

Plett Rage 2022 - Friends of the Festival Application Letter & Form

The Plett Rage "Friends of the Festival" Program 2022

Plett Rage is South Africa's largest and longest-running student festival enjoyed by school leavers and university students who descend on one of South Africa's premier seaside locations for post-exam celebrations. An estimated 4500 students will move through the town for the 9-day festival period.

What is the "Friends of the Festival" Program?

Plett Rage has initiated a benefits program to grow local commerce and trade by encouraging students to support local businesses in Plettenberg Bay. Each student will receive an SMS which will include vouchers and discounts to use at local businesses in Plett during the festival period. We will also be making a post about each business on our social media platforms. A Plett Rage Partner is a company that becomes part of the Friends of the Festival program, offering vouchers and discounts from their company.

How do I become a Plett Rage Partner?

Getting involved in the program is very easy, simply fill out the following application form - <https://forms.gle/tV8uNAqJym3pfJW6>

What do I get for my investment?

Many previous Friends of the Festival partners have felt the benefits of interacting with thousands of young adults in an environment that reflects the personality and values of their brand. We are providing the ideal platform for brands to generate brand awareness, and the opportunity to create favourable brand perceptions with the target market typically associated with Plett Rage.

Partners' advertising spend and reach with Friends of the Festival will be amplified across various platforms and they include:

- The opportunity to be listed on our website as an official Friends of the Festival partner
- Mentioned on all social media platforms via scheduled and targeted posts
- Sticker for each Friend of the Festival partner's shop window, so all those attending the festival

are aware of the contribution your company makes to the festival, and of how much you value the business of attending Ragers.

- Video content will possibly be filmed with many of the outlets featured which would then be used for the 2023 content to amplify sales. (For this we will require the business to cooperate with the videographer's requests to get the right shots. This may include free samples)
- activation at the community hall registration

What is the Friend of the Festival investment to become a Plett Rage friend?

The cost for 2022 is R2'000.00 (which covers 1 SMS & 1 FOF announcement on the Plett Rage social media platforms).

Please feel free to contact us to discuss any questions about getting involved in the program. Our details can be found below.

We look forward to working with you.

Kind Regards,

Gia Hensburg

gia@luckyfishevents.co.za

THE PLETT RAGE BENEFITS PROGRAM 2022

Thank you for showing interest in being part of The Friends of the Festival program. Please see below the application form including all details that need to be included. Please note that this form is an interactive PDF and therefore you can fill it in directly without having to print it.

In order to ensure that we include the correct information in all printed and digital collateral please ensure that the below is correct as this is what will be used as a reference when printing.

Please send the following items in the required formats;

- High-resolution PNG/GIF/JPEG Logo (We will require one of these formats for digital use)
- High-resolution PNG/JPEG Logo (We will require one of these formats for print purposes)
- High-resolution professional photo of your establishment

APPLICATION FORM

For printing purposes please return the application form by **31st September 2022**.

COMPANY NAME _____

CONTACT PERSON _____

CONTACT NUMBER _____

CONTACT EMAIL _____

COMPANY/SHOP ADDRESS _____

SPECIAL OFFER OR PROMOTION _____

Would like a window sticker for awareness YES NO

Please feel free to contact me to discuss any questions. My details are below.

I look forward to working with you.

Kind Regards,

Sarah Kemp

sarah@pletrage.co.za