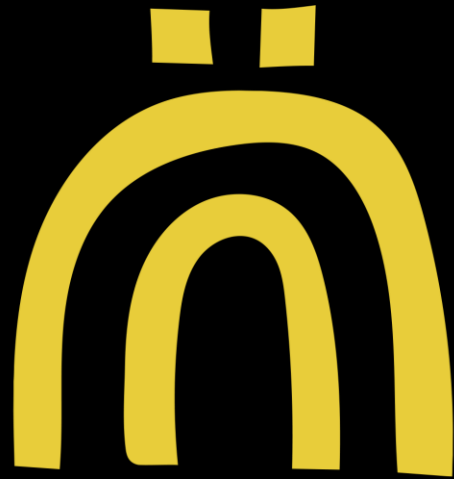




# MAYIBUYE

Oscar MBO: New wave of South African house music



**MAYIBUYE SUMMER FEST** is an upcoming events company run by Nkosinathi Masilela, An entrepreneur based in Mpumalanga. The Mayibuye Fest team have over ten years experience in the industry, we have successfully organized standout events that captured the spirit and energy of our community. As we embark on an exciting new chapter, we aim to take our event experience to the next level by crafting more unique and profitable experiences that resonate with audiences nationally.

We are eager to partner with you to deliver an unforgettable event, showcasing the best in South African music, culture, and entertainment. This proposal outlines the vision and highlights how this collaboration can create a lasting impact in promoting black excellence and economic development for all stakeholders.

## EXECUTIVE SUMMARY

**MAVIBUYE** is a musical bridge across generations, where old school meets new school and where international meets local, bound by Rhythm, Culture, and Soul. As a concept it has the ability to be redefined and interpreted differently on an annual basis creating a series of events to captivate the masses, this event aims to redefine entertainment and community engagement. With a proven track record of hosting successful events, we are seeking a strategic partnership with **you** to amplify our reach and deliver a groundbreaking experience led by good vibes, a burst of culture and unforgettable service whether in the general section or the VIP.

## SERIES 1

With the experience gathered organizing three successful events in Mpumalanga previously, we have the confidence in ourselves to brunch out and start exploring the opportunities that nationwide events would bring. As we look to grow, we are excited to expand our footprint into Gauteng with our next big event. Planned for the **8<sup>th</sup> November 2025 at Kromdraai Impact Hub**, this event will mark a pivotal moment in our journey, bringing together an anticipated **+10,000** attendees. At the heart of our vision is creating an event that captivates audiences and sets a new standard for excellence, we aim to headline our event with **Oscar MBO** for the first series.

### **Oscar & Friends Stage Takeover:**

Oscar MBO is the face of modern South African house culture — smooth, stylish, and connected to global trends, making him the perfect anchor for a festival that lives beyond just music. Oscar will curate a lineup of his favorite local DJs and we will curate the supporting acts. Presenting the future of SA house music as a unity, from jazzy rhythms to the pulsating beats of today's amapiano and Afro-tech. The headliners will incorporate nostalgic classics while infusing them with modern remixes.

## ABOUT THE EVENT

By positioning **Oscar MBO as the face** we bring the lifestyle, the energy, and the sound that's defining a generation. This isn't just an event - It's a tribute to South Africa's cultural evolution.

## EVENT HIGHLIGHTS

- **Backstage lounge**

A unique intimate, luxe setting Hosted by **Oscar MBO**, allowing only 32 people to engage closely.

- **Fashion and Art Showcase**

An exclusive setup for the backstage guests to shop from the selected SA brands we will be collaborating with.

- **Global Culinary Experience**

The best food vendors offering diverse cuisines, transporting guests on a global taste journey.

- **Digital Integration**

Live social media interactions and exclusive content to extend the event's reach.

### Why it stands out:

**MAYIBUYE** is about more than just music - South Africans have an unparalleled love for music, culture, and unity. Headlined by a new generation icon, this event is built to elevate local pride on a global standard.

ARTIST WISHLIST: R XXXXXX



Curator:  
OSCAR MBO



Headline:  
DJ ZINHLE



Headline:  
DJ KENT



Headline:  
KITCHEN MESS



Support act:  
CITIZEN DEEP



Headline:  
DGN GOGO



Support act:  
ZOE MODIGA



Headline:  
EZRA



Support act:  
MAM THUG



Support act:  
DJ LUU



Support act:  
AZANA



Support act:  
GABBA CANNAL



Headline:  
ZEE NXUMALO

MC WISHLIST:

UNCOOL MC & LOOTLOVE



## SPONSORSHIP OPPURTUNITIES

### Direct Engagement with Target Audience

The event’s anticipated attendance of 10,000 guests includes a diverse mix of music enthusiasts, fashion-forward individuals, and culturally engaged young adults—the exact demographic that aligns with your brand. Our sponsors will have direct access to this audience, fostering deeper connections through on-site activations and event branding.

### Brand Visibility

**MAYIBUYE** offers high-impact branding opportunities, such as stage branding, digital screen visibility, or social media coverage, VIP experience branding, exclusive designated catering, on-site presence through banners and goodie bag merchandise. Branding will be prominently displayed across all touchpoints, ensuring maximum exposure.

## TARGET MARKET



Young, music-lovers (**age 18-35**) who are **digitally connected** and engaged in contemporary culture, also including **culturally woke** music fans (**age 35-50**) who have a deep connection to the South African music legacy.



Foodies that love to indulge in different **South African inspired flavours**, those that most likely already hangout at these various establishments or have always wanted to try them out.



People with a taste for the finer things, who **like exclusivity** and like to be the first to experience certain privileges, and **do not mind splurging** on fashion and art.



Attendees are estimated but not restricted to be from the **Gauteng area** and neighbouring towns, aiming to attract **short left enthusiasts** to come join the affair.

## BACKSTAGE LOUNGE HOSTED BY OSCAR MBO

### EXPERIENCE THE CULTURE

Oscar MBO isn't just a DJ—he's a curator of culture, blending music, fashion, and lifestyle in a way that resonates with South Africa's trendsetters. As part of our collaboration, we aim to expand his influence beyond the stage by co-creating powerful digital content and activations that merge music, fashion, and storytelling.

#### CONCEPT 1: Venue Reveal – A Nike Activation: "Oscar & Friends: Game Day" 🏀 🎧

Before the world sees the MAYIBUYE SUMMER FEST venue, we flip the script and unveil it in style. The event is filmed as a cinematic digital teaser, giving fans a first look at the festival venue while connecting with sneaker culture, streetwear, and urban music lovers.

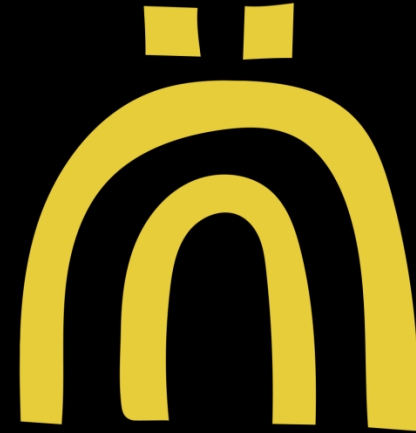
#### CONCEPT 2: Fashion x Culture x Music – "Oscar & SA's Hottest Fashion Brands" 🧥 🔥

In collaboration with one of South Africa's leading fashion brands, we create an immersive content series where Oscar and some of SA's finest streetwear experts, diving into the intersection of music and fashion. From styling sessions to in-depth discussions on the evolution of South African streetwear, this activation builds excitement around festival fashion while spotlighting the power of local brands.

MOOD BOARD



Partnership Proposal



MAYIBUYE | THANK YOU

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