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### **Proposal for 'Herwinningsafrikaans'**

We're in the process of producing an album which contains a wide variety of singers/songwriters who will work together to create environmental awareness by means of Afrikaans lyrics, music, graphic design, live performances and possible visual elements.

### **Background**

The preservation of the environment is a matter which Jean Marais, owner of the music company Tunes Studio in Stellenbosch, has held dear since an early age. A few months ago, and to his utter dismay, he discovered that his hometown sports a severe lack of recycling infrastructure.

After a few phone calls to the local municipality and recycling companies in Stellenbosch, Jean was assured that tenders have been granted to create these infrastructures within the next few months. However, Jean still felt that he could make a larger contribution to the matter than a couple of phone calls.

That was when the idea of collaborative music project, focussed on the importance of nature preservation, dawned upon him.

A project like this, however, cannot be realised without the necessary funds. Jean was brought into contact with a South African historian, who has already been involved in the preservation of Afrikaans for many years, and who is the project's first benefactor, provided that its contents be in Afrikaans.

### **The nature of the project**

Jean's love for his language and connections with various Afrikaans artists has coerced him to combine the theme of recycling with the Afrikaans language. The idea is to focus on Afrikaans, not only as the vehicle by means of which knowledge of recycling is spread, but also for the language itself to be recycled. Afrikaans is a young language, fashioned only by a great few people in the world: thus, recycling through recycling.

Society needs to understand that the environment is fragile and fading due to years of destruction, and that we need to take action today, because tomorrow might be too late.

Tunes Studio have partnered with Valve House Studios, who is supporting the project and will help bring it to its full potential. Valve House's infrastructure allows for the entire studio to be run on a generator. We are planning to fill the generator with bio diesel in order to lessen our carbon

footprint during the recording of the album.

To our knowledge, this will be the first album of its kind in the country. The album cover will be manufactured from recycled materials and will also contain seeds of indigenous trees, so the entire packaging can be returned to the soil. Just another way in which this album will contribute to a greener environment.

### **The musicians and writers**

Schalk Joubert will act as producer and also spearhead the group of musicians.

The musicians and writers who have been approached and confirmed, are:

- 1-Arthur Dennis
- 2-Rudi Dennis
- 3-Piet Botha
- 4-Anton Goosen
- 5-Riku Lähti
- 6-Gian Groen
- 7-Willim Welsyn
- 8-Ryno Velvet
- 9-Valiant Swart
- 10-Albert Meintjes
- 11-Herman Kleinhans
- 12-Churchil Naude
- 13-Riaan Nieuwenhuis
- 14-Sima Mashazi
- 15-Hilandi Du Toit
- 16-Albert Frost
- 17-Auriol Hays
- 18-Frazier Barry
- 19-Brain Cloete
- 20-Francois Marais
- 21-Bacchus Nel
- 22-Kobus de Kock Jnr.

### **Project framework and timeline**

Phase 1 – Finalised artists for project – done.

Phase 2 – To have all the songs written by the end of November and to start pre-production.

Phase 3 – Official recording process and printing. The estimated time for recording is January/February and we envisage the official public launch in the two months after that.

The entire production will be filmed for television. *Die Wasgoedlyn*, an Afrikaans music series currently airing on kykNET, has shown interest to cover this project in one of its episodes. The rest of 2017 will see this project on stage as we'll plan nationwide tours and live performances.

### **Application for funds**

Businesses can be proud to be associated with this well organised, environmentally friendly project. We would like to offer your business the opportunity to get involved in the preservation of the

environment and that of Afrikaans, by affording us a sponsorship. We have already secured a sponsorship of R 50 000 for this project.

**Sponsorship opportunities and values**

<b>PACKAGE</b>	<b>PRICE</b>	<b>OPPORTUNITY</b>	<b>VALUE</b>
<b>Bronze **</b>	R5 000 - R10 000	<ul style="list-style-type: none"> <li>• Sponsor’s logo on all social media platforms</li> <li>• Logo on all printed promotion material</li> <li>• Sponsor is mentioned during all interviews and live performances</li> </ul>	R2 500 R2 500 R4 000
<b>Silver **</b>	R25 000	<ul style="list-style-type: none"> <li>• Sponsor’s logo on all social media platforms</li> <li>• Exposure in all printed media</li> <li>• Logo and business details printed on album cover</li> </ul>	R2 500 R3 500 R20 000
<b>Gold</b>	R50 000	<ul style="list-style-type: none"> <li>• Sponsor’s logo on all social media platforms</li> <li>• Exposure in all printed media</li> <li>• Sponsor is mentioned during all interviews and live performances</li> <li>• Logo printed on all printed promotion material</li> <li>• Sponsor’s logo and details printed on album cover</li> <li>• Sponsor to be credited at the end of an episode of <i>Die Wasgoedlyn</i> ( kykNET)</li> <li>• Sponsor’s pull-out banners to be exhibited at all performances and to be strategically placed during recordings</li> <li>• Sponsor’s logo and company details to appear at the end of the documentary, as well as all material to be uploaded on YouTube</li> </ul>	R2 500 R3 500 R4 000 R2 500 R20 000 R5 000 R5 000 R7 500
<b>Platinum</b>	R170 000	<ul style="list-style-type: none"> <li>• <b>Naming rights for project title</b> (provided that it accords with the nature of the project)</li> </ul> <p>This package also includes the following:</p> <ul style="list-style-type: none"> <li>• Sponsor’s logo on all social media platforms</li> <li>• Exposure in all printed media</li> <li>• Sponsor is mentioned during all interviews and live performances</li> <li>• Logo printed on all printed promotion material</li> <li>• Sponsor’s logo and details printed on album cover</li> <li>• Sponsor to be credited at the end of an episode of <i>Die Wasgoedlyn</i> ( kykNET)</li> <li>• Sponsor’s pull-out banners to be exhibited at all performances and to be strategically placed during recordings</li> <li>• Sponsor’s logo and company details to appear at the end of the documentary, as well as all material to be uploaded on YouTube</li> </ul>	R120 000 R2 500 R3 000 R4 000 R2 500 R20 000 R5 000 R5 000 R7 500

**\*\* PLEASE NOTE: The monetary sponsorships for the Bronze and Silver packages can be exchanged for goods and services.**

### **More about the opportunities**

Sponsors' logos are to be printed on all pull-out banners (as part of costs to projects) which will be strategically placed to assure maximum exposure on television recordings. These banners are also to be used at all live performances, along with the sponsors' own marketing banners (to be provided by the sponsor).

Logos of all sponsors are to appear on the album cover and all printed marketing materials, including placards, pamphlets, stickers and banners.

The social media platforms of all the artists have a combined reach of over 70 00 people. The project will also have its own social media pages which will be shared on all relevant pages and platforms.

The album cover will be furnished with an augmented reality application with which Valve House Studios is affiliated. This means that each person who buys an album and downloads the app will have access to the sponsors' website by simply clicking on the logo. This will be the first product of its kind to be equipped with this technology.

### **Album distribution**

- Valve House Studios' online shop, Valve House Music, provides a platform from which hard copies and high-resolution digital downloads can be distributed internationally.
- We plan to sell the album in Musica shops nationwide.

### **Summary of project costs:**

<b>SERVICE PROVIDER</b>	<b>DESCRIPTION</b>	<b>AMOUNT</b>
Valve House Studios	Recording and final mixing	R50 000-00
Schalk Joubert	Producer	R10 000-00
Session musicians	Session band for recording	R40 000-00
Valve House Music	Cover design/photos/content	R10 000-00
CTP	CD production	R25 000-00
Valve House & marketing company	Marketing/Publicity/Radio plugging	R25 000-00
Valve House Music & Tunes Studio	Administration/SAMRO-registration/Distribution	R15 000-00
TL Mastering	Mastering	R5 000-00
Private Company	Filming for documentary	R20 000-00
Unforeseen costs		R20 000-00
<b>Total</b>		<b>R220 000-00</b>
Private sponsor (funding received)		<b>- R50 000</b>
<b>Total funds needed:</b>		<b>R170 000</b>



Jean Marais (Project Manager)