



JUNE 2011

engage
ENTERTAINMENT
INSPIRE|CONNECT|TRANSACTION

SPONSORSHIP OPPORTUNITY

South Africa's premier Gospel music show, Gospel Gold is one of SABC 1's most established TV properties. With a viewership of around 3 million people, Gospel Gold is a compelling music format featuring music video & live-studio performance from the best artists of the biggest-selling musical genre in South Africa.

BROADCAST: Oct 2011 – Oct 2012

SERIES: 52x48 minutes

ONLINE: Web/Mobile



GOSPEL GOLD

Premiere: 52 X 48' (Sunday 9:00 – 10:00), Cut-down: 52x 24' (Sunday 17:30 – 18:00)

Repeat: 52x 48' (Tuesday 11:00 – 12:00)

Hosted by former Generations actress Palesa Mocominyane, Gospel Gold covers the entire scope of the genre in Mzansi through a riveting mix of music videos from established artists, debuts from up & comers, as well as eye-witness reports from notable events in the South African gospel music calendar. It is without question the most popular gospel offering in the country targeting the coveted LSM 5-8 market.

ENGAGE ENTERTAINMENT SPONSORSHIP OFFERS

An investment of R 5.6 million is required with the brand being offered a combination of benefits:

1. Headline sponsorship 'Gospel Gold': "brought to you by..."
2. Sponsorship banners around the premiere, cutdown & repeat and within on-air promos
3. Product placement opportunities
4. Web & Mobile activations
5. Licence rights to activate a brand's alignment with the programming ("as seen on")
6. Host appearance for standard appearance fee