

# FRAMING PARTNERSHIPS FOR CITY EVENTS

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# PARTNERSHIPS

**5 elements** which constitute a **partnership**:

- (1) There must be a contract
- (2) between two or more persons
- (3) who agree to carry on a business
- (4) with the object of sharing profits/benefits and
- (5) the business must be carried on by all or any of them acting for all.

# JCPZ ALTERNATIVE REVENUE STREAM STRATEGY

- Quality public recreational spaces for commercial usage
- Trading of green commodities
- Leasing/Facility hire
- Partnerships
  - Events
  - Infrastructure and maintenance
  - Security
  - Adopt a park
  - Business
  - Advertising and signage
  - Media and mall exhibitions
  - Education
  - Food gardens
- Objectives:
  - Revenue
  - Cost savings
  - Grow Brand equity
  - Buy-in from communities
  - Job creation
  - Enhancing existing portfolio
- To date:
  - 120 partnerships
  - Events: 7



# JUMA/JURA CASE STUDY

- Mountain Bike and trail running event
- Duration: 5 years
- Benefits
  - Assist with social cohesion and accessibility to JCPZ facilities
  - Exposure of JCPZ facilities
  - Complimentary events access
  - Extensive media exposure
  - Co-branding of event and on official race clothing
  - Charity activities
  - Networking
  - Revenue



# HOW TO MAKE IT WORK

## Be a 100% partner

- Like it
- Be involved - staff team, activate, hospitality, leaders to be part of event
- Grow event
- Give and take



# WE LOVE IT! STAFF PARTICIPATION GROWS EVERY YEAR



# PRE-RIDE (NETWORKING)



# EXTENSIVE BRANDING OPPORTUNITIES



# MEDIA

- Extensive media coverage
- Bill board ads
- Radio and television coverage
- Social media coverage



# SOCIAL MEDIA PLATFORMS

## FACEBOOK

	July	Aug	Sept
Page Views	666	1740	244
Page Likes	145	481	74
Reach	14 143	78 435	6656
Post Engagement	1 610	4546	883
Page Follows	147	500	82

## TWITTER

	July	Aug	Sept
Impressions	48 300	119 000	11 200
Profile Visits	1295	1803	176
Mentions	183	702	37
New Followers	227	54	0

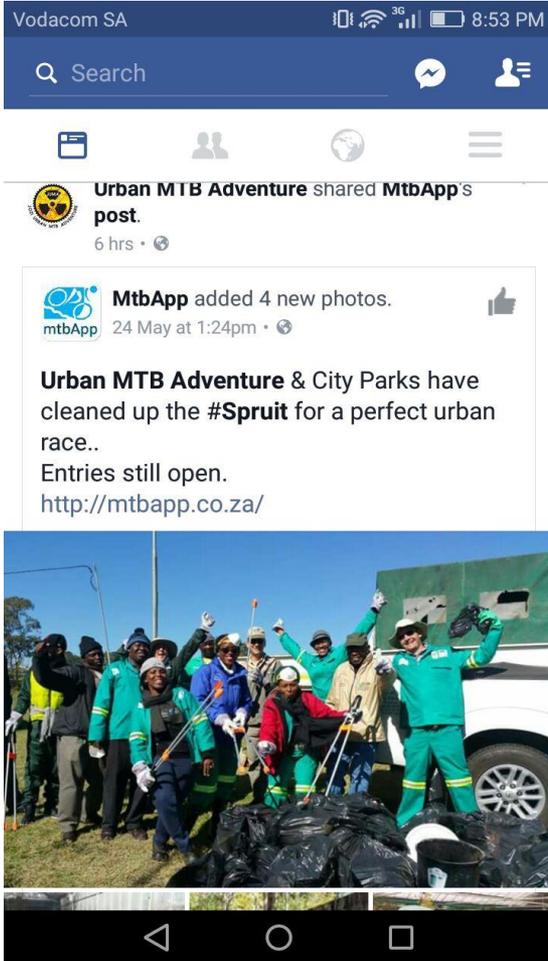


# ADDITIONAL BENEFITS

- 4000-5000 people
- Marketing of other JCPZ activities
- R100k
- Donated bikes to schools
- Donated bikes to start staff team – R50k
  - Staff training guide for MTB
  - Skills training lessons – R17k
  - Insurance coverage
- Risk assessments used for similar events
- EIA for event
- Educational activities
- Shared hospitality



# ADDITIONAL CLEAN-UP CAMPAIGNS



# HOSPITALITY

## ■ Hollard

Invited JCPZ guests enjoyed

- Shower
- Massage
- Refreshments
- Exposure to other business clients

## ■ JCPZ

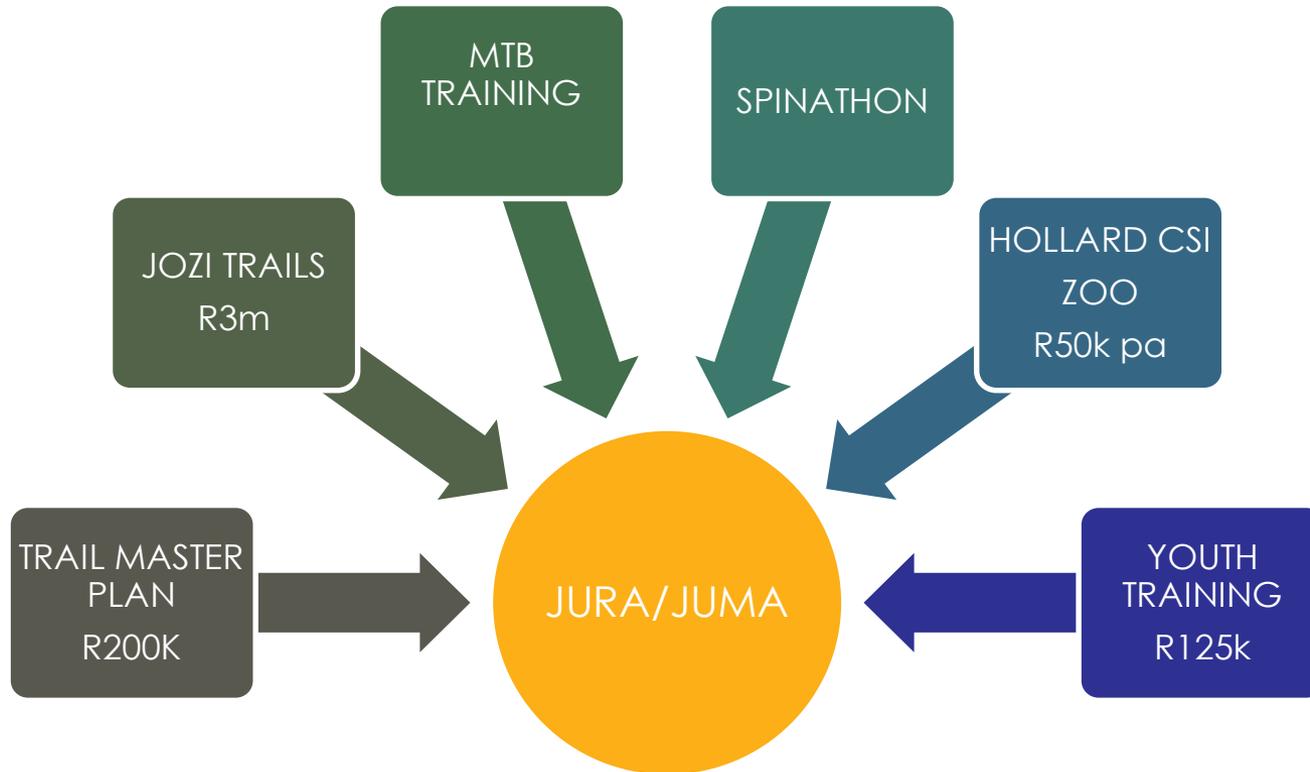
- Staff
- Business and city partners



# INVOLVEMENT IN YOUTH DEVELOPMENT THROUGH SPORTS AND RECREATION



# OTHER MUTUAL BENEFITS





The logo features a stylized graphic on the left consisting of several curved, overlapping lines in shades of green and blue, suggesting a path or a trail. To the right of this graphic, the words "JOZI" and "TRAILS" are stacked vertically in a large, bold, dark grey sans-serif font.

# JOZI TRAILS



Hollard.

# Thank you and goodbye Hollard Jozi Trails Pilot Project

We're proud of our partnership with Jozi Trails and Jozi City Parks and Zoo. Together, we're cleaning up and creating a better experience for everyone. We hope you enjoyed your walk/run/ride on our beautiful Spruit.

[@Hollard](#) [@JoziTrails](#) [#HollardJoziTrails](#)

In partnership with





Hollard.



### We would like to invite you to the launch of the **Hollard Jozi Trails Pilot**

This initiative has been set up with the co-operation of Johannesburg City Parks & Zoo in order to enhance the user experience of trails along the Braamfontein Spruit. Hollard has partnered with Jozi Trails for the initial pilot project.

We would love you to join us at **Delta Park on the 28<sup>th</sup> of May @ 9:30am.**

Bring your bike if you would like to try out some of the new and improved trails on two wheels!

Let's meet at the Delta Park top parking area, corner of Pitcairn Road and Penelope Avenue, Victory Park.

Kindly RSVP to [RarisangMo@hollard.co.za](mailto:RarisangMo@hollard.co.za) by the 15<sup>th</sup> of May.

Please wear comfortable shoes.



# SECURITY SPONSORED

R18k per month



R80k





**5 FREE ENTRIES**

★ **LADIES** ★

# **MTB SKILLS CLINIC**

Hollard.





## SOWETO BIKE TOUR



## DIEPSLOOT BIKE TOUR









# TREETOP ADVENTURE



THANK YOU

