



# BEACHFEST 2023

Gagasi FM Beach Festival has become one of the most anticipated music events on the KZN calendar. In 2019 (pre-COVID) the event saw over 11 000 event goers attend this annual music experience which officially kicks off summer!

## FESTIVAL DETAILS



Saturday  
2 December  
2023



10h00  
22h00



Moses  
Mabhida  
People' Park



VIP R750  
Gen R300

Young black, urban and upwardly mobile,  
economic driver of KZN -#TheGlocalist

- 18-35, SEM 4-8



## SPONSORSHIP OPPORTUNITIES

- Integrated Media Solution
- On the Ground Event Activation Solutions
- Digital led Campaign Solutions
- Influencer Solutions



# 12000

Target for  
Beachfest 2023 is to  
host 12000 attendees

## BENEFITS OF ASSOCIATING WITH BEACHFEST?

- Elevate your brands exposure through the station engagement eco system.
- Opportunity to generate leads
- Drive sales.
- Product launch and sampling
- Build brand love with our audience.

## WHY GAGASI FM?

- Giving you access to over 1.3 million listeners in KZN.  
(Source: BRC JAN -DEC 2022)
- High engagement across all social media platforms,
- Access a digitally savvy consumer, on the Gagasi FM app which has over 146,000 app downloads and 97,374 registered users.
- Gagasi FM's digital platforms offers you the opportunity to engage with a wide captive audience via the APP. Source: Fabrik (Feb- March 2023).

