



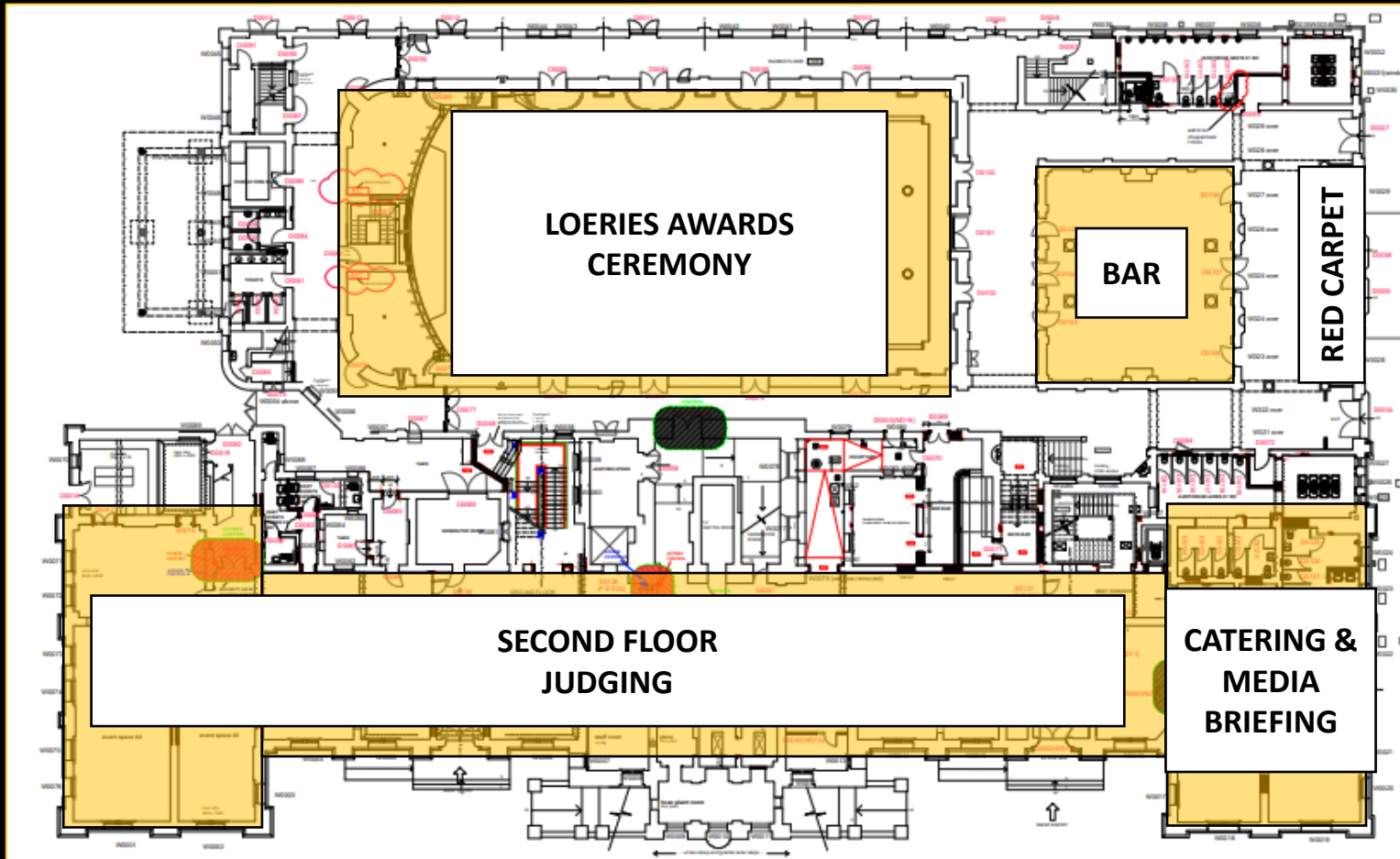
LOERIES
AFRICA MIDDLE EAST

LOERIE AWARDS 2023 SABC BRANDING OPPORTUNITIES

The City Hall



LOERIES
AFRICA MIDDLE EAST



THE CITY HALL

MONDAY 2 OCT – TUESDAY 3 OCT

LOERIES JUDGING
MEDIA BRIEFING

WEDNESDAY 4 OCT

LOERIES & FLAME JUDGING

THURSDAY 5 OCT

LOERIES AWARDS CEREMONY

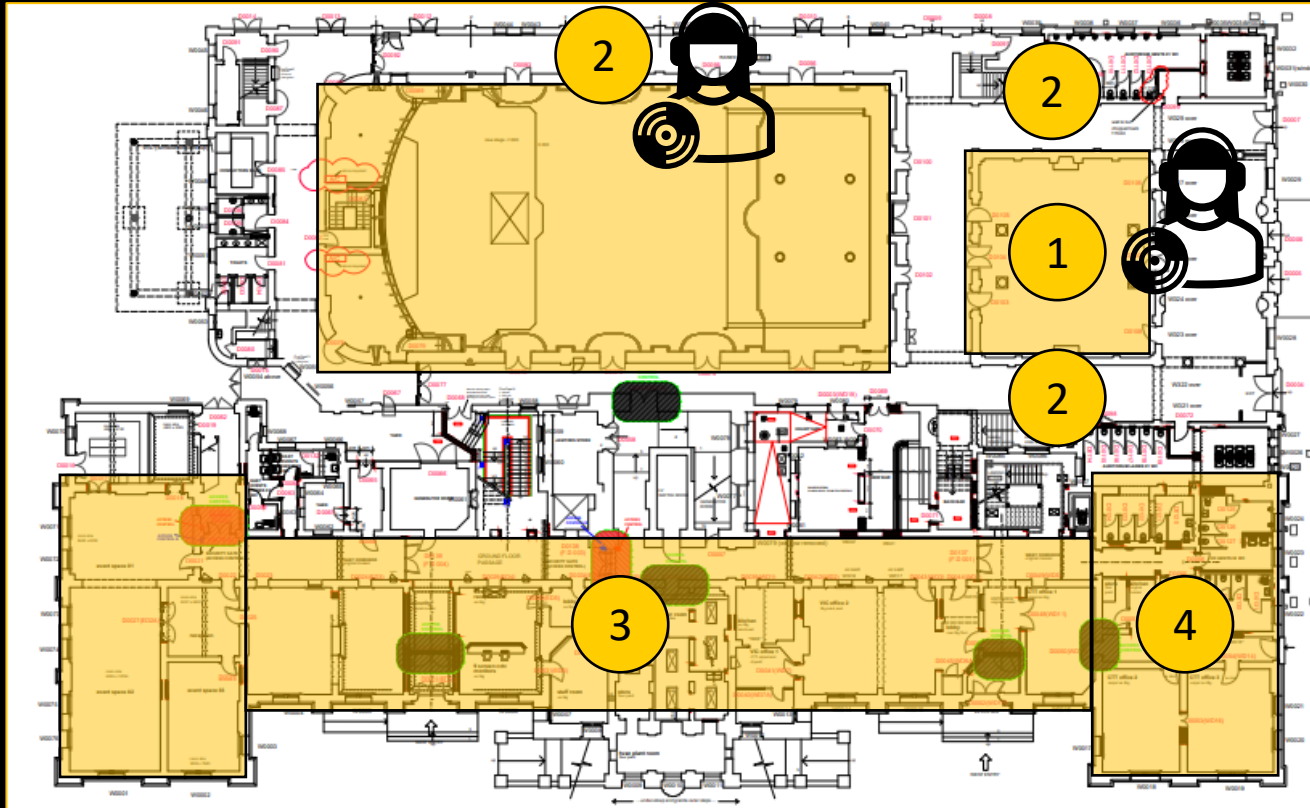
FRIDAY 6 OCT

LOERIES AWARDS CEREMONY

The City Hall: Branding Opportunities



LOERIES
AFRICA MIDDLE EAST



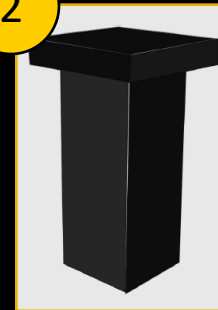
1



BAR AREA

- BRANDING OPPORTUNITIES
- ACTIVATION

2



CORRIDORS

- BRANDING OPPORTUNITIES
- VINYL ON PLINTH TABLES

3



JUDGING ROOMS

- JUDGES GIFTS FOR FILM & RADIO PANELS | ALL JUDGES
- BRANDED CONTENT IN FILM & RADIO JUDGING ROOMS



DJ OPPORTUNITIES

- PRE/AFTER SHOW DJ
- AWARDS DJ
- THUR & FRI

4



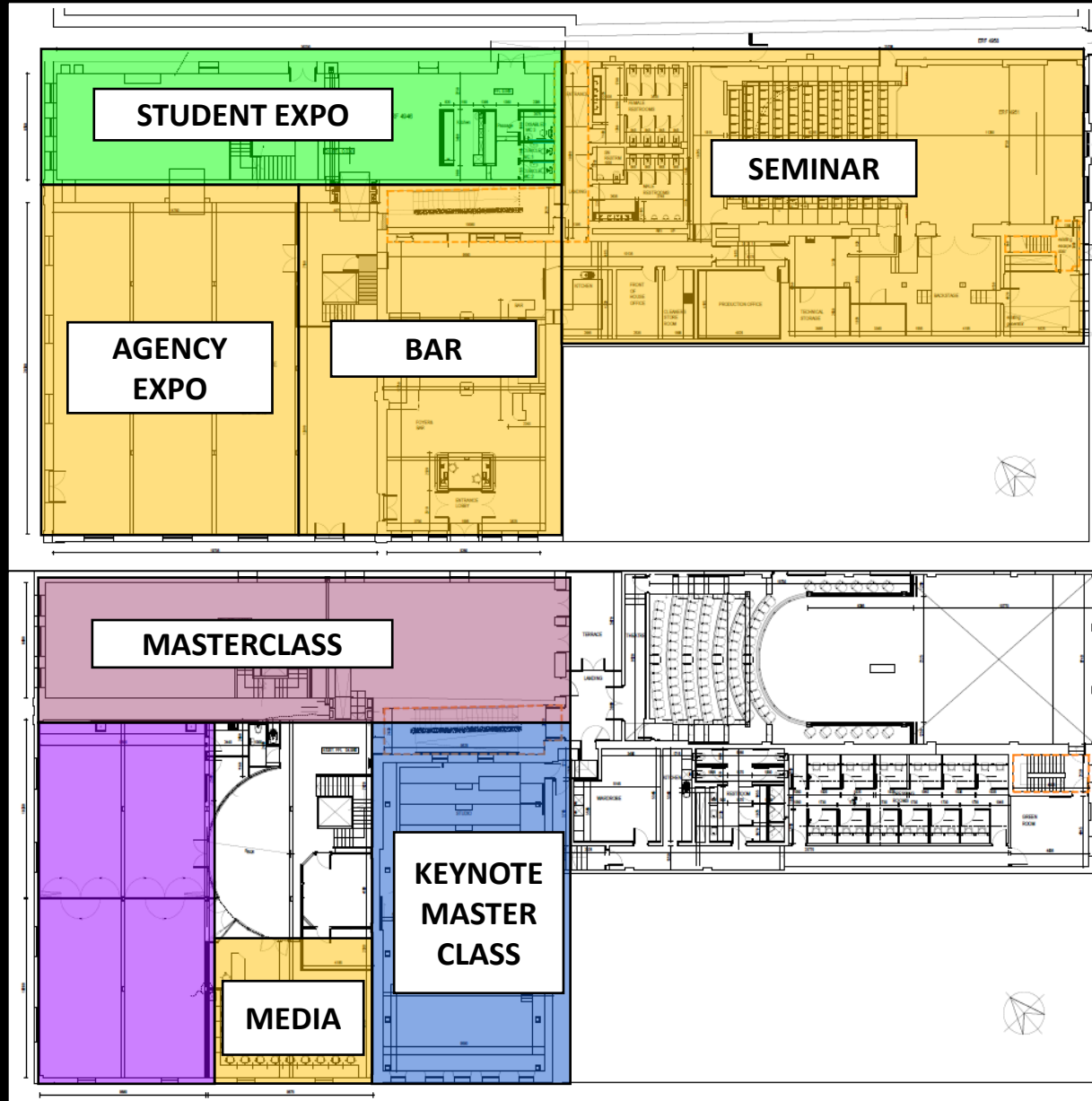
MEDIA BRIEFING

- BRANDING OPPORTUNITIES
- ACTIVATION
- INVITED MEDIA

Homecoming Centre



LOERIES
AFRICA MIDDLE EAST



HOMECOMING CENTRE

WEDNESDAY 4 OCT

AGENCY EXPO
STUDENT EXPO
MASTERCLASSES FOR SCHOOLS

THURSDAY 5 OCT

AGENCY EXPO
STUDENT EXPO
MASTERCLASSES

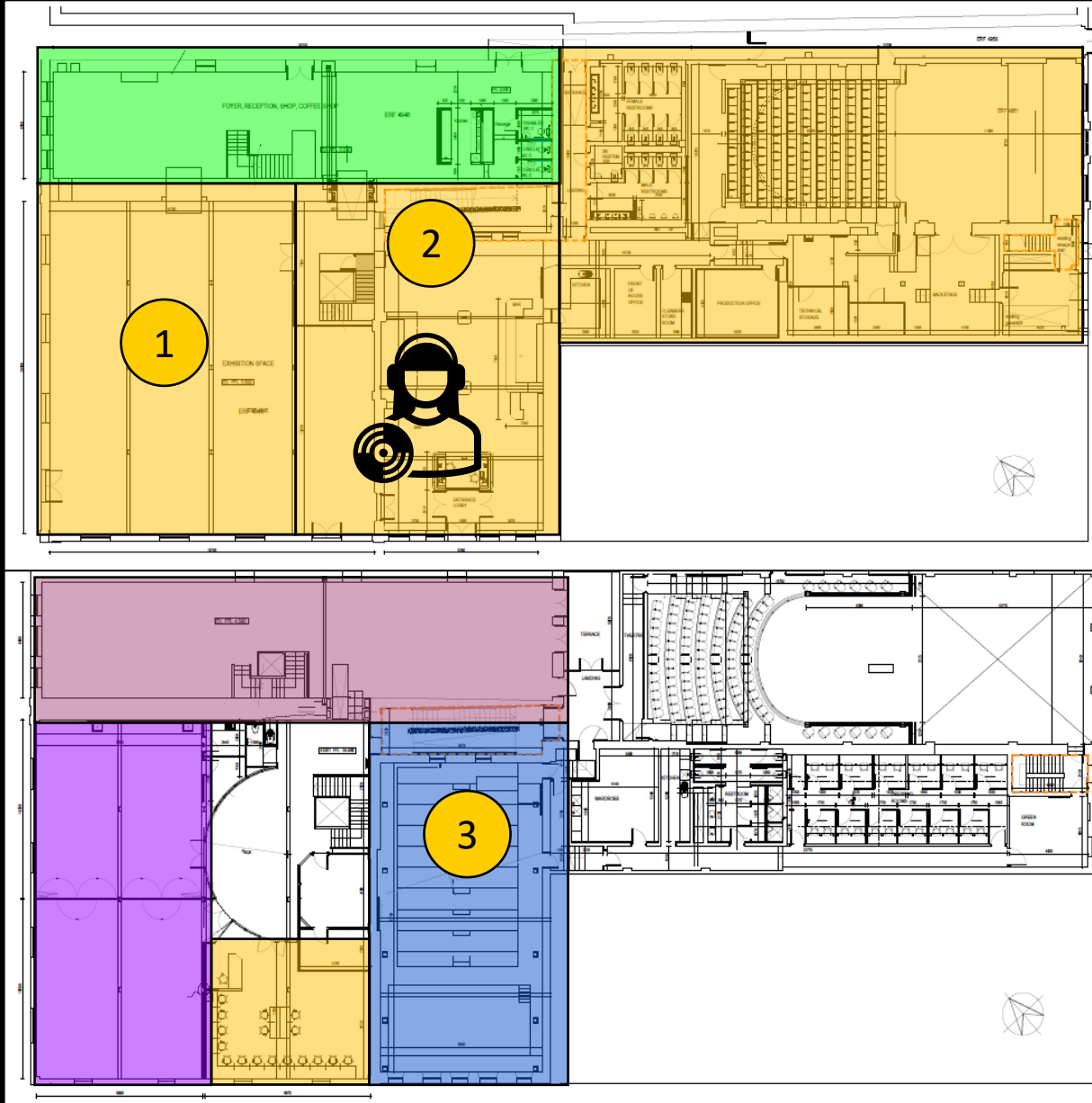
FRIDAY 6 OCT

INTERNATIONAL SEMINAR OF CREATIVITY

Homecoming Centre: Branding Opportunities



LOERIES
AFRICA MIDDLE EAST



1



AGENCY EXPO

- OPPORTUNITY FOR A STAND AT THE AGENCY EXPO

2



BAR AREA

- BRANDING OPPORTUNITIES

3



KEYNOTE MASTERCLASS

- OPTION FOR A MASTERCLASS



DJ OPPORTUNITIES

- DJ IN BAR AREA
- WED – FRI

Creative Week Events



LOERIES
AFRICA MIDDLE EAST



OTHER VENUES

WEDNESDAY 4 OCT

MAYOR'S BRUNCH (INVITE ONLY)

JUDGES WRAP (INVITE ONLY)

THURSDAY 5 OCT

AGENCY PARTIES

FRIDAY 6 OCT

OFFICIAL AFTER PARTY

1

FESTIVAL PARTNER BRANDING

- PARTNER BRANDING WILL BE PRESENT AT ALL EVENTS



DJ OPPORTUNITIES

- MAYOR'S BRUNCH (WED)
- JUDGE'S WRAP (WED)
- AFTER PARTY (FRI)

Festival Hotel: Hotel Rockerfella



LOERIES
AFRICA MIDDLE EAST



VINYL TABLE BRANDING

- HOTEL RESTAURANT
- STUDIO BAR 18th FLOOR



VINYL DJ BOOTH

- STUDIO BAR 18th FLOOR
- IF SABC DJ PERFORMING EACH NIGHT



DJ OPPORTUNITIES

- STUDIO BAR 18th FLOOR
- MON – FRI

Festival Partner Branding



LOERIES
AFRICA MIDDLE EAST

SABC LOGO WILL APPEAR ON ALL PARTNER INTEGRATED BRANDING

- BANNERWALLS
- LOGO LOOPS
- BUNTING
- PILLAR WRAPS
- STREET POLE BANNERS – BASED ON APPROVAL
- INVITATIONS
- WEBSITE
- TICKET CONFIRMATIONS
- WRISTBANDS FOR FRIDAY NIGHT AWARDS
- FESTIVAL HOTEL INTEGRATED BRANDING

