Zimbabwe as well as USA, Europe and Asia.

**Gender, Age and Ethnic groups (YOY averages):**

- Male 64%, Female 36%
- Children 5%, Young adult (aged 18 – 40) 58%, Mature (aged 41 – 60) 29%, Elderly (aged 61+) 8%
- Black 34,5%, Coloured 29%, White 17,5%, Indian 15%, unknown 4%





## EVENT FEATURES

Innovation is what makes this festival better than the average.

- **First show in SA to use a specially erected 360° rotating stage for Show and Shine.**
- **First show in SA to offer spectators twelve fully custom built car giveaways.**
- **First event in the southern hemisphere to use the revolutionary E-Judge app system for competitors.**
- **First festival in SA to have the DJ booth custom built from a genuine car.**
- **First event to be hosted with up to 6 separate large resort venues coordinated for a single show.**
- **First show in SA to send winners to Germany, Austria and Brazil for international motor show tours.**
- **First car show in Africa to use an electronic cell phone ticket scanning facility for fans.**
- **First car show in SA to offer a FREE access afterparty with international performers.**
- **First enthusiast pilgrimage in SA that involves official convoys from each of the 9 provinces, as well as supporters from neighbouring countries.**
- **First car show in SA to utilize 3 separate security companies for safety management of one event, with a total production cost of over R4M.**
- **First festival in SA to have designated ferry boats transferring supporters between show and accommodation areas.**
- **First car show to simultaneously support 6 charity establishments annually.**
- **First internationally recognized Show and Shine competition with NO FEE required for enthusiasts to compete.**
- **First car show in SA to offer vehicle teeter-totter, live sunroof installation, live air-ride fitment, classed limbo and other novelties such as strong man challenge and best schwinn trike competition.**
- **First event on the continent to feature a show vehicle built in 6 days and taken on a worldwide tour.**

## ORGANIZER CONTACT DETAILS



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Close Corporation Reg no: 2006/086713/23  
SAMRO License number: ST0120217  
VAT number: 4600282729  
B-BBEE (Level 1) Certificate: 9308242775  
SA Camp Fest (PTY) Ltd number: 2023/743498/07  
CIPC Pending Trademark: 2014/00934  
VW International Group Supply No: D74058C  
Business address: 16 Surmon Avenue, Glenanda, Johannesburg, 2091





**We look forward to partnering with your brand.**

**Feel free to contact our team for further info and assistance.**

*SA Camp Festival 2024*

