



111th Annual Schulbasar: Saturday 26 May 2018

Dear DSJ Community,

Following a very successful #Basar17, planning has already commenced for next year's event. We are happy to announce that the official profit generated from 20 May 2017 was R581 000, a massive improvement from R326 000 in 2016. The Board has set us a very ambitious profit target of R750 000 in 2018, a goal that can only be reached with your help.

We made history this year as the Basar became the first completely cashless school event. In 2018 we want to continue growing with the aim of becoming a commercially viable and professional event in Johannesburg. With this in mind, we are offering corporates the opportunity to showcase their brand using the Schulbasar as a platform to promote themselves.

Besides the benefits below, the DSJ is a non-profit organization which is formally registered for Section 18A tax benefit status and can provide certificates for donations received. Donors will also receive corporate social investment scorecard points for donations to the school's Social Fund. Furthermore, the DSJ is now BEE registered and therefore able to assist with point accreditation towards your status.

Please view the sponsor options below and we kindly ask members of our community who are interested in being involved with this special project to contact us.

Kind Regards

A handwritten signature in blue ink, appearing to read 'Savo Cernich', is written over a light blue circular watermark.

Savo Cernich
PR/Marketing Manager
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#Basar18 Sponsor Benefit Profile

Raffle Tickets Package: R10 000 - SOLD

- ✓ Your company profile/logo will appear on the back of every single #Basar18 raffle ticket.
- ✓ Approximately 15 000 raffle tickets are sold each year.
- ✓ Advertise on DSJ Website and Social Media.
- ✓ FREE #Basar18 tickets and VIP Parking access for FIVE guests.

Entrance Wristbands Package: R20 000

- ✓ Your company logo will appear on each and every #Basar18 wristband.
- ✓ Approximately 9 000 people attend the Basar every year.
- ✓ Advertise on DSJ Website and Social Media.
- ✓ FREE #Basar18 tickets and VIP Parking access for FIVE guests.

Cashless Cards Front Package: R30 000

- ✓ Cashless cards are the currency on the day of #Basar18.
- ✓ Your logo will appear on the front of each card.
- ✓ Advertise on DSJ Website, Social Media and Newsletter.
- ✓ FREE #Basar18 tickets and VIP Parking access for TEN guests

Cashless Card Back Package: R30 000

- ✓ Cashless cards are the currency on the day of #Basar18.
- ✓ Your logo will appear on the back of each card.
- ✓ Advertise on DSJ Website, Social Media and Newsletter.
- ✓ FREE #Basar18 tickets and VIP Parking access for TEN guests



Hotspot #1 Entrance and Driveway Display: R20 000 - SOLD

- ✓ Guest Profile: All guests who attend #Basar18 will pass your stand(s).
- ✓ Advertise on DSJ Website and Social Media.
- ✓ Full branding and naming rights in your area on the day of #Basar18.
- ✓ FREE #Basar18 tickets and VIP Parking access for FIVE guests.

Hotspot #2 Regenbogen-Kids: R20 000

- ✓ Guest Profile: Children aged between 18 months and 8 years, their parents and family visit this area.
- ✓ Advertise on DSJ Website and Social Media.
- ✓ Full branding and naming rights in your area on the day of #Basar18.
- ✓ FREE #Basar18 tickets and VIP Parking access for FIVE guests.

Hotspot #3 Seilzirkus Café Area: R30 000

- ✓ Guest Profile: Every person who attends #Basar18 will pass your stand with the focus on children aged between 7 and 12 years and their families (lively tea and cake atmosphere).
- ✓ Advertise on DSJ Website, Social Media and Newsletter.
- ✓ Full branding and naming rights in your area on the day of #Basar18.
- ✓ FREE #Basar18 tickets and VIP Parking access for TEN guests.

Hotspot #4 Heritage Village: R20 000

- ✓ Guest Profile: children between 10 and 16 years and their families.
- ✓ Advertise on DSJ Website and Social Media.
- ✓ Full branding and naming rights in your area on the day of #Basar18.
- ✓ FREE #Basar18 tickets and VIP Parking access for FIVE guests.

Hotspot #5 German Village: R30 000

- ✓ Guest Profile: Families and Over 18s.
- ✓ Advertise on DSJ Website, Social Media and Newsletter.
- ✓ Full branding and naming rights in your area on the day of #Basar18.
- ✓ FREE #Basar18 tickets and VIP Parking access for TEN guests.



#Basar18 Naming Rights: R1 000 000

- ✓ Full naming rights to the 2018 Schulbasar – a first in the history of this special day.
- ✓ Event caters for the WHOLE family.
- ✓ Average attendance between 8000 and 9000 people over the last five years.
- ✓ Event reach of over 300 000 through various forms of media.
- ✓ Financials available upon request.
- ✓ School is able to negotiate terms to best benefit your needs.

Please refer to the below map for Hotspot locations.

