

TO : PRESIDENT OFFICE

NSPP/50/552/15

ATT: TATA SISUWU



**PROPOSAL FOR THE AFRICAN NATIONAL
CONGRESS YOUTH LEAGUE
52ND ANNIVERSARY CELEBRATION**

Introduction

Simeka TWS (STDWS) has been asked to present a proposal for the African National Congress Youth League's (ANCYL) 52nd anniversary. STDWS has been given two possible dates for the party ie Saturday, October 26, 1998 or Sunday, October 27, 1998. October 26 is the preferred date as it is the day that the National Executive Committee of the ANC will be in session. This is also the date that has been agreed in the President's diary.

Target Audience

PROPOSAL FOR THE AFRICAN NATIONAL CONGRESS YOUTH LEAGUE 52ND ANNIVERSARY CELEBRATION

- NEC of the ANC
- National Members
- Other top government officials
- Members of the ANCYL
- Leadership of affiliated organisations of the ANCYL
- Youth Leagues of other political parties
- Youth businessmen
- Representatives of organised business
- Media, editors and journalists
- Sports organisations
- Community leaders
- Celebration

Prepared by Simeka TWS Communications
The Atrium
Cnr Rustenburg Road & 7th Avenue
Melville, Johannesburg

Objectives

The objectives of the celebration as STDWS sees them are:

- To celebrate the 52nd anniversary of the Youth League
- To enhance the image of the Youth League as the ANC is preparing to win
- To acknowledge the achievements of the past and current
- To award honorary memberships
- To enhance the image of the parent body, ANC
- To celebrate Oliver Tambo's birthday - October 27

P O Box 10109
JOHANNESBURG
2000

TEL : (011) 482-4409/726-5161
FAX : (011) 482-4405/726-1819

Introduction

Simeka TWS (STWS) has been asked to present a proposal for the African National Congress Youth League's (ANCYL) 52nd anniversary. STWS has been given two possible dates for the 'party' ie Saturday, October 26, 1996 or Sunday, October 27, 1996. October 26 is the preferred date as it is the day that the National Executive Committee of the ANC will be in session. This is also the date that has been booked in the President's diary.

Target Audience

- NEC of the ANC
- National Ministers and Provincial Premiers and MECs
- Other top government officials
- Members of the ANCYL
- Leadership of affiliated organisation's of the ANCYL
- Youth Leagues of other political parties
- Youth commissioners
- Representatives of organised business
- Media: editors and journalists
- Sports organisations
- Community leaders
- Celebrities

Objectives

The objectives of the celebration as STWS sees them are:

- To celebrate the 52nd anniversary of the Youth League
- To enhance the image of the Youth League as the ANC leadership in waiting
- To acknowledge the achievements of the past and current ANCYL membership
- To award honorary memberships
- To enhance the image of the parent body, ANC
- To celebrate Oliver Tambo's birthday - October 27

Venue

STWS has booked Cedar Park Convention Centre, Woodmead, STWS suggests that a sit-down dinner be served.

Dècor

STWS suggests that we use the existing ANCYL and ANC banners to brand the venue. A banner with the ANCYL and ANC logo with the 52nd anniversary logo could be produced.

Flowers and table overlays should be in the ANCYL colours.

Theme

In line with the ANCYL's role as the training ground for ANC leadership, STWS suggests that a theme be developed to celebrate the 52nd anniversary of the ANCYL. The theme could be used in the invitation cards and on the branding material which could be produced for the anniversary.

The following are STWS' suggestions:

- Developing leadership for fifty two years.
- Leaders of tomorrow.
- Tomorrow's strength today
- Growing leaders
- A school for excellence
- Strength through youth
- Youth, strength, leadership

Invitations

STWS suggests that invitation cards with the ANC and ANCYL logo be produced and printed.

STWS will co-ordinate the hand-delivery of the invitations to guests in the Gauteng region. Invitations to the NEC of the ANC will be handled by the ANCYL.

STWS suggests that the invitations should include partners since October 26 is a Saturday.

Suggested wording for the invitation:

ANC and ANCYL logo and slogan/ theme in the middle:

The African National Congress Youth League

cordially invites

----- and partner

to celebrate the 52nd founding year of the Youth League

Guest of honour : President of the country and ANC, Rolihlahla Nelson Mandela

Date: Saturday, October 26, 1996

Time: 18:00 for 18:30

Venue: Cedar Park Convention Centre, Woodmead

RSVP: By Friday, October 18, 1996 to Maria Maseko or Linda Bolani

Tel: (011) 482-4409/10

Dress: Semi formal/traditional

This invitation is not transferable. Please bring it with you to facilitate entry.

Guest list

The ANCYL would need to supply us with the list of people that they would like to invite. This would include other youth leagues, sports organisations, ANCYL and ANC and journalists, including the ones that will be targeted for the briefing session on October 15, 1996 by the ANCYL.

STWS could assist in compiling a database with physical addresses and telephone numbers. We could also provide a list of business leaders and source addresses for the ANCYL's invitees wherever this is unavailable from the ANCYL.

STWS could organise the hand delivery of invitations and handle RSVPs.

Nametags

STWS suggests that nametags with the ANCYL logo be produced for the function.

STWS believes that although the celebration won't be formal we would still need nametags, to facilitate interaction between guests and for security purposes.

Registration table

A registration table for guests should be set up and will be manned by STWS.

Audio visual presentation

To reaffirm the ANCYL's positioning STWS suggests that a short video compilation of the history of the Youth League, with pertinent speeches by the previous Presidents be put together for presentation at the celebration.

SUGGESTED PROGRAMME

18:00-18:30	Arrival, registration, choir singing and drinks
18:45 19:00	Seating of guests/Live band
19:00	Arrival of the President and VIPs
19:05-19:10	Imbongi (singing praises for the ANCYL leadership)
19:10	MC's opening remarks Starter served
19:10-19:20	President of the ANCYL
19:20-19:40	Honorary awards
19:40-20:20	Main course (background music by live band)
20:20-20:25	Imbongi (singing praises to President Mandela)
20:25-20:40	Guest speaker - President Nelson Mandela
20:40-21:00	Live band
21:00-21:15	Vote of thanks Last course served
21:15 22:00	Live band
22:00	Disco music

Entertainment

There are a number of options for the entertainment:

- A Choir - The choir could form a guard of honour outside/inside the venue and entertain the guests with 'welcoming' songs as they arrive. ANCYL suggested Imilonji ka Ntu.
- Live band - 'Twins' has been suggested to provide live entertainment.
- Good DJ - a DJ to play dance music could also be considered. STWS will approach Bob Mabena.
- Imbongi (a praise singer) - STWS could source a suitable person or the ANCYL or the ANC may already know someone. ANCYL will liaise with the praise singer.

Master of ceremonies

STWS suggests that a senior member of the ANCYL be asked to officiate at the anniversary. STWS believes that this role should be performed by somebody who knows the history of the ANCYL well. ANCYL confirmed that Andrew Dipela, vice president will be the master of ceremonies.

The alternative is to find a capable person who is sympathetic to the ANC to officiate at the function. STWS put together a list of people with their CV's for consideration by the ANCYL.

Parking for guests and VIPs

STWS would make arrangements for VIP parking with the venue. The details of these arrangements will be forwarded to the VIP's office in advance.

Protocol and seating arrangements

STWS and the ANCYL will work on the protocol for seating arrangements once the guest list and RSVPs have been finalised. This will require follow up and monitoring so that all guests are treated with respect and dignity. Table seating can however, be done in advance.

Consideration

STWS suggests that catering for ± 20 body guards be made. A separate room in the venue where body guards could be served food can be booked.

Conclusion

Thank you for giving STWS the opportunity to submit the ANCYL 52nd anniversary proposal. The ideas are neither exhaustive nor prescriptive and need to be discussed and agreed so that fixed costings can be arranged, budgets finalised and a schedule of activities and responsibilities drafted.

Budget Estimate

STWS Time Fee

For organisation of function, liaising with client
liaising with suppliers, co-ordination of hand delivery of
invites, follow-up prior to the function, compilation of
database, table seating plan, briefing venue, co-ordination of
body guards, arrangement, confirmation and co-ordination of
entertainers, confirmation and briefing of MC, nametags,
staff at registration, attending of function

R20 000

Client support fee

For local travel, faxing,
phoning and hand delivery of invites

R5 000

Catering (food and drinks)

R50 000

(Estimate based on 300 guests)

Entertainment

R8 000

Flowers

R1375.00

Nametags

R562.50

Banners

R2164.50

Invitations

R5432.50

Dècor (table overlays and candles)

R 400.00

Photography

R2500.00

Cost Estimates exclusive of VAT.

SIMEKA TWS COMMUNICATIONS TERMS OF BUSINESS

BUDGETS

Simeka TWS Communications' charges are based on annual or project budgets previously agreed with the client. Annual fees are subject to an automatic increase of 10% per annum, on the anniversary of appointment, unless otherwise agreed in writing with the client. Purchases from external suppliers on behalf of the client are subject to a 25% handling fee.

Variations of budgeted activities required by the client are charged for as extras based on Simeka TWS' standard charges.

Budgets are carefully controlled by Simeka TWS and will only be exceeded with prior approval of the client. If the excess arises from the client's incomplete, inaccurate or varied instructions/mandates/objectives then it will be treated as an extra and Simeka TWS will bear no responsibility for consequential delays.

CLIENT SUPPORT FEE

Simeka TWS will charge a monthly fee of R1 000 to cover costs such as press cuttings, media lists, messenger deliveries, faxes, photocopies, telephone calls and local travel of our account handling staff.

VAT

Simeka TWS is classified as a supplier and will charge VAT on all activities undertaken on the client's behalf. With the exception of travel and entertainment, VAT charges can be claimed by the client as input credits.

PAYMENT

Payment of all charges made by Simeka TWS is due on presentation of invoice. Simeka TWS will, in its discretion, render invoices monthly or at other appropriate intervals. Simeka TWS reserves the right to charge interest at 2% per month calculated and payable monthly in advance compounded, on overdue amounts.

Payment to Simeka TWS will be made without deduction or set-off from any cause whatsoever.

Simeka TWS will be entitled in its discretion to appropriate payments to whatever indebtedness it selects.

RESTRAINT OF TRADE

For a period of one year after leaving Simeka TWS' employ, staff are contractually restrained from being employed by or undertaking work for any persons who were clients of Simeka TWS during the year preceding termination of employment. The client agrees to abide by such restraint.

DURATION

Unless otherwise expressly agreed in writing, all contracts between Simeka TWS and its clients are terminable only by either party giving three calendar months' notice in writing to the other.

Should a client terminate the contract without giving the requisite three months' notice, the client agrees to pay Simeka TWS a cancellation fee equal to 25% of all amounts payable to Simeka TWS over one year, based on the average monthly fees paid by the client during the preceding year, or the subsistence of the contract, whichever is the shorter.

If Simeka TWS is employed for a specific project and should the client materially vary the project, Simeka TWS will be entitled to terminate the contract and claim payment for all work already undertaken and also for 25% of the balance of the project budget.

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GENERAL

Simeka TWS will under no circumstances be liable for losses suffered by the client or any third party directly or indirectly arising from the execution of the contract or project.

The client consents to the jurisdiction of a Magistrate's Court for the purpose of any proceedings which Simeka TWS institutes pursuant hereto.

Simeka TWS will be entitled to refer any disputes to arbitration before an arbitrator appointed by the Chairman of the Johannesburg Bar Council whose decision will be final and binding.

