



LIGHTS FOR A SMILE



CONCEPT

Bringing lights to the streets in Melrose Arch and smiles to the faces of children in South Africa.

- 3 weekends of magical experiences to truly capture the essence of the festive season
- Live performances by well known musicians and entertainers
- Special touch points for the shopper to experience that will cause talk-ability
- Candles sold, donation boxes, restaurant specials and all proceeds go to the Smile Foundation

LAUNCH OF THE LIGHTS

DATE: Thursday 16th November, (turning on the lights)

- Carols By Candle Light will be hosted on the square
- Stage set up and live performances by Smile Foundations ambassadors (Loyiso Bala, Tshedi Mholo and Harry Sideropolous) and the Grammy Award winning Soweto Gospel Choir
- Schools to be invited to celebrate carols by candlelight
- Candles will be sold, all proceeds will go to the Smile Foundation
- PR campaign to heighten the awareness
 - Press release to be issued
- Schools, Corporates and Communities will be invited
- Jeppe Boys pipe band as an added feature to hype the show



ENTERTAINMENT LINE-UP

November 2017

- **Thursday 16th** Launch of Lights
- **Sunday 19th** Kiddies Winter Land Spectacular
- **Friday 24th** Black Friday specials

December 2017

- **Sunday 3rd** Kiddies Race
- **Sunday 17th** Musical Sensation - Alexandra
Harmonious Melodies & mobile
Saxophonist / Violinist and Flute -Player



ABOUT THE CHARITY

Smile Foundation is about putting smiles on the faces of children in South Africa

Smile Foundation is a South African NGO that assists children with any type of facial or other conditions, to receive reconstructive surgery within South Africa. It helps children who suffer from treatable facial anomalies such as cleft lip and palate, all burns, Moebius syndrome (facial paralysis) and other conditions. They are currently based in 8 Academic Hospitals around South Africa. Smile Foundation also invest in the medical teams that they work with, through an Academic Skills programme, and assist the hospitals by purchasing equipment for use by the Departments of Plastic and Reconstructive Surgery.



SPONSORSHIP OFFERING

- Head line sponsor Melrose Arch Lights sponsored by 'Corporate'
- Media partner - interviews / constant live reads punting / social media drive and linking
- Extensive advertising around Melrose Arch, to the value of R 500 000 :
- Acknowledgement across all partners websites and social media platforms
- Advertising around Melrose Arch in the way of:
 - Print Advertising (Outdoor Billboards, Basement Billboards, Basement Wall Banners, Posters and Escalator Decals)
 - Digital Advertising
 - Backlit Posters | per unit x4, per month
 - Full Screen Package | per screen x4, per month
 - Timeshare Package | per mall, per month



MEDIA PARTNER INVOLVEMENT

In exchange for added value media exposure in the ways of:

- Interviews with spokespeople
- Live reads
- Website and social media exposure
- An Activation - that creates hype and awareness for the event
- Pledges call in day
- An out door broadcast at the event

They will receive in return:

Co-branding title

“Sasol Light Up A Smile – powered by Hot919”



MARKETING INITIATIVES

Marketing Initiatives that will include the Corporates logo on:

- Mass mailers through key databases (databases through key partners)
- Posters and flyers
- Smile Foundation social media platforms
- A strong content strategy to drive attendance
- Press release and public relations
- Pre publicity build up to the event (event calendar pages)
- Live stream Facebook and Twitter posting
- School and Corporate mailers



CONTACT

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We thank you for your interest and look forward to building a successful and unforgettable event with you!

THANK YOU