



heart 
FM
 cape town's beat

WOMEN @ HEART

Every year Heart FM hosts an extravaganza for its female audience in celebration of Women's Month (August). Women at Heart is one of the most sought-after events in the Mother City and is sold out in minutes (600 tickets).

Women at Heart is not only an opportunity to celebrate Women's month, but a signature event where Heart FM's female audience is able to immerse themselves in a day of opulence and fun and truly put themselves first.

AWARD EVENT DETAILS



August



15h00
21h00



Cape Town



Online Tickets



Young and mature females, coloured, upwardly mobile high income earners - influencing Western Cape economy

Music and live entertainment, 5 course lunch, giveaways and networking.

SPONSORSHIP OPPORTUNITIES

- Event sponsorship
- On-air and digital campaign.
- Event marketing and additional touchpoints.
- On-the-Ground Event Activation Sponsor.
- Sampling or gifting opportunities.



SO WHY SPONSOR WOMEN @ HEART?

- Reach economically active female audience which makes up 52% of the stations audience
- With an Ave HH income of R19,400.
- Brand leverage and association to the Station Promotion of the event.
- Engage with a captive event audience in an intimate setup.
- Drive trial, sampling, gifting and conversion.
- Encourage listeners to interact and engage with your brand.
- Effectively drive lead generation and sales of product.

