**ANNEXURE A**

**2014/15 Partnerships**

| **Intervention** | **Budget allocated** | **Timeframes** | **Partner** | **Expected outcomes** | **Actual results** |
| --- | --- | --- | --- | --- | --- |
| High Tea with Zoleka Mandela | R5 800.00 | 31 May 2014 | Bontlebame | Inform the FPB partners about the mandate of the FPB | -FPB was given the platform to engage the attendees of the High Tea  -FPB was featured in Parents magazine  -The FPB logo was on the invitations |
| The South African Film and Television Awards | R1 Million | 4-5 April 2014 | National Film and Video Foundation | -Sponsor and present two categories during the SAFTAS  -20 invitations  -branding of the venue including the red carpet  -FPB log on invitations | -Sponsor and present two categories during the SAFTAS  -20 invitations  -branding of the venue including the red carpet  -FPB log on invitations |
| Durban International Film Festival | R22 130.00 | 17-27 July 2014 | KZN Film Mart | Exhibition at the festival  Roundtable engagement | -Exhibition at the festival  -Roundtable engagement  -networking with stakeholders in the film industry e.g NFVF and the KZN film commission |
| The Louries Awards | R227 620.00 | 18-20 September 2014 | -Film Makers Guide  -Louries | Exposure to the brand communication community | -Exposure to the brand communication community including content producers, and distributors and advertising agencies through exhibition |
| Movie Screening (JHB) | R98 326.00 | 23 September 2014 | Film Makers Guide | Increase exposure of the FPB brand to the Gauteng stakeholders | -63 people attended the movie screening at the Hyde Park shopping centre |
| New Age Breakfast breafing with Minister of Home Affairs | R14 262 | 4 July 2014 | New Age | -14 seats for FPB stakeholders | -14 seats for FPB stakeholders |
| The Feathers Awards | R450 000 | November 2014-March 2015 | Quad Republic | -Sponsor interview  -branding on the screens flaking the stage  -media mentions  -branding on marketing collateral | FPB confirmed its participation late.  -media coverage  -FPB presented the award during the show  -Branding of the venue  -branding on screens flaking the stage  -the event was attended by 478 people mostly celebrities |
| DISCOP Africa | R228 000 | November 2014 | Basic Lead | -Two workshops  -Exhibition space  -Editorial space in the DISBOOK | -Two workshop  -Exhibition space  - More than 100 companies in the content development and distribution industry were represented at DISCOP |
| Nelson Mandela Bay Festival | R380 000 | December 2014 | Harmocept | -Access to the audience during the home coming festival  -Access to the audience during the mayoral projects  -inclusion in all media releases | Awaiting final report |
| Film Finance World Conference | R45 000 | October 2014 | Film Finance World Conference | -Logo to appear on conference programme and banner  -Logo to appear on all future advertising collateral  -2 x free standing banners in the conference venue  -1 x free standing banner in the registration area  -Mention in the press release  -8 delegate passes  -1 x exhibition space  -Sponsor to appoint a facilitator for panel discussion  -2 x staff members to man expo stand  -Company brochure in delegates pack  Sponsor will receive full delegate list | -Logo to appear on conference programme and banner  -Logo to appear on all future advertising collateral  -2 x free standing banners in the conference venue  -1 x free standing banner in the registration area  -Mention in the press release  -8 delegate passes  -1 x exhibition space  -Sponsor to appoint a facilitator for panel discussion  -2 x staff members to man expo stand  -Company brochure in delegates pack  Sponsor will receive full delegate list  -The conference was attended by 50 people |
| Cry of Love movie screening | -R150 000  -the classification fee of the movie Cry of Love was waived | March 2015 | Moments Entertainment | -Access to learners from Alexandra and Soweto and civil societies  -Movie Screening of Cry of Love  -Workshop the learners on the social issues like xenophobia | -Access to learners from Alexandra and Soweto and civil societies  -Movie Screening of Cry of Love |
| The LGBTi workshop | Part of the R450 000. | March 2015 | Quad Republic | Platform to engage with the LGBTi workshop | Addressed the LGBTi workshops |

**2015/16 partnerships**

| **Intervention** | **Budget allocated** | **Timeframes** | **Partner** | **Expected outcomes** | **Actual results** |
| --- | --- | --- | --- | --- | --- |
| The Feathers Awards | R495 000.00 | June- November 2015 | Quad Republic | -Sponsor spokesperson interview within the Feather Awards promotional video aired at both events.  -Prominent branding on screens flanking stage.  -Mention, sponsor spokesperson quotation and branding in all press releases  -Branding on all marketing collateral (invitations, website, etc)  -Sponsor representative to hand out an award trophy at the main function (***preceded by MC’s live onstage announcement of sponsor)***  -10 partner invitations to the awards function (20 guests in total)  -Branding, Participation and exposure at LGBTI Youth seminar. (Workshop for LGBTI discussing social issues and cyber safety. | -R34 452 501 AVE between September and November 2015  -all expected outcomes were received |
| Durban International Film Festival | R420 810.00 | 16-26 July 2015 | University of KwaZulu Natal  Callsheet  Namibia Film Commission  Kenya Film Commission | Industry consultation workshop  Reached 2500 learners through the school outreach project | Industry workshop on the online regulation policy  Reached 2600 people through the school outreach and the stakeholder engagement during the festival. The FPB also partnered with the Callsheet to host the Durban Film Mart welcome party.  Engaged the Namibian Film Commission and the Kenyan Film Commission about setting up regulatory bodies in their countries as well as INHOPE. |
| Loeries Awards | R211 150.00 | 12-16 August 2015 | Loeries Awards | Exhibition stand at the Creative Week  Partner with the KZN Film Commission to host the judges dinner | Exhibited at Creative Week  Partnered with the KZN Film Commission to host the judges dinner, allowing the FPB to engage the creative industry Tier 1 stakeholders |
| Highway Africa Conference | R66 384.00 | 30 September-1 October 2015 | Rhodes University School of Journalism | Workshop the journalists and journalism students on the online regulation policy | Workshop the journalists and journalism students on the online regulation policy |
| Quad Republic-nominee announcement | R495 000 | 24 August 2015 | Quad Republic | As part of the FPB organisational strategy we have to engage marginalised groups. The LGBTI community is one such group. The Feathers Awards announcements allowed the FPB to engage them, giving us media coverage as well as branding opportunities as one of the headline partners. opportunity with  Reach the audience at the nominee announcement and also through media engagements | Branding opportunities for the FPB  Reach the audience at the nominee announcement |
| SEXPO | R199 500.00 | 24-27 September 2015 | Adult World Group | -Free stand  -the FPB logo included in all the marketing material for the EXPO  -FPB logo and link on the EXPO website  -Media exposure  - Social Media advertising | -Free stand  -the FPB logo included in all the marketing material for the EXPO  -FPB logo and link on the EXPO website  -Media exposure  - Social Media advertising |
| iWeek Conference | R30 000.00 | 7-11 September 2015 | ISPA/WASPA | Hosted a workshop on the proposed online regulations  Part of the panel discussion related to the draft online regulation policy n South Africa | Hosted a workshop on the proposed online regulations  Part of the panel discussion on the online regulation in South Africa |
| rAge Gaming Expo | R308 005.00 | 9-11 October 2015 | NAG | -Co-branding as one of the co-partners.  -Banner advert on the Rage website  -Logo on the wristband  -Banner on the NAG website  -free stand  -Advert on the NAG magazine | -Co-branding as one of the co-partners.  -Banner advert on the Rage website  -Logo on the wristband  -Banner on the NAG website  -free stand  -Advert on the NAG magazine |