

## **FESTAC 2010**

*February 2007 Johannesburg/Durban/Cape Town  
(Senegal '66 Nigeria '77 South Africa 2010)*

### **SUMMARY DRAFT BRIEF AND SPONSOR PARTNERSHIP PROPOSAL FOR THE "3<sup>RD</sup> ALL AFRICA, DIASPORA AND WORLD FESTIVAL OF THE ARTS AND CULTURE", FESTAC 2010 AND ASSOCIATES EVENTS, FEBRUARY 2010 SOUTH AFRICA (MAIN HOST CITY TO BE CHOSEN JAN 2008).**

The 3<sup>rd</sup> Pan African Festival of the Arts and Culture to be hosted in South Africa, after the first one in Senegal in 1966 and the follow-up second one in Nigeria in 1977 was first mooted in early 1998 and initially planned for late 1999 with support from the then Minister of Arts, Culture, Science & Technology and Nigerian Government.

In the years of its postponement since 1999, FESTAC has build up a support network of multi-lateral local and international cultural organizations, institutions and governments including the African Union, UNESCO and World Bank. Its successful hosting in South Africa in 2010 in February (Africa History Month) will serve as a great platform and test demonstrating South Africa's ability and preparedness to for the 2010 World Cup, and as well, afford the platform (in form of a Continental & Diaspora Conference) for the continent's civil society movement and business to join hands with their governments in providing vision, direction and strength to the already adopted Heads of State Summit, historic motion to realize the "United States of Africa" whilst at the same time, using FESTAC 2010 as a platform for the promotion of the envisioned Africa-Diaspora economic integration beginning with the conclusion of joint-venture investment projects particularly in the cultural industries and priority sectors such as agriculture and food security.

In November 2007 on the 09-10th, on the occasion of the Investing in Agriculture for Food Security Summit and Agribusiness Market in Durban (see attached draft brief) attended by the sector role players from South Africa and Africa, was announced, the 2010 Organic Food Project, to develop South Africa and African countries capacity to produce organic produce for 2010 and beyond with the proposal to feature the first All Africa and Diaspora Agribusiness and Food Security Summit and Exhibition Market as part of FESTAC 2010.

On the occasion of Africa Day (May 25, 2008) celebrations, South Africa will host a 2 day international planning workshop for 2010 to be attended by delegates from all countries in Africa and the Diaspora when the updated events program and international participation list as well as the Economic Impact Study and Business Plan demonstrating the quantified multi-billion rand economic impact (particularly poverty reduction, job and wealth creation) levels FESTAC 2010 and associate events with achieve for the country and the continent's cultural, tourism and associate industry sectors.

The main program of events of FESTAC 2010 will incorporate:

- Both traditional, classical and as well as popular music and dance showcasing the best of Africa and Diaspora's groups and individual top artists
- Theater and Cinema, Literature and Poetry
- Paintings, Sculpture, Handicrafts Expo and Market
- Fashion Extravaganza and Pageants
- International Cultural Industries Investment Summit and general colloquia on arts and culture
- Carnival, Food and Wine Festival
- Book and Audio Visual Exhibition and Market
- Sports & Games etc
- Official Opening and Closing Ceremonies
- Fringe community cultural activities before, during and after FESTAC 2010

The associate events include:

1. "World Summit on Ageing" (in partnership with the International Federation on Ageing) incorporating a re-union conference and celebrations for world war and struggle veterans in Africa and the Diaspora
2. All Africa Traditional Leaders Summit and launch of the Parliament of Traditional in Africa, POTLA (in partnership with the African Union)
3. Investing in Agriculture for Food Security Summit-Exhibition-Market
4. Continental Business Summit on NEPAD
5. Africa-Diaspora Tourism Summit
6. World Summit and Exhibition on Traditional & Complementary Medicine and Healing
7. FESTAC 2010 Games (football, tennis, boxing, golf and water sport etc)

Amongst preparations and build up activities and associate special projects will include:

8. Special Festac logo design gold jewelry and other merchandize
9. Compilation and publishing of a schools' African Renaissance pictorial encyclopedia of African & Diaspora History and Cultural Heritage
10. Film Project development to produce a fictional epic movie re-enactment of the glory days of Timbuktu (inspired by the first cultural project of the AU) and other legacy films i.e. ANC 2012 Centenary movie reflection of the life of Dr Langalibalele John Dube set around the Bambata Rebellion and founding of the ANC in 1912)
11. Maiden voyage of the rebuilt slave ship Armistice from New York, down the Caribbean, across the Atlantic to the West African coast of Senegal, Ghana, Liberia, down to Angola and final destination Cape Town
12. Construction of Festac City, a rental and holiday accommodation housing project and tourist resort

13. Participation in South African (investment-trade, tourism, culture and sports exchange) missions to African and Diaspora countries

An one additional and special benefit that will accrue the main host city will be its Positioning for the bid to host the permanent secretariat of the United Cities of Local Government in Africa (UCLGA) and to raise and secure funds for the construction whose office park complex in the city. Through this project, the city will be further positioned, not only as Africa's capital city but as well, one of the three leading world capitals influencing and playing host to major world events. A special UCLGA summit will also be organized and hosted in the city during FESTAC 2010.

In the case of Cape Town especially, should it be chosen as official host of FESTAC 2010 or play a supporting minimum co-host role, additional event benefits to the city will include:

Official unveiling ceremony of the Sarah Baartman Memorial and Slave History Center, 200 years bicentennial celebrations of the end of the transatlantic slave trade which will bring thousands of participants and visitors from all over Africa, the Diaspora (Europe, Canada, US, Caribbean and South America) and the world to Cape Town. We will also finally establish and incorporate Cape Town and Western Cape into the UNESCO sponsored "Slave Route Project".

Generally, participating countries will carry the cost of their participation with regards travel, accommodation and expenses. Between 5,000-10,000 delegates and participants and between 50,000-100,000 visitors are expected at FESTAC 2010.

However, without compromising on the maximum possible magnitude, impact and benefits of FESTAC 2010, the events program and logistics will be designed and packaged to be successfully executed at a direct cost budget of between R150,000-300,000million whilst achieving direct income revenue flows of minimum same amounts and up to 1.5-3 billion overall economic impact and income for the host city and country as well to benefit partnership projects in with other Africa and Diaspora countries.

Further, the event will raise additional up to R3billion in multi-lateral investment capital for Africa's cultural industries sector.

The conservative risk spread for the R150-300million budget is calculated thus:

<u>CONTRIBUTOR</u>	<u>AMOUNT</u>
Host City and Provincial Government	R 5,000,000 - R10,000,000
National Government	<u>R20,000,000 - R40,000,000</u>
Total	R25,000,000 - R50,000,000

South African Public and Private Companies	R25,000,000 - R50,000,000
SA Total	<b>R50,000,000 - R100,000,000</b>
Foreign governments	R150,000,000 - R300,000,000
International corporations And institutions	R100,000,000 - R200,000,000
<b>GRAND TOTAL</b>	<b>R300,000,000 - R600,000,000</b>

To demonstrate and confirm FESTAC 2010 and associate events' feasibility and viability (building on preparations work and achievements to date), a further 4 month development term to international planning workshop and launch has been set for the period January-May 2008 by which the following should be completed and ready for presentation to Cabinet and local and international partners:

1. Updated detailed viability study and business plan
2. Confirmed sponsorship and investment pledges and guarantees totaling minimum R100million
3. Significant local and international participant stake-holder and role player buy-in and confirmation of participation.

After this phase, formal presentation to national cabinet will be done to secure follow-up "in principle" official endorsement and support subject to final presentation to Cabinet by end of 2008 of guarantees for minimum R200million plus a detailed participant and program report when final and official resolution (by cabinet) will be passed and collective government (at national, provincial and local level) funding and other support will be determined.

In soliciting principal investment and sponsor partners for FESTAC 2010 and associate events, proposed is a continuing funding budget of between R1Million towards development and preparations expenses for the build-up period to end of May 2008 (further to the continuing personal funding by MK Malefane-R200 000 alone for the period October 2007 to January 2008).

#### FEBRUARY-MAY 2008 BUDGET:

Preparation of updated economic impact study and business plan	R200,000
Produce lobby/marketing brochure/DVD package	R200,000
Establish Festac office guest house	R200,000
Local and international travel	R200,000
Management, staff and general administration	<u>R200,000</u>
<b>TOTAL</b>	<b>R1 000,000</b>



Besides maximum possible mileage and branding opportunities the principal sponsor partners will receive, ensured as well, will be national and international market place benefits opportunities flow for the sponsor partner's products and services, details of whom will be discussed with the respective sponsor partner.

FESTAC has since 2001 been managed and coordinated through the following structures:

- a) **INTERNATIONAL ORGANIZING COMMITTEE** – made up of representatives of major international cultural institutions and organizations (i.e. IAFESPAC of Senegal and organizers of the first FESTAC “1966 1<sup>ST</sup> WORLD FESTIVAL OF NEGRO ARTS”; CBAAC of Nigeria and organizers of the second FESTAC “1977 2<sup>ND</sup> WORLD & BLACK FESTIVAL OF THE ARTS AND CULTURE; NATIONAL BLACK ARTS FESTIVAL in the US, VIAMAGIA of Brazil, UNIVERSITY OF THE WEST INDIES in Jamaica, ARTS COUNCIL in the United Kingdom etc) as well as individual professionals and eminent persons (i.e. Ali Mazrui, Chinua Achebe, Rex Nettleford, Molefi Asante etc). These act both in an advisory capacity as well as provide diverse preparations and event coordination support.
- b) **FESTAC TASK TEAM** – formed in 2002 on the request of the former Minister of Arts, Culture, Science and Technology to advise the ministry on the formulation of a submission to Cabinet for a resolution (and funding commitment thereafter) on FESTAC. Task Team members include representatives of related departments (i.e. Arts and Culture, Environment and Tourism, Foreign Affairs, Home Affairs, DTI, GCIS, Transport etc) and institutions and organizations (i.e. National House of Traditional Leaders, Africa Institute of South Africa, UNISA, African Renaissance-South African Chapter, NAFCOC etc)
- c) **FESTAC SECTION 21 COMPANY** – formed as the body that will receive, manage and administer the funding activities of FESTAC. Current directors represent major institutions and corporations led by Absa Bank
- d) **FESTAC INVESTMENTS (PTY)LTD** – formed as a (Pty)Ltd company with both South African and foreign shareholders to develop the business activities and opportunities around FESTAC
- e) **MK MALEFANE ENTERTAINMENT (PTY)LTD** – the media-entertainment, tourism and event management company, and MK MALEFANE who are the chief promoters of FESTAC and have been involved with the project since 1998 (refer to Festac file with the Department of Arts and Culture). During the development and preparations period to May 2008, MK Malefane Entertainment (Pty)Ltd and MK Malefane will hand over ownership and management control of

FESTAC 2010 to the appropriate re-organized section 21, Task Team and International Organizing Committee structures.

#### JANUARY-MAY 2008 ACTION PLAN

- Secure an anchor and initial sponsor partners for the development and preparations budget for the period to official international launch in October 2007
- Establish a new international Festac Office and Guest House Reception in Johannesburg and the host city
- Produce an updated FESTAC 2010 Economic Impact Study and Business Plan
- Resume national and international lobby and reconfirmation of funding support and participation and resume consultations road-show
- Reconfirm the International Organizing Committee, convene the FESTAC Task Team, reconstitute the Festac section 21 company and the Festac Investment Company
- Present up-dated report to the Parliamentary Portfolio Committee on Arts & Culture
- Present up-dated report to the potential host city municipality and provincial government conclude an agreement with the chosen host city and province
- Hold a media conference and reception to announce the Host City, program activities and confirmed participants (countries, institutions, organizations, companies, individuals etc) for FESTAC 2010
- Present progress report and (national) Task Team formulated resolution to the Minister of Sport for his submission to national cabinet

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