



DEUTSCHE  
INTERNATIONALE  
SCHULE  
JOHANNESBURG

130 JAHRE 1890-2020

# SCHULBASAR PARTNER PROFILE



# SCHULBASAR

SATURDAY, 30 MAY 2020

THE ULTIMATE GERMAN EXPERIENCE



# BECOME A SCHULBASAR PARTNER & MAKE A DIFFERENCE!



The Deutsche Internationale Schule Johannesburg (DSJ) is the oldest co-educational school in Johannesburg and celebrates its 130-year anniversary in 2020. For over 30 years, the DSJ has actively made provision for previously disadvantaged children starting from Grade 5. The school is very proud of its philosophy of Cultural Encounter, which has been an active basis for its education since the eighties.

On **Saturday, 30 May 2020**, the DSJ will host its single biggest fundraiser, the **113th annual Schulbasar**, an event that dates back to 1905, accommodates close to 10 000 people every year and caters for all ages in a lively yet safe environment.

Thanks to the contributions of our partners and guests in previous years, we were able to purchase a new 23-seater bus for the school in 2018 and paid for the upgrades to the school hall in 2019.

The Schulbasar provides companies/corporates/businesses with a wonderful platform to showcase their brand.

**The DSJ is a non-profit organization formally registered for Section 18A tax benefit status and can provide formal certificates for donations received.**

Please see below available partner packages, for further information regarding each package, please contact me directly.

**To book your package, please contact Savo Cernich on [ceprnichs@dsjmail.co.za](mailto:ceprnichs@dsjmail.co.za) or 011 726 6220/1.**



# #Basar2020 PARTNER PACKAGES

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## #BASAR2020 NAMING RIGHTS:

*R1 000 000*

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Full naming rights to #Basar2020.

Financials available upon request.

School is able to negotiate terms to best benefit your needs.

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## BEER MUG SPONSORS:

*R125 000*

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Create history and get your brand onto the official #Basar2020 mug.

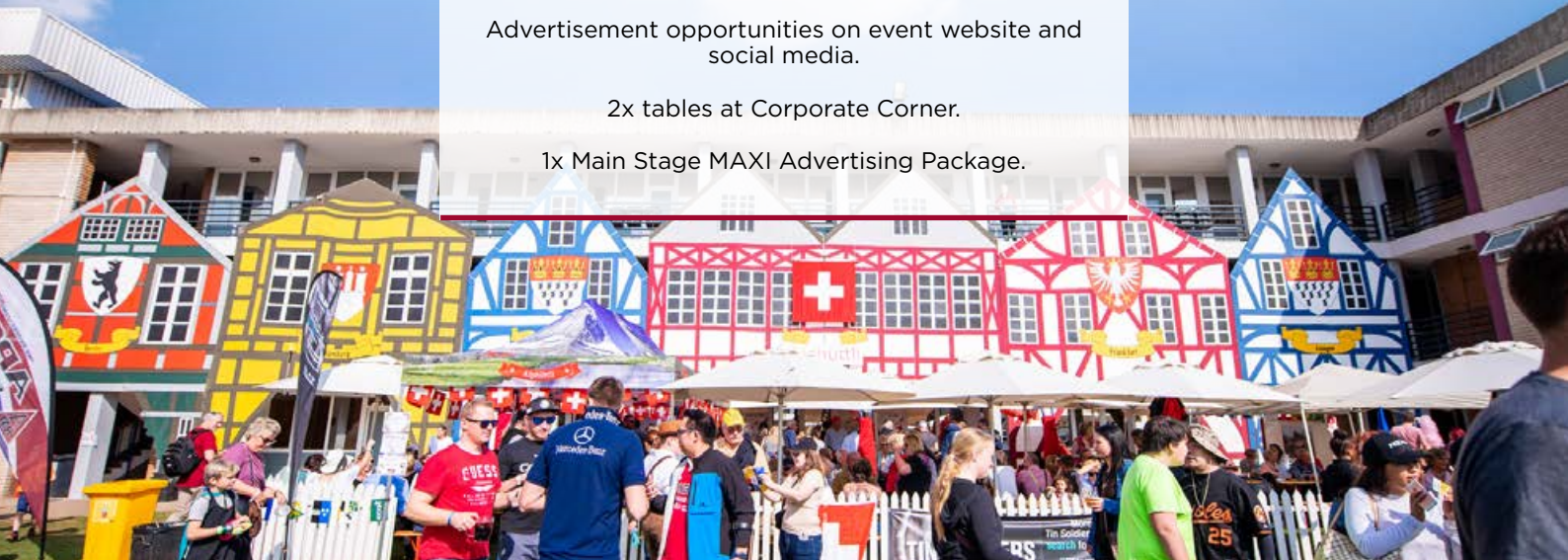
Every guest over the age of 18 is given this unique collectors' item.

Advertisement opportunities on event website and social media.

2x tables at Corporate Corner.

1x Main Stage MAXI Advertising Package.

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## MAIN STAGE ADVERTISING PACKAGE:

*R4 000*

Expose your brand to over 5000 people via our LED stage screens on the main field.

Limited slots available to guarantee maximum exposure. A minimum of 16 minutes worth of impressions through the day.

**UPGRADE TO A MAIN STAGE  
MAXI ADVERTISING PACKAGE  
FOR R6000** with a minimum of 32 minutes worth of impressions through the day.

## CORPORATE CORNER:

*R7500 per table*

Take your #Basar2020 experience to the next level with this popular package.

### Every table purchased includes:

- Private tent located on the main field
- Welcome Pack (new for 2020)
- Six Entrance Tickets
- Six Schulbasar Mugs
- Six R300 Preloaded Cashless Cards
- Three Main Field Parking Tickets
- Serviced Tables
- 1x Main Stage MINI Advertising Package
- Own toilet.

**#1  
BEST  
SELLER**

## GENERAL EXHIBITOR PACKAGE:

*R10 000*

If you/your company are looking at running an activation at #Basar2020, then this is for you!

*More information available  
on request.*

## ENTRANCE EXHIBITOR PACKAGE:

*R20 000*

Showcase your offerings at the entrance area of #Basar2020

1x Main Stage MINI Advertising Package.

*More information available  
on request.*

## BROCHURE PACKAGE:

*R20 000*

Promote your brand and have exclusive rights in the #Basar2020 Brochure

1x Main Stage MINI Advertising Package



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## RAFFLE PACKAGE:

*R25 000*

A truly unique offering which allows partners to promote themselves via the raffle ticket draw.

Over 15 000 raffle tickets are sold each year.

1x table at Corporate Corner.

Advertisement opportunities on event website and social media.

1x Main Stage MINI Advertising Package.

## HERITAGE VILLAGE PACKAGE:

*R35 000*

Full branding rights to this area.

Advertisement opportunities on event website and social media.

1x table at Corporate Corner.

1x Main Stage MINI Advertising Package.

## GERMAN VILLAGE PACKAGE:

*R35 000*

Full branding rights to this area.

Advertisement opportunities on event website and social media.

1x table at Corporate Corner.

1x Main Stage MINI Advertising Package.

## ENTRANCE WRISTBANDS PACKAGE:

*R40 000*

Your company logo will appear on every #Basar2020 wristband.

Advertisement opportunities on event website and social media.

1x table at Corporate Corner.

1x Main Stage MINI Advertising Package.

## CASHLESS CARDS FRONT PACKAGE:

*R40 000*

Cashless cards are the currency on the day of #Basar2020.

Your company logo will appear on the front of each card.

Advertisement opportunities on event website and social media.  
1x table (six people) at Corporate Corner.

1x Main Stage MINI Advertising Package.

## CASHLESS CARD BACK PACKAGE:

*R40 000*

Cashless cards are the currency on the day of #Basar2020.

Your logo will appear on the back of each card.

Advertisement opportunities on event website and social media.  
1x table (six people) at Corporate Corner.

1x Main Stage MINI Advertising Package.

