

# HAZYVIEW FESTIVAL

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H A Z Y V I E W   O N   S H O W

Festival Information Pack

Developed by

**LACTIC** *ACID*



TWO *Red* PENS

## **PROMOTING HAZYVIEW AND TOURISM THROUGH THE HAZYVIEW FESTIVAL 2020**

Events are not only one of the most important parts of tourism, but also an inseparable part of human society. Events in the economic sense can contribute to solving the problem of unemployment and had an impact in the economic growth of a town or city.

Festivals can play an important role in developing and fostering interest from tourists and locals towards a town due to activity and interest. Lifestyle events will ensure that we attract more visitors in the town of Hazyview and surrounds and will increase the capital inflows.

This festival, will not only put Hazyview back on the map and create key interest, it will also play important motivator factors in tourism such as:

- Attract tourists into the area
- Attract tourist and local interest into the area
- Serve as a catalyst for urban and township integration
- Collaboration between local business, municipality and residents
- Increase the tourism interest towards the destination
- Contribute to general place marketing
- Support and enhance local small business
- Create employment opportunities
- Stimulate positivity within and towards a town/area
- Stimulate economic growth

### **The Concept:**

The Hazyview Festival is an event to put Hazyview On Show and celebrate what this magnificent town has to offer. We celebrate our diversity and together with the collaboration of the town, 2020 will be the first year of the Annual Hazyview Festival.

Friday 15th May: Lodges and Local Businesses are encouraged to host their own events at their lodges and entertain their guests.

Saturday 16th May: will be the main festival day with sporting activities to start the day:

- Vodacom Hippo Hollow MTB Challenge
- The Extra Mile 2020 Trail Run

The Festival will take place on the 16th of May 2020 in the open area tiered parking at Lowveld Mall in Hazyview, Mpumalanga.

Live Music  
(The Ndlovu Youth Choir as our main performance)  
Local Artists  
Headline Artists

Food Stalls & Food Trucks  
Craft Stalls

Beer Tent  
Kids Entertainment Area

The event is festival gates open at 10:00 and expected to close at approximately 18:00.

**Ticket Purchases:**  
**Tickets can be purchased online via the website:**

[www.hazyviewfestival.co.za](http://www.hazyviewfestival.co.za)

Sunday 17th May: Tourists/Guests will be encouraged to make use of the activities within and around hazyview, such as game drives in the Kruger National Park or adventure activities.

### **MARKETING THE EVENT**

The event marketing will be done by TwoRedPens Marketing Agency and Lactic Acid Events in collaboration with local businesses in Hazyview

The event will partner with local media partners such as the local and regional radio stations, newspapers and media agencies.

The website is currently live and a digital marketing strategy is being implemented by TwoRedPens Marketing Agency to drive traffic to the website.

Partners will be listed on our website, particularly those at levels which allow us to hyperlink to their sites, can expect their own audiences to grow as a result of their involvement with our event.

Our Marketing Strategies will amongst others include:

Regular posts to Facebook and Instagram Pages

Paid Marketing Strategies with specific target campaigns as follows:

- Location Targeting:
  - Nelspruit, White River, Hazyview, Barberton, Sabie, Graskop, Lydenburg, Malelane
  - Johannesburg & PTA

Partner with Social Media influencers to endorse the project.

Monthly press releases leading up to the event.

On-going media relations and blogger outreach.

Radio interviews

On-going cross-promotion of our partners on social media

Email marketing

Partnerships with tourism promotion agencies.

Billboard Sites in Hazyview

Street Banners - Nelspruit & White River

Collaboration with Business Network Databases

**Social Media Links:**

**Twitter Handle:**

**@Hazyview2020**

<https://twitter.com/Hazyview2020>

**Instagram Handle:**

**@hazyviewfestival**

<https://www.instagram.com/hazyviewfestival/?hl=en>

**Facebook:**

**@hazyviewfestival**

<https://www.facebook.com/hazyviewfestival/>

**Website Link:** [http://hazyviewfestival.co.za/](http://hazyviewfestival.co.za)

**Ticket Booking:** <https://www.quicket.co.za/events/92133-hazyview-festival-2020/#/>

**Contact Information:**

Tanya Knight

073 460 820

tanya@sunshineevents.co.za

Harshil Mitha

082 755 0674

harshil@tworedpens.co.za

General Enquiries & Stall Bookings

[info@hazyviewfestival.co.za](mailto:info@hazyviewfestival.co.za)