

# Copyright Amendment Bill and Performers Protection Bill

Thulani Goodwill Mbatha



**AMAMBATHA**  
CRAFTING AFRIKAN BRANDS



# BACKGROUND



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## BACKGROUND

### **MUSIC:**

It has been 24 years since he released his first R&B and AfroBeats album which was released by EMI/CCP records, sponsored by Cadbury Jam Alley Chocolate bar, and produced by Red Pepper Production for SABC 1.

### **MARKETING:**

He has since launched his Marketing, Media and Advertising career from being a brand development manager at SABMiller, Marketing Channel Manager for Moet Hennessy, Brand Channel Manager at Barloworld Plascon, Marketing Manager for Betway Sports, Deputy Director for PanSALB an Agency of the Department of Sports, Arts and Culture.

### **ADVERTISING**

When his father passed away in 2013 he started consulting for digital and global advertising agencies as Digital Client Service Director for BASE2/VMLY&R, Technical Business Unit Director-DIGITAS, Business Director at PUBLICIS GROUPE. Created CSI projects and conceptualised, founded and launched the Lebo Mathosa Foundation in honour of his late friend and colleague from EMI/CCP records with his own resources and family finances.

### **LAW**

After all his I.P, Trade Mark, copyright was stolen he started consulting with U.J law school and the Professor of I.P at WITS University .That is when he founded the Creative Legal Clinic (pty) ltd trading as Goodwill King Advertising



# MUSIC MEDIA

Branded entertainment campaigns and the disempowering of artists&creative practitioners



## ABOUT THE ARTIST



CONTACT  
060 852 2828



Lebo Mathosa Foundation and SHOWBIZAFRIKA founder - ThulaniMbatha, is a singer, songwriter, composer, executive producer and marketing executive. This Gauteng bred songwriter, composer, self-taught pianist, vocalist and producer has deep appreciation for the harmonic foundations that include gospel, afrobeats, house music and hip-hop.

When he was 15 years old he began participating in various local talent shows with his band, which included Simphiwe Dana's lead guitarist, Tokoloho Moeketsi (TK), Vuyo Manyike who is a producer and bass player for Sjava from the 1020 Cartel. He later formed another band called Ecstasy with the award winning, multi-platinum selling global artist, Lira.

At 18 Years of age, GONGA went in studio with the legendary producer JB Arthur to record "Time to say Goodbye" by the Italian classic opera artists Andrea Bocelli & SaraBrightman with a 22 piece symphony orchestra and performed it at SunCity with Miss SA 1998 – Miss Kerishnie Naicker. -YouTube

## ABOUT THE MUSIC

Artists like Kabomo who was later signed to Universal Music Group, Gift Mahlangu from the Flatoe music band who later became song writers for Idols presenter and radio DJ Unathi Nkayi, were discovered and empowered. Gospel singer Jay Hlungwani who was later signed to GhettoRuff and Universal Music was given his very first chance of being on a music video and to work on highly equipped recording studios in Sandton.

DJ Sbu who was also still a community radio presenter at the Tembisa Info radio station, needed assistance to have access into the industry and he was able to get his very first recording experience through his music projects and album. DJ Sbu also had his first Television experience on SABC1 – Studio Mix with Melanie Son during Thulani Mbatha’s performance with the song – “Sobe’s Jika more”.



## ABOUT THE MUSIC



Thulani continued pursuing his vision and made his first Television appearance during an SABC 1 programme called Jam Alley. His vocal abilities impressed a lot of people and he was soon called to take part in another singing competition where he was competing and won against the likes of Judith Sephuma. He impressed the former CEO of the South African Music Awards and current Group Managing Director of SONY MUSIC ENTERTAINMENT Sean Watson and he was offered a recording deal with EMI/CCP Records. It was during this time that Thulani managed to finish writing his full 14-track R&B album entitled – THULANE Steppin'In Da Alley. It was the first South African R&B album of this nature to be released. The album featured songs like “There were times”, which was written and composed by Thulani Mbatha at age 17 and produced by his music lecturer, co-founding member of Family Factory and Joyous Celebration – The late Sihle Kunene. The song featured background vocals from Thabo Mdluli and his wife Nonhlanhla Mdluli as well as worship singers from Benjamin Dube's band. The album was nominated as a finalist for the FNB South African Music Award – SAMA. The album was stolen with royalties and profits never received.



Produced & Arranged by P. Ngobese

except track 3 Side 1 arranged by Sihle Kunene & T. Mbatha track 4 Side 2 arranged by T. Mbatha

All keyboards by P. Ngobese except track 3 Side 1 by S. Kunene keyboard overdubs by P. Ngobese  
track 4 Side 2 T. Mbatha / P. Ngobese / P. Hlungwanr

Programmed, Engineered and Mixed by Peter "Kingpee"  
Ngobese

Recorded at Sound Studio in Sandton

Published by Kingpee Music

First and foremost I would like to give all glory and honour to the Creator of all things, our Lord God Almighty.

I thank my parents for being there whenever I needed a shoulder to lean on.

I'm giving out SHOUT OUTS to my boyz - Tokohoho (T.K) and Troy (Dudu) to

Themba Ndlovu, may your Soul Rest in Peace, boy, This album is dedicated to you - we

miss you man. To my cuz, Vuyo, Xolani Nomonde, Nana, Nkululeko and Themblisile. To my brothers Jabu

and (Thulane Jnr) Mpumi keep the singing going, boy, it runs in the family. To the backing vocalists you've been

there and you've done a great job, we're all looking forward to the group's album next year.

- To all the hommies in the "gravy - gardo" gravy train. Keep the madness going. To the T.R.C. 101 - The truth shall prevail boyz (misery got us going on)

Special Thanks: To the Oasis of Life Family Church thanks for your understanding and prayers, may God bless you.

To the 35th Street Production let's get it off the ground Phillip Jnr.

- To the Jammers - Love you all and always will, this is for you.

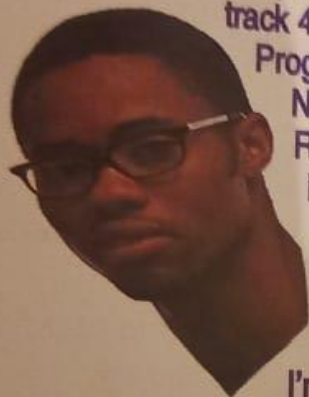
To "Jam - Alley" I thank you guyz for believing in me when no-one else did, for seeing things

in me that so many producers and record companies couldn't see in me - Oscar Bra-Percy, Lindi, Nimrod, Vinoliah and Samantha thanks guyz.

To the ladies don't pass me like I'm just your ex B.....I don't even wanna say it. Stretch those vocal chords too.  
To the girls in Mmabatho, Pretoria, Bloemfontein, Joburg, Cape Town I luv you with all my heart.

PEACE

ivon - melanie.





## ABOUT THE MUSIC

Since then, I have sent multiple emails, made endless phone calls and repeated meeting requests for the reversal of my copyright, intellectual property and for the company to return my master copy but I have been ignored.

I have followed up with the SOUTH AFRICAN MUSIC RIGHTS ORGANISATION since SARRAL is no more and no one knows where my original music is or what my total royalty figures are apart from the fact that my music was on high rotation on SABC Television and Radio.

The SABC 1 CROWN GOSPEL MUSIC AWARDS had previously rewarded a gospel artist that has now passed away with an award for a best song writer for one of my songs that he recorded and released under his company and credited himself with my art, even though I wrote the song. I have sent the family emails, I have contacted the recording company and also followed up with the gospel awards team on email as well as on social media but no one has responded, it has been over 12 years and I still do not have answers.

## ABOUT THE MUSIC

Apart from being a song writer, singer, composer and producer of music art forms. I am also a marketer with over 13 years within the media and advertising industry.

I have served South Africa's biggest brewing company with my creativity. Due to the above mentioned intellectual property rights issues being violated I am now questioning the registration of my work which I produced for the global beer brand alongside award winning artists Khuli Chana, Pitch Black Afro, Ismael, Morafe and the Ghetto Ruff record company which became a winning campaign in the advertising industry and the song became number one on the YFM charts.

Again no one knows where the song publishing details are and who the holder of the IP rights in this situation is, since it was an inter-agency collaboration and I paid R30,000. I made multiple phone calls but no one is saying anything about the royalties of the creativity.

## ABOUT THE MUSIC

Idols TV Presenter , MetroFM radio DJ and Hip-Hop MC – Proverb, who was initially known as Stake at the time asked GONGA for the plug into the game while they were both students at the Wits Technikon / University of Johannesburg.

Proverb and Thulani Mbatha remixed “time to say goodbye” in to a hip hop song and performed it for the crowning of Miss Wits Tech – S.A Super model Mirriam Mngomani. The two became close and spent time writing new music as well as compiling songs which enabled Proverb to leverage on that opportunity and gained his first taste of the mic at the Miss Vaal University 2000 pageant.

This show was produced by the first Black Mr South Africa, turned business mogul Mr Paul Phume. Proverb and Lira were introduced through Thulani Mbatha for the first time while Lira was also still an accounting student at the Vaal University of Technology. He also linked Proverb with Vusi Leeuw and Proverb launched his first major hit single with hip hop artists Mr. Selwyn and Amu





## ABOUT THE MUSIC



In the year 2000 He went back to studio for the recording of his second album at his Italian friend's place – Alessandria Brescia in Fourways with all music and all vocals recorded and produced by Thulani Mbatha himself. He gave all his songs to Oskido to keep them safe in preparation for final production with Dj Pepsi and Bruce Sebitlo who had offered to help finish producing the whole album.

However, Limpopo Province producers and artists Jay Hlungwane and Richard Hlungwane with a Zimbabwean accountant from the BP multinational company heard the songs and while he was on December holidays they immediately took sold the computer with all his music files and masters without his knowledge and consent.

The music was later released through a start up indie record label, third party popular artists and producers such as Jay Hlungwane who also received a Crown Gospel Music award for a song which was written and produced by Thulani Mbatha alone. DJ Sbu also released a single from Thulani's second album without his knowledge and consent.

## ABOUT THE BRANDS AND MUSIC



**MUSIC, FASHION & LEGENDS**

**Bisquit**  
COGNAC

WIN VIP tickets to celebrate an iconic evening with South African Music Legends.  
The SOUL OF MIXING is a multicultural platform with a mix of established and emerging artists who carry a special gift of craftsmanship.

Join us as we #runourhistory to celebrate those who continue to inspire us by rewriting their own brand story... Follow SoulOfMixing on:

**DATE:** 3 June 2016  
**VENUE:** @47th Club Umgeni Business Park  
**TIME:** 9pm  
**DRESS:** Fashionably stylish  
**RSVP:** soulofmixing@gmail.com

He continued to make his mark behind the scenes and discovering new talent. His background work includes writing sound tracks for television shows for SABC 1, shows such as Soul Buddies, Born at the right time, Miss teen SA and Miss South Africa pageants and advertisements for SASOL.

Grammy award winner and International dance music DJ Black Coffee's first mainstream hit with his band SHANA was launched through a sync deal for a Miller Music Tour launch campaign which featured their first single with Lebo Mathosa, the regional arm of the campaign was led by Thulani GONGA Mbatha.

He has produced Carling Black Label beer advertising music, executed music driven campaigns for KVV10 which introduced and launched the Grammy award winning artist Zakes Bantwini's first album that won at the 10th MetroFM music awards in Mpumalanga Nelspruit. GONGA and Zakes Bantwini were never paid for the KVV10 project.

Not for sale to persons under the age of 18.

## ABOUT BRANDS AND MUSIC



Through music endorsement deals, brand sponsorship and music driven activations, GONGA has contributed to the success of many top South African artists, such as Khuli Chana, Amu, Zubz, 340ml, MXO, the late Lebo Mathosa, HHP, Morafe, Thembi Seete, David Kau, Kwela Tebza, Skwatta Kamp, Zola, Ishmael from Jozi, DJ C-Live, Naked Dj and Glenzito.

Proverb was later given a chance to be on SABC 1 Jam Alley and made his Television debut. When Thulani was a Brand Development Manager at SAB, he booked Lira, Proverb and DjSbu for multiple branded music activations.

He has also been working as a strategic marketer for various global brands like KWV10 , Miller Genuine draft, Peroni Nastro Azzuro, Moet&Chandon and Hennessy Cognac.





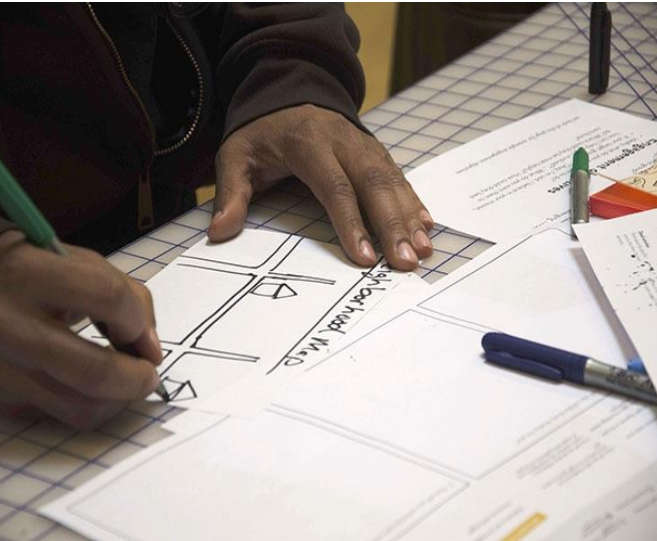
# BRANDED ENTERTAINMENT



**AMAMBATHA**  
CRAFTING AFRIKAN BRANDS

## THE IDEATION, STRATEGY, CONCEPT AND DEVELOPMENT OF THE FOUNDATION

- We plan to build the Centre of Creativity in Daveyton. A township creative incubator to empower Afrikan creativity thus playing our part in contributing towards diversity and transformation in the media and advertising industry focusing on music, film, graphic as well as industrial design and digital arts.
- We have adopted and secured a R380, 000 house in the Ekurhuleni township of Daveyton –ext 3 which we hope to transform into this centre of creativity to house artistic, media freelancers and creative entrepreneurs.
- The centre of creativity is to be called - The Lebo Mathosa Academy



## **Stage 1 of G.A.P**

Temporary volunteer positions with accreditation by client and the employer.

There is no guarantee on income and frequency of work. However, there will be an evaluation criteria and accreditation at the end of the project by the client and the employer.

### **Who is eligible for Internship programme?**

1st year up to 3rd year students

Male and female

18 – 24 years of age

### **What jobs will I be doing as a GAP intern?**

Promotions assistants

Events co-ordinating

Field staff support

Data capturing

## **STEP 2 of G.A.P**

### **Who is eligible for GAP?**

New Graduates with no work experience,  
unemployed graduates

Or retrenched youth.

Male and Female

21 – 35 years of Age

### **What do I do as a GAP member?**

1. Brand ambassador for the brand portfolio
2. Informal competitor brand tracking and pricing
3. informal field research survey
4. Research data capturing, analysis and recommendations

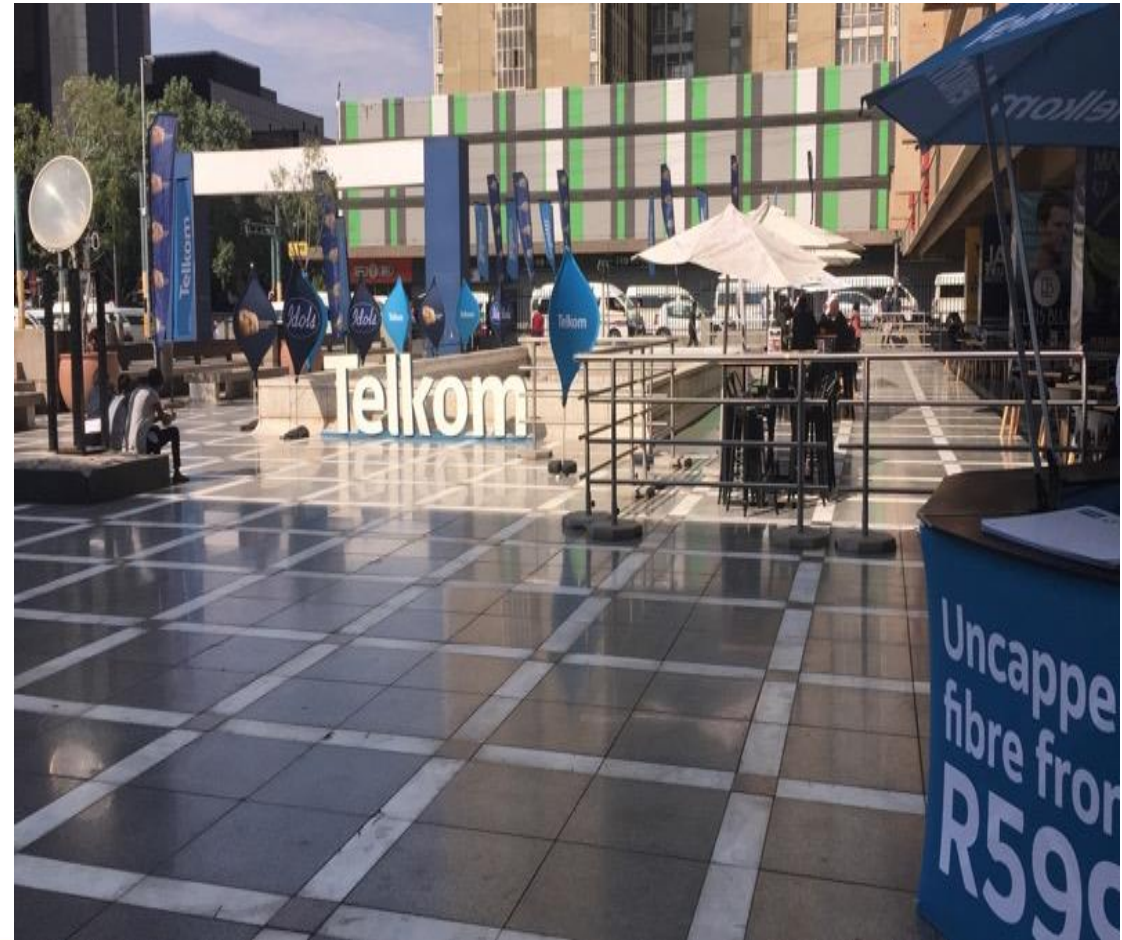


## ABOUT THE MUSIC



Later when working on Telkom, Thulani clinched a Telkom sponsorship deal which saw Proverb become an IDOLS TV host.

My strategy to Universal Music/ Telkom/ VML/Y&R Advertising, Geometry Global was adopted but Universal ,Music put other people on my work. In 2021 I raised it with VML/Y&R about Thembi Seete honouring LeboMathosa - She was hired. He was removed from the agency shortly after he spoke out. Kalawa Records and Universal Music had the contract.









## BACKGROUND

From 2013 he took on a completely new challenge which involves community empowerment projects through music as well as music business educational workshops and showbiz entrepreneurial projects with his agency.

In 2015, Thulani Mbatha created and founded the Lebo Mathosa Foundation with his mother and after numerous consultations with various music industry executives and his former music lecturer, we discussed the creation of the Lebo Mathosa Foundation and the Universal Music Group which controls her publishing was approached about the idea, they loved it, supported it and recommended solutions. This all happened while he was managing consulting for an upcoming artist by the name of MoonChild Sanelly, who won the MIDEM Music showcase contest in 2015.

In March 2016, the Hard Rock Cafe team sponsored us with the venue, food and drinks for the launch of the Lebo Mathosa Foundation which was supported by UJ Fashion students, as well as LISOF students with graduates, Sopranos Bikers Club and one of them was employed by The Guillotine by Lisa Jaffe.

The grand finale for the launch, took place at Club Harem in Rosebank during a WIZKID MTVBase awards pre - party featuring UHURU and DJMaphorisa – SABC Morninglive also invited me for coverage of my work.

# AMAMBATHA CRAFTING AFRIKAN BRANDS

## 10 YEARS OF LEBO MATHOSA

WK OF THE 4TH

ON AIR PROMOS BEGIN

WK OF THE 18TH

2ND SET OF  
TICKET GIVE AWAYS  
RADIO DANCE HALL QUEENS

28TH JULY

HARD ROCK CAFE  
MEDIA PASSES  
TWITTER

WK OF THE 11TH

1ST SET OF  
TICKET GIVE AWAYS

WK OF THE 25TH

FINAL TICKET GIVE AWAYS  
INTERVIEWS  
ON AIR PROMOS END

We collaborate with local and global brands that invest in Afrikan communities with research and insights , creative strategy development and the implementation of 360 brand communication plans that truly engage consumers with an authentic Afrikan voice .

### Our creative process includes

- Research
- Strategy
- Conceptualisation
- Implementation
- Evaluation

We also have also developed the Graduate Ambassador Programme as a platform to keep women as well as youth engaged and empowered.

\*2016 – Launch campaign with Voice of Wits

NEWTOWN  
junction

NEWTOWN  
junction

NEWTOWN





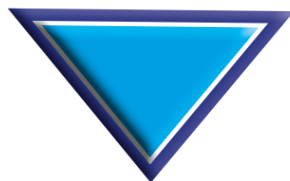




# Launching the Lebo Mathosa Foundation



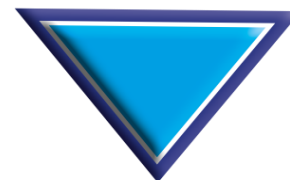
MATHOSA FAMILY



MONEOA



AFRIKAN RHYTHM  
PRODUCTIONS



# Launching the Lebo Mathosa Foundation

Founder and  
Executive Creative  
Director

Thulani Mbatha



Co – Founder and  
Executive Producer

EVOCANIVO



HARD ROCK CAFÉ – WALL OF LEGENDS



LEBO<sup>®</sup>MATHOSA  
FOUNDATION

WHEN: 15MAY2016

WHY: KEEPING KIDS WARM THIS WINTER

HOW: MUSIC SHOWCASE BY THE LEBOMATHOSA FOUNDATION AND THE AFRICANRHYTHM

WHO: SHOWBIZAFRIKA



## THE IDEATION, STRATEGY, CONCEPT AND DEVELOPMENT OF THE FOUNDATION

### Phase 1

- Artists were required to send original music
- Top 12 to be chosen to showcase at the Hard Rock Cafe

### Phase 2

- Top 3 artists to compete with LeboMathosa tribute
- winner to be chosen to feature on the documentary

### Phase 3

- Top 12 to support the winner on the Lebo Mathosa Legacy tour
- The compilation album to be released with all Top 12



**BET★**



GAUTENG



the soul of mixing



# 10 ARTISTS DEEJAYS

#10YEARSOFLBOMATHOSA

COME AND EXPERIENCE THE BEST OF EKURHULENI WITH LIVE MUSIC, MOTIVATIONAL TALKS, CREATIVE INDUSTRY GUEST SPEAKERS, STAND UP COMEDIANS, GOOD FOOD AND A NEW TEQUILA WITH AN AFRIKAN TWIST.

## ARTISTS:

LIRA, KHANYI MBAU, LETOYA MAKHENE, MBALI NKOSI, BONGI DUBE. NASTY C, ZAKWE, PRO, ZOLA 7

DATE: 29 October 2016  
VENUE: Venue: Sinaba Stadium  
TIME: 6:30pm - 7pm  
DRESS: 90's Kids  
RSVP: soulofmixing@gmail.com



FOLLOW SOULOFMIXING ON SOCIAL MEDIA TO WIN VIP TICKETS

Not for sale to persons under the age of 18.



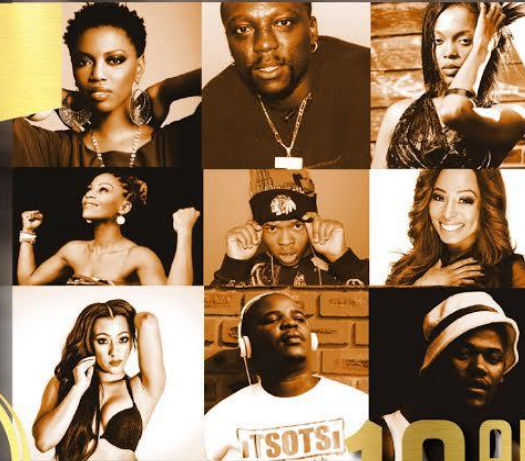
**BET★**



GAUTENG



the soul of mixing



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# BRANDS

Thulani Mbatha and the LeboMathosaLegacy team have previously worked on the following portfolio of brands:

- Hansa Pilsner,
- KVV10,
- Carling Black Label,
- Metro FM Music awards,
- Brutal Fruit,
- Miller Genuine Draft,
- Nelspruit 60s party,
- Mafikeng 60s party,
- TS Records,
- PROKID,
- Tajimag.com
- JC Le Roux,
- Biscuit Cognac,
- Trace Television and
- Comedy Central.



IN HONOUR OF  
LEBO MATHOSA,  
DJ MONDE & KYLLEX  
MAY THEIR SOUL  
REST IN PEACE

**LEGACY  
EXPERIENCE**  
the soul of mixing

**12 LEGENDS  
ARTISTS  
1 SPECIAL EVENING**

COME AND EXPERIENCE THE BEST OF EKURHULENI WITH LIVE MUSIC, MOTIVATIONAL TALKS, CREATIVE INDUSTRY GUEST SPEAKERS, STAND UP COMEDIANS, GOOD FOOD AND A NEW TEQUILA WITH AN AFRIKAN TWIST.

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f t i

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Not for sale to persons under the age of 18.

showbizafrica M MUSIC Ekurhuleni



# MUSIC, FASHION & LEGENDS



WIN VIP tickets to celebrate an iconic evening with South African Music Legends.  
The SOUL OF MIXING is a multicultural platform with a mix of established and emerging artists who carry a special gift of craftsmanship.

Join us as we #runourhistory to celebrate those who continue to inspire us by rewriting their own brand story.. Follow SoulofMixing on:



**DATE:** 3 June 2016  
**VENUE:** @47th Club Umgeni Business Park  
**TIME:** 9pm  
**DRESS:** Fashionably stylish  
**RSVP:** [soulofmixing@gmail.com](mailto:soulofmixing@gmail.com)

Not for sale to persons under the age of 18.



# MUSIC, FASHION & QUEENDOMS

## WIN A JC LE ROUX HAMPER

WHICH INCLUDES VIP TICKETS, MUSIC CD'S, A FASHION MAKE OVER AND AN AUTOGRAPHED BRENDA FASSIE BOOK WITH A FOREWORD BY HUGH MASEKELA.



NEW YORK/AFRICA BLOGGER  
[WWW.TAJIMAG.COM](http://WWW.TAJIMAG.COM)

SINGER & FOUNDER  
AFRICA REIGN PRODUCTIONS

GROOMING & STYLING  
PROFESSIONAL BACE\_UP

Join the Queens of Africa as we #runourhistory to celebrate everyday women who continue to mix their individual passion with entrepreneurship while rewriting their own brand story.

Follow SoulofMixing on:



Not for sale to persons under the age of 18.





# COVIDSHIFT

In 2021 we proposed digitising the music and performance experience



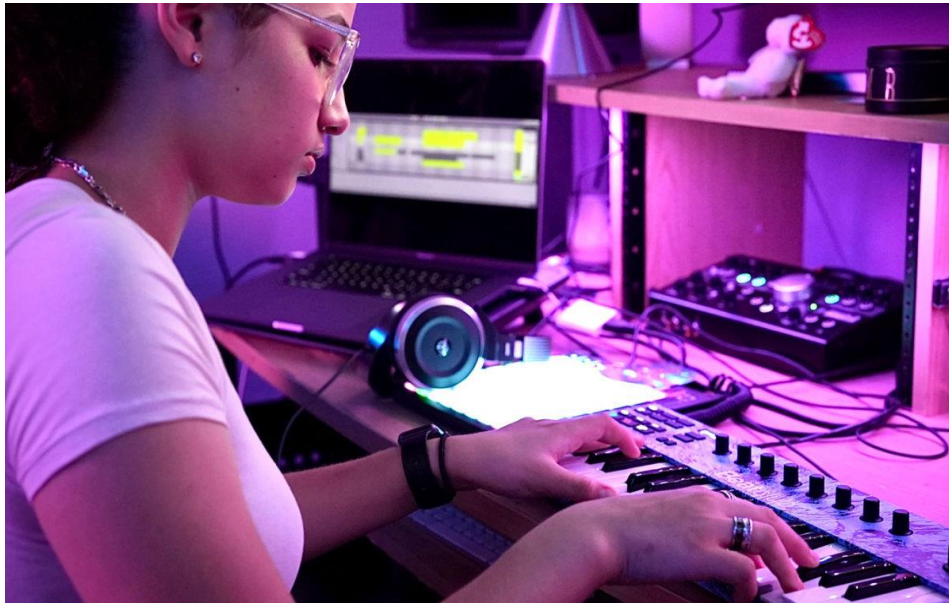
AMAMBATHA  
CRAFTING AFRIKAN BRANDS



GOODWILL KING  
ADVERTISING

GAP  
GRADUATE AMBASSADOR PROGRAMME

 showbizafrika  
CONTENT MARKETING SOLUTIONS



  
AMAMBATHA  
CRAFTING AFRIKAN BRANDS



Thulani Mbatha presented the first LeboMathosaFoundation document to the Universal Music Group, Electromode, Viacom the CJC, Gallo, MTVBase/BET&Trace TV and then to Solly Mathosa and Tebogo Mathosa who then stole it by registering the I.P through Maphale Maponya and claimed that they were the founders of the LeboMathosa Foundation. I later re-registered my work under LeboMathosaLegacy



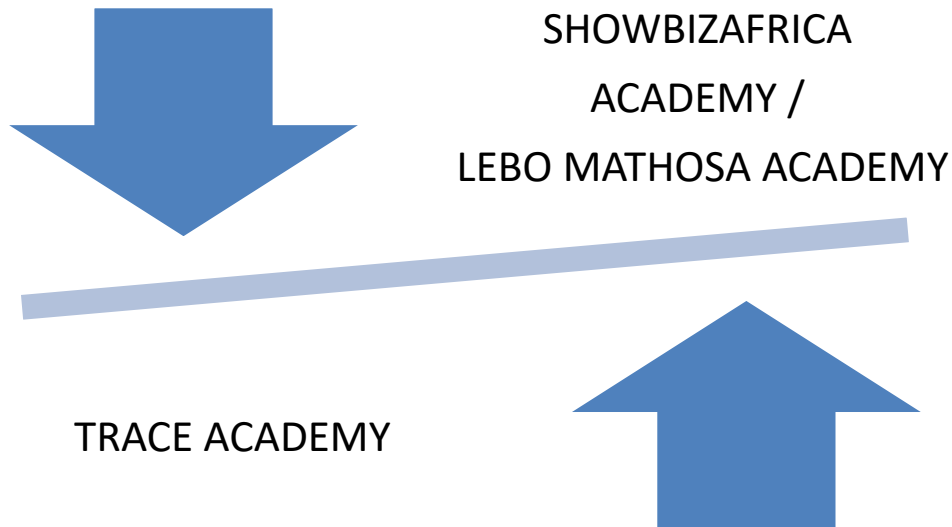
CALLING ALL UP AND COMING MUSIC AND DANCE  
PERFORMERS AS WELL AS START-UP MUSIC  
VIDEO DIRECTORS.

DO YOU BELIEVE YOU  
CAN SING AND DANCE?



ENTER THE TRACEMOBILE MUSIC VIDEO CONTEST AND STAND A CHANCE TO SHARE  
A STAGE WITH TOP SA ARTISTS AT THE NEONRUN – 14 MAY 2016.  
WHO KNOWS YOU COULD BE A TRACEMOBILE AGENT - YES WE KNOW – IT'S ME!

PLAGIARISM OF THE SHOWBIZAFRICA ACADEMY WHICH BECAME LEBOMATHOSA ACADEMY AND THEN  
TRACE ACADEMY







# MAPIYANO vs AMAPIANO

From the North West, Pretoria culture to mainstream, Nguni culture



AMAMBATHA  
CRAFTING AFRIKAN BRANDS



**SkandiBeats** @SkandiBeats · 27 Nov 21  
@VetkukvsMahoota @OskidolBelieve  
@Thembiseete\_ Happy Birthday  
@KabzaDeSmall\_ @KabzaDE\_SmallZ @  
@DeMthudaSA & @SIR\_TRILLSA let's hope  
your management team responds&we  
finalise 25 March 2022 @ThulaniMbathaSA  
@MoëtHennessy @NelsonMandelaSq

**ENTER THE  
LeboMathosaLegacy  
CHALLENGE**  
**AND STAND A CHANCE TO WIN**  
A LUXURY WEEKEND AWAY AT THE MAPIANO MUSIC CONFERENCE



Follow the music @LeboMathosa15  
#Vote4BoomShaka #LiveYourMonate  
#CognacPiano | #TikTok  
[www.thulanimbatha.co.za](http://www.thulanimbatha.co.za)

POWERED BY



**ENTER THE  
LeboMathosaLegacy  
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[www.thulanimbatha.co.za](http://www.thulanimbatha.co.za)



POWERED BY







## FIRST ANNUAL AMAPIANO MUSIC CONFERENCE

Details Coming Soon

WWW.SAAMAPIANOAWARDS.COM



official\_saapa



**official\_saapa** As much as the Amapiano industry has grown, and created so many stars, there are still so many talented youths who are sitting at home wishing to also enter the industry and grow, but don't know where to begin or who to go to for assistance. The First Annual Amapiano Music Conference by SAAPA is a conference for the youth and anyone who aspires to get into the industry to educate attendees on how to start and where to go to get their careers off the ground so that this industry can open up to many others and also create our next generation of Amapiano stars. Please keep an eye on our page as we will be releasing details as well as information on how to register to attend the conference. [#AmapianoToTheWorld](#)

Edited · 47 w



**blaqnick** And we are still waiting for the award for the most viral song. We've been sending emails ❤️🙏



43 w Reply



**phodii\_dj** 🙄



47 w Reply



**piecesafrica** Cool ..



47 w Reply



679 likes

MARCH 22, 2022



Add a comment...

Post



## ENTER THE MADIBUSENG #SOULOFMIXING CHALLENGE & WIN EXCLUSIVE VIP INVITES TO THE MAPIANO MUSIC CONFERENCE

THE CONVOY IS WAITING SO #KEEPWALKING #NGOLAYINI #ASAMBECHOMA  
FOLLOW - SHARE - STREAM @SKANDIBEATS

1

| DATE   | ACTIVATION   | VENUE                              |
|--------|--|------------------------------------|
| 10 Dec | UPCOMING MUSIC AWARDS MEDIA LAUNCH                     | @KitchenersCalveryBar Braam Square |
| 11 Dec | MABONENG MUSIC FESTIVAL                                | @AfroBru - Maboneng                |
| 12 Dec | Bikers&BrunchOnSundays                                 | @SocialHangOut Bryanston           |
| 13 Dec | LeboMathosaLegacy Challenge Mapiano Music Conference - | @KitchenersCalveryBar Braam Square |
| 15 Dec | Launch Party   | Private party Secret location      |



www.thulonimbatha.co.za

## ENTER THE #LEBOMATHOSALEGACY CHALLENGE AND STAND TO WIN TICKETS TO THE MADIBUSENG FASHION WEEK MUSIC SESSIONS FROM BRAAM SQUARE TO MELROSE COHIBAR

1

Cocktail parties  
Local hip hop vs  
AmaPiano

Cocktail parties  
Maskandi vs  
Afro Beats

Cocktail parties  
Kwaito vs  
90'S R&B

### LIVE MIXOLOGISTS

uFAZINATOR | ZAMANISI | CYLVIA STALLIONE | CARDIAC  
TSHEGO RATHEBE | SxS | NINE2FIVE | KRAYE | TICKTACK MUZICK |  
ELIJAH SAGE | SUI | 3L NINO | WONDA YANDA CAPXCITY | MASHISA |  
SERATI | CAROLINA | TWINKLE  
DIANA | JCREB | DONBLU | ENGLIBETH | YDC MARV  
BILLY MELIODAS | MYLESIEBOO



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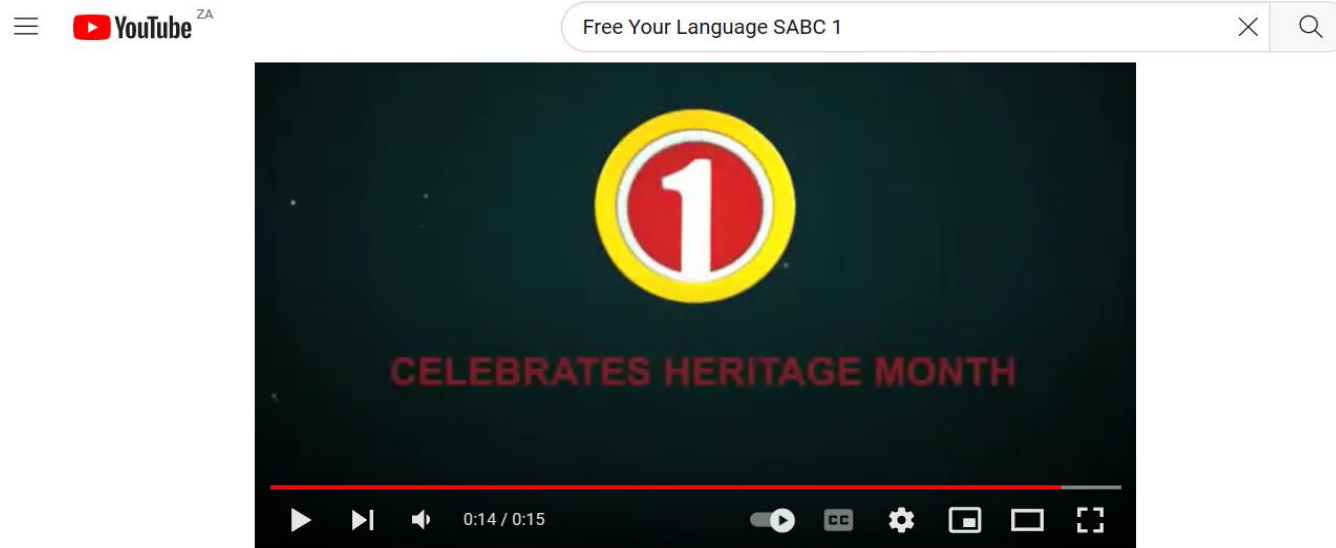


| DATE  | ACTIVATION                                  | VENUE  |
|-------|---|--|
| 1 Dec | Red Bottoms and Cocktails with Shera The DJ | @HardRockCafe Nelson Mandela Square, Sandton   |
| 2 Dec | CARDIAC Music EP Launch                     | @VynilRecordBar 130 Loveday Marshalltown.      |
| 3 Dec | SABC 1 X AMAPIANO MUSIC                     | @MelroseCohiBar Melrose Arch                   |
| 4 Dec | WIZKID Celebration Party Shera the DJ       | @HardRockCafe Nelson Mandela Square, Sandton   |
| 5 Dec | Bikers&BrunchOnSundays                      | @HardRockCafe Menlyn Square, Pretoria - DJLesG |
| 6 Dec | Local Hip Hop vs AmaPiano                   | @KitchenersClaveryBar BraamSquare              |



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## A HERITAGE CAMPAIGN THAT I HAVE DEVELOPED FOR PANSALB THAT WAS DOPTED BY SABC 1



### SABC1 Celebrates Hertiage Month - Themba Nofemele



SABC1 - Mzansi Fo Sho  
829K subscribers

Subscribe

3



Share

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1,107 views Sep 24, 2013

As part of 2013 heritage month celebration, SABC1 embarked on a campaign [#freeyourlanguage](#).

Themba Nofemele from So You Think You Can Dances shares with us Izithakazelo zabo Nofemele

Free your Language and Free your Heritage – is a call to action campaign to encourage South African Youth to recognise that multilingualism is a catalyst for a better democratic change and languages used in the homes of South African citizens are a valuable resource for social cohesion and economic success of the rainbow nation. The 'free your language' campaign can assist in activating SABC 1 to emphasise our position of being rooted in South Africa, proudly South African Broadcaster.



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### SABC1 Celebrates 2013 Heritage Month



SABC1 - Mzansi Fo Sho  
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604 views Sep 18, 2013

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A Multinational beer company which needed assistance with translating trade adverts for township taverns has refused to pay me for the work which was done with South African artists MXO, Stoan from Bongo Muffin and Poet Julius Makweru. I have followed up multiple times and I am now told that the 3 years has lapsed and therefore I cannot fight the issue in court. The same beer company sent me a creative brief to execute the first Mpumalanga Comes Alive campaign in 2010 but after rolling it out they suggested making use of a non- Afrikan agency who partnered with one of the Mabala Noise directors till this day the remainder of the invoices have not been settled thou the Mpumalanga Comes Alive campaign continues every year.

In 2009, a multinational wine and spirits company based in Stellenbosch and Sandton sent me a creative brief to develop a communication campaign to bring their brand positioning to life within the Afrikan consumer groups. After 8 months of working on the campaign from research, insights and concept development to execution in trade around the 10th Metro FM Music awards the campaign became a winner, which resulted in Zakes Bantwini winning his first music award. However, immediately after that successful case study the senior managers took all the branding collateral; refused to pay me the full amount for the brand campaign and gave it to a non –afrikan agency to continue with the work by rolling out all my ideas with the News Café group. They did not pay me for my intellectual property nor compensate me for my operating costs.



# THANK YOU



**AMAMBATHA**  
CRAFTING AFRIKAN BRANDS