



# YOUTH MONTH

To celebrate Youth Month, we've an opportunity to do a series of campus tours throughout the month of June. Every Friday, the 9 - 12pm show would broadcast live from different tertiary campuses around KwaZulu-Natal.

Students would be treated to a morning of edutainment with; motivational talks, DJs on the decks and a live performance from a celeb friend of the station.

## FESTIVAL DETAILS



June



09h00  
12h00



KZN



Tertiary  
Institutions



- Young 18 - 30 black males and females.
- Educated - Pursuing higher education to improve their life and achieve their goals.
- Ambitious, influential and spend money.

## SO WHY SPONSOR CAMPUS TOURS?

- Tap into youth market that have influence on family spending members.
- Engage with youth consumers who grow into loyal adult spenders.
- Sampling opportunity.
- Build rapport with captive activation audience.

## SPONSORSHIP OPPORTUNITIES

- Pre-activation, will run a campaign calling on youth to nominate their campus via Twitter or messaging station app.
- In addition, we will be running a competition, giving 1 x youth the chance to win a bursary.
- To enter: Send academic results, and a short video explaining who they are and why they deserve the bursary.
- At the end of the campus tours; 1 x deserving student to be awarded with a 1 x year bursary to study further.
- X brand to activate at these campus tours, joining in on the motivational talks, and giving out free goodies to the students.
- X brand to also sponsor the bursary for 1 x student.



"Young people make such valuable consumers because they influence the purchasing decisions of their friends and family" (Marketing-Schools, 2017).

