

ZEITZ MOCAA GALA

SUPPORTED BY GUCCI

November 19, 2022

International visitors weekend

November 17-20, 2022

BECOME A SPONSOR





INTRODUCTION

The Zeitz MOCAA Gucci Gala is the most anticipated social event of the year.

The Gala is a fundraising event for Zeitz MOCAA, the continent's largest museum of art from Africa and its diaspora, to continue on its mandate of access to all and highlighting art from the continent and beyond.

The event is a celebration of art from Africa and aims to shed a light on talent from the continent and its diaspora.

THE GALA

19 November 2022

17.00 Patron Arrival

18.00 Welcome drinks & Exhibition Open

19.30 Patron Dinner - Level 6

21.00 Party - Atrium

22.00 Live Performances - Atrium

24.00 Event closes

Tickets will be available for 180 guests at the Patron Dinner and 700 at the General Party.



ART & OPULENCE

The theme Art and Opulence is in direct dialogue with the key themes of perpetuation, essence and reality of Black joy as epitomised in the *When We See Us* exhibition.

With a view to celebrating Africa and being African in all its forms – from the decor and pan-African cuisine and beverage through to the red-carpet fashion worn by attendees and the entertainment selected for the event.

The creative look and feel, and design elements, will weave in rich, opulent colour and modern, chic representations of what it means to be African. In essence: bold yet elegant; proud yet sagacious.



WHEN WE SEE US EXHIBITION

A Survey Painting Exhibition Celebrating Global Black Subjectivity. Organized by Zeitz
MOCAA, Cape Town, September 2022- April 2023.



Zeitz MOCAA Gala guests will be the first to preview opening of When We See Us, a groundbreaking exhibition of more than 150 artworks exploring Black Figuration by artists from around the world.

CO-CHAIRS



KOYO KOUOH
Executive Director & Chief Curator Zeitz
MOCAA



PRECIOUS MOTSEPE
South African Business Woman



TREVOH NOAH
South African Comedian, Actor and TV Host

To be confirmed

BENEFIT COMMITTEE



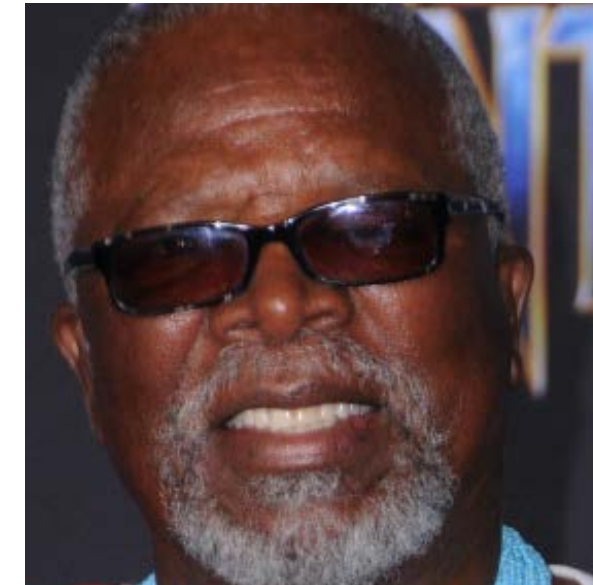
ZOIBINI TUNZI
Miss SA & Miss Universe



TOKINI PETERSIDE
Founder Art X Lagos



ACHA LEKE
Senior partner at McKinsey &
Company



JOHN KANI
South African Actor

- To be confirmed

BENEFIT COMMITTEE



AGUIL DENG
Bloomberg Head of Corporate
Philanthropy Africa



HERBERT WIGWE
CEO Access Bank



TOURIA EL GLAOU
Founder 1-54



EDWARD ENNINFUL
Editor British Vogue

- To be confirmed

2022 GLOBAL COUNCIL MEMBERS



ACHA LEKE



JULIE MEHRETU



MICHÈLE SANDOZ



WANGECHI MUTU

TICKET PRICES

- GALA

SOUTH AFRICAN PATRONS

PER PERSON (1) - ZAR 16 000

PER TABLE (8) - ZAR 128 000

AFRICAN GUESTS PATRONS

PER PERSON (1) - ZAR 24 000

PER TABLE (8) - ZAR 192 000

INTERNATIONAL PATRONS

PER PERSON (1) - ZAR 32 000

PER TABLE (8) - ZAR 256 000



Kudzanai-Violet Hwami, An evening in Mazowe, 2019
Oil on canvas, 180cm x 130cm

TICKET PRICES

- PARTY

SOUTH AFRICAN PATRONS

PER PERSON (1) - ZAR 5 500.00

AFRICAN GUESTS PATRONS

PER PERSON (1) - ZAR 8 000.00

INTERNATIONAL PATRONS

PER PERSON (1) - ZAR 10 000.00



Eniwaye Oluwaseyi, Nice meeting you too, 2020, Oil on Canvas
152.4 x 121.9 cm

HEADLINE ACT

SHO MADJOZI

South African rapper, singer, songwriter, actress and poet

Madjozi incorporates the Tsonga culture through her music and public image. In 2019, Madjozi was named as one of Forbes Africa's 30 Under 30 for her contribution in the music and entertainment sector. Madjozi, whose real name is Maya Wegerif, is one of South Africa's biggest breakthrough stars. She pays homage to her heritage while updating it for the moment, cutting across continents and genres.



SUPPORTING ACT

DJ ZINHLE

South African DJ, producer and business woman

Ntombezinhle Jiyane is a South African DJ, producer, media personality and business woman, who is better known by her stage name DJ Zinhle. Zinhle has also pursued an acting career.



GALA EMCEE

JOANNE STRAUSS

RJo-Ann Strauss has hosted international events in Barcelona and Dubai, panelled a discussion with global entrepreneur Sir Richard Branson and social media sensation Caspar Lee, as well as hosted the first charitable fundraiser in Monaco for Her Serene Highness Princess Charlene. She hosted the VIP events for BMW International at the Ryder Cup in Paris and in 2020, she was poised to host the biggest amateur golf tournament in the world for the 10th time as well as the Conde Nast International Luxury Conference with Vogue's Suzy Menkes in Vienna, Austria.



CELEBRITY CHEF

REUBEN RIFFEL

South African Restaurateur and celebrity chef

Reuben Riffel is a South African celebrity chef, restaurateur, and media personality known for his food-focused television shows and advertisements, cookbooks and philanthropic work.



SPONSORSHIP PACKAGES GALA

SPONSORSHIP PACKAGES: GALA DINNER	PLATINUM	GOLD	SILVER	BRONZE
The Zeitz MOCAA X Gucci Gala Dinner is Cape Town's most anticipated social event of 2022. The event will be attended by 180 guests. Guests include invited A-list celebrities (local and international), media, social influencers and ticketed guests.	VALUE: R350 000+	VALUE: R200 000 - R349 000	VALUE: R100 000 - R199 000	VALUE: R20 000 - R99 000
	Sponsorship benefits will be allocated according to the value of cash contribution or in-kind contribution by sponsor			
BRAND POSITIONING				
Logo will be displayed on sponsor banner	✓	✓		
Attendance to Gala Dinner	✓ (4 tickets)	✓ (2 tickets)	✓ (2 tickets)	✓ (1 tickets)
Logo display on back of printed programme and menu (one per guest)	✓			
Full page full colour advertisement in the programme booklet				
1-min promotional video (played during the dinner on a big screen as part of programme)	✓			
Opportunity for a gift placement in gala goodie bag - sponsor to provide up to 180 gifts. (subject to approval of the Zeitz MOCAA team)		✓	✓	
Opportunity to purchase guest tickets at discounted rate	✓			
PR AND SOCIAL MEDIA OPPORTUNITIES				
Acknowledgment as sponsor of the event in sponsor announcement media release and any related media releases, where applicable	✓	✓	✓	✓
Acknowledgment as sponsor on the event on social media platforms and hyperlink to website	✓ (2 dedicated posts)	✓ (1 dedicated post)	✓ (1 dedicated post)	
Acknowledgement in dedicated event mailers	✓	✓		
Logo will be displayed on sponsor banner on official event website	✓	✓	✓	✓
IN-KIND OPPORTUNITIES: VIP Transfers Entertainment AV & Technical Accommodation - Entertainers (sponsored), VIPs (sponsored), Gala & Party Guests (preferential rates) Venue ambient fragrance Beverages Gifting				

SPONSORSHIP PACKAGES PARTY

SPONSORSHIP PACKAGES: PARTY	PLATINUM	GOLD	SILVER	BRONZE
A VIP Party for 700 guests in the Atrium of Zeitz MOCAA. To be attended by the Gala guests and other ticketed and invited guests.	VALUE: R350 000+	VALUE: R200 000 - R349 000	VALUE: R100 000 - R199 000	VALUE: R20 000 - R99 000
	Sponsorship benefits will be allocated according to the value of cash contribution or in-kind contribution by sponsor			
BRAND POSITIONING				
Logo will be displayed on sponsor banner	✓	✓		
Acknowledgment as sponsor on the event on social media platforms and hyperlink to website	✓ (2 dedicated posts)	✓ (1 dedicated post)	✓ (1 dedicated post)	
Attendance to Gala Dinner	✓ (4 tickets)	✓ (2 tickets)	✓ (2 tickets)	✓ (1 tickets)
1-min promotional video (played during the dinner on a big screen as part of programme)	✓			
Opportunity for a gift placement in party goodie bag - sponsor to provide up to 700 gifts. (subject to approval of the Zeitz MOCAA team)		✓	✓	
Brand activation opportunity during dinner - activation concept subject to final approval by Zeitz MOCAA and Gucci	✓	✓		
Opportunity to purchase guest tickets at discounted rate	✓			
PR AND SOCIAL MEDIA OPPORTUNITIES				
Acknowledgment as sponsor of the event in sponsor announcement media release and any related media releases, where applicable	✓	✓	✓	✓
Acknowledgment as sponsor on the event on social media platforms and hyperlink to website	✓ (2 dedicated posts)	✓ (1 dedicated post)	✓ (1 dedicated post)	
Acknowledgement in dedicated event mailers	✓	✓		
Logo will be displayed on sponsor banner on official event website	✓	✓	✓	✓
IN-KIND OPPORTUNITIES: VIP Transfers Entertainment AV & Technical Accommodation - Entertainers (sponsored), VIPs (sponsored), Gala & Party Guests (preferential rates) Venue ambient fragrance Beverages Gifting				

YOUR CONTACT

Gwynneth Matthews
Gala Event Manager

gala@zeitzmocaa.museum

+27 (0)82 414 4378