



Experience Life

## | Project | Shosholoza | Charity Invitational 9-10 Feb. 2006

### Background:

Together as ONE, Team Shosholoza sails for the pride of the rainbow nation. As a young democracy, South Africa invites the world to celebrate freedom.

Team Shosholza had the objective to celebrate and showcase it's South African origin with an event in Cape Town. The concept combined a charity auction and team presentation, a golf day and gala dinner and a sailing experience in a typical African design to create awareness in the South African market, incentivise the support of sponsors and partners, communicate the Shohsoloza spirit and collect fundign for Izivunguvungu, a CSI sailing initiative.



### Facts & Figures:

- Charity Auction with over 350 guests @ Rhodes House
- Fundraising for Izivunguvungu
- 100 player golf tournament @ Arabella Kleinmond
- Gala dinner & prize giving
- Audi System and event security



### 180 degrees project responsibilities:

1. Project Concept, Planning & Implementation
2. Operations & Logistics
3. Sponsoring & Marketing
4. Communication & PR
5. Media (Photo & TV)
6. Tourism & Travel arrangements



### Project duration:

December 2005 - February 2006

180 degrees

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