

# Koolha <sup>TM</sup>

MOVEMENT

LIFESTYLE • EVENTS • VINTAGE • CARS



# INTRODUCTION

Kofifi, it's a life style event that celebrates old school music through performance and a platform to create Job opportunities for our veterans in music and preserving heritage of our music, fashion, old time social life.

Kofifi Movement (PTY) LTD annually hosts Kofifi events through the help of our existing sponsors celebrate and honour those who lived and laid foundation of our music scene, and who continuing to inspire hope during times of apartheid where communication was limited but through the power of the artistic expressions information was conveyed.

Kofifi event is a one night event that currently rotates in two provinces (Limpopo and Gauteng) as each event is themed according to highlights of old time events e.g.: 1956 August 9 Womens March to the Union Buildings, the theme will be derived from slogans that were used during that time "Wathinth'a abafazi, Wathint imbokodo". The event will be managed through that slogan, and the dress code is always "Old School Fashion"

Kofifi Movement (PTY) LTD has packaged these lifestyles and celebrates patrons themed in Kofifi style. The music play list comprises of old school sounds that takes attendees down memory lane which was popular during those days. These events are not just ordinary parties like the rest. This is a brand experience brought by a combination of attire, cars, music and dance that use to stun during those days and they are aptly themed KOFIFI. The pay offline is "ONS DOBOL NDOKOS" which means we rock nice music and nice vintage clothes. Currently Kofifi Movement (PTY) LTD host annual Kofifi events at Carousel and Morula Sun Casinos.

The name Kofifi was inspired by the Sophia town which is a suburb of Johannesburg. It was a legendary black cultural hub that was destroyed under apartheid together with places like Ladyselborn in Pretoria. The early part of the 20th century saw the increasing urbanisation of black South Africans in industrial centres around Pretoria and Johannesburg. This led to the development of township slums or ghettos, and out of this hardship came forth new forms of lifestyle amongst others.



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**SOWETO**  
**WINE & LIFESTYLE**  
**FESTIVAL 2015**

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# VISION

- Our vision for Kofifi Movement PTY LTD is for it to contribute to the long term preservation of township culture, develop economy using this as a mode of building a cohesive nation.
- To preserve and promote our musical heritage. Showcasing it to the current generation insuring that they understand where we come as a country.
- Offering Job opportunities to our Music Veterans as part of sustaining their talent and passing it on to the current generation, Create jobs for the communities around the area hosting our events
- Promotion of Social Cohesion and Nation Building Celebrating the Arts.

# MISSION

Our mission is:

- To create a Kofifi musical event that attracts large numbers of visitors from Tshwane and beyond, becomes established as community's hallmark national event, and leaves a legacy for the country.
- Sustainable platform for our Music Veterans to perform and get remunerated for their services.
- To provide a platform for government, sponsors, partners and media to interact directly with people and thereby achieve their marketing, communication and corporate citizenship objectives.

# STRATEGY

The strategy for achieving this vision and mission is to:

1. Seek to celebrate and honour those who shaped our social lives today in social scenes.
2. Create an entertainment and activity event to attract residents and public at large featuring veterans and current musicians.
3. Involve the talents and cultures to make the event an inclusive and representative.
4. Employ residents wherever possible in the provision of products and services.
5. Establish the event for networking opportunity for business, culture and heritage.
6. Provide a platform for the promotion of government departments and community organasation.



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**KOFIFI DOLLS NITE**  
**SUN INTERNATIONAL**  
**CAROUSEL HOTEL 2015**

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# MARKETING & COMMUNICATION

Marketing will be done through various options:

- Pre-event: Radio/TV mentions one and half weeks, on/before the event. Post flyers online (websites, Facebook, Twitter, SMS's, Email, etc.). Distribute posters and flyers around area surroundings and hotspots (malls, parks, street poles, supermarkets, robots and shops).
- During the event: Facebook/Twitter/Instagram pages will be updated with pictures of the event and the Djs at local radios will promote on their social media pages and create hype by encouraging listeners to visit the page and attend the event to increase the numbers of the market outside.
- Post-event: Electronic posters, a DVD and pictures will be available for the sponsor and will be posted on the Facebook page. Emails/newsletters will be sent to the 200 VIP's to spark word of mouth. The plan is to get people to be excited and wanting to be associated with the brand.

## FOCUS AREAS (WHAT IS NEEDED TO ACHIEVE OBJECTIVES)

### VENUE & INTERIOR DECOR



### MARKETING MATERIAL



### TV & RADIO ADVERTISING



### SOUND, STAGE, LIGHTS AND ENTERTAINMENT



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## MARKET ASSOCIATION

The brand will get more exposure through the event, database, facebook, Twitter, website, posters and flyers.

Some local radio stations has a listenership of more than 300 000 people. This gives the sponsors more mileage and exposure.

We aim to make a success of the proposed events as and to promote brands and stimulate economic development. And we are always striving to deliver the best results hence we believe that we can perform this tasks more effectively and efficiently with capability through our experienced team that is always willing to perform at their best.

## SUCCESSFUL PREVIOUS EVENTS

- Kofifi at Bedrock (Hammanskraal) with attendance of 350+ audiences
- Kofifi at Waterland Polokwane with attendance of 280+ audiences, during this event a music video (DJ Cappuccino – Kofifi vibes) was also shot ref: <https://www.youtube.com/watch?v=MAP7UeYtxc0>
- Kofifi at Carousel with attendance of 1000 + audience (bi-annual)
- Kofifi at Phola Park(Temba) 270+ audience
- Kofifi at Morula Sun 450 + audience (Annually)
- Kofifi at VanTuka lounge (Soshanguve) 280+ audience
- Kofifi at Meropa Casino (Polokwane) 250 + audience



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