

**FAD**  
**CREATIONS**  
reg nr: 2007/203333/23



# SPONSORSHIP Integrating South Africa into the global mainstream society of dance. PROPOSAL



**DANCE INSTRUCTIONAL DVD'S**



## **FADCreationS: The Message**

*Ferdinand Gernandt, **Founder & Managing Director***, an experienced and accomplished artist, mentor, coach and leader in the field of performing arts, *plans to* impart valuable experience, knowledge and expertise gained within the industry and to offer quality dance training courses both face to face, electronically and eventually online, by starting a series of unique dance instructional dvd's.

**Why?** To provide that stepping stone to help dancers in their preparation to fulfilling their dreams of becoming the best dancers they can be.

### **What will be done in this project?**

The Dance Instructional DVD project will be made up of the following elements:

- 1. The Shoot**
- 2. Post Production**
- 3. Certification**
- 4. The Distribution**
- 5. Marketing**
- 6. Web Page**

### **The Shoot**

On 21 & 22 August 2010, FADCreationS will be filming dance instructionals in the styles of African, Hip Hop, Contemporary and Jazz. All teachers/choreographers will be high profile artists from within the industry. This project will take place in Johannesburg, South Africa.

### **Post Production**

All footage will be edited in Final Cut Pro in a professional post production studio. DVD labels and sleeves will be designed by Ferdinand himself.

### **Certification**

On completion of each DVD, a copy of each will be taken to the Film Publication Board(FPB) for certification in order to be distributed.

### **The Distribution**

FADCreationS has been registered as a distributor of DVD's and CD's by the (FPB). The DVD's will be presented to major supply chains across Southern Africa such as; Kalahari.net, Ballet Barre, Look & Listen, CNA, Musica, Top CD, Game, Phase 2 CD, Take 2 and DanceWorx. Our DVD's will also be presented at every Dance Convention of FADCreationS and auditions held by South African Talent Championships, Eistedfodds & Art Festivals, dance expo's, magazines, You Tube film clips, dance schools and studios. The major sponsor will feature heavily in this series of instructionals.

FADCreationS' previous dvd's have received critical acclaim, and some testimonials by our existing clients can be viewed on our website [www.fadcreations.co.za](http://www.fadcreations.co.za)

### **Web Page.**

A section on [www.fadcreations.co.za](http://www.fadcreations.co.za) and [www.dancedirectory.co.za](http://www.dancedirectory.co.za) will be created, describing the dvd's. This will also include any material the major sponsor wishes to include, while all sponsors will be acknowledged.



## Benefits of Sponsorship

The major sponsor will receive the following benefits from sponsoring this project:

### Naming rights for FADCreationS

The major sponsor will have the opportunity to include their company name in the project title.

### Logo Banners

Banners including the sponsors' names will be featured prominently at workshops, expo's, and other dance events. These will then be featured in any televised launches.

### Inside DVD's

A message of the sponsor's choice will be inserted during the post production process as part of the DVD.

### Presentation Opportunity

The sponsor will be given the opportunity to present at any of these events.

### You Tube Clip Titles

The major sponsor's logo will be featured prominently on all You Tube film clips.

### DVD Cover

All of the sponsors' logos will be included on *FADCreationS' Instructional DVD* covers.

### Poster & Pamphlet Run

A large run of posters & pamphlets will be distributed to numerous locations across South Africa. The sponsors' logos will be featured on these posters.

### Information Tables

Information tables will be set up at any of our dance events to allow sponsors to distribute any material they choose.

### All Correspondence

All printed and electronic correspondence from FADCreationS will include sponsors' logos.

## What Do We Need?

To make this project and associated components a success, it will require considerable work, diligence, merchandise and money. We will provide the work and tenacity. The money/merchandise provided by the sponsors will be used in the following areas:

- Publicity
- Film making
- Graphic Design/ Art Direction of all publicity materials.
- Web Design
- Film Clip Production
- Studio hire/Venue Hire
- Backup and Film crew transport
- Filming & Editing costs
- Accounting
- Poster & Pamphlet Printing



We are seeking R75,000(\$10,000) to cover the areas that we do not expect to receive "in kind" donations for. If additional sponsorship funding is received or we have overestimated the cost of this project, the excess funds will be used to generate additional media exposure. **All expenditure will be formally accounted for and all records will be available to all sponsorship providers.**

## Who is FADCreationS?

The effectiveness of this project will be determined largely by the tenacity of FADCreationS' key players. The following key people make up FADCreationS so far:

### **FERDINAND GERNANDT**

*Producer & Director*



### ***SUMMARY OF QUALIFICATIONS***

An experienced and accomplished artist, mentor, coach and leader in the field of performing arts. Ferdinand is a well travelled singer, dancer and actor with numerous productions and projects under his belt. Ferdinand founded and established the company FADCreationS in 2005, driven by his passion for the development of young artists and entertainers. This gifted gentleman would be an asset to any team or institution and has a great deal to offer every student he invests in.

- ❖ Tswane University of Technology Diploma in Musical Theatre (1999)
- ❖ Chief Examiner for Department of Education Gauteng in Dance Studies and Head Adjudicator for SATCH (SA Talent Championships).
- ❖ Supplier & writer of Dance related articles to [www.dancedirectory.co.za](http://www.dancedirectory.co.za) and [www.dancekids.co.za](http://www.dancekids.co.za)
- ❖ Proficient in Microsoft Office System (ICDL MS Office), Corel Draw X3, Adobe PS3

### ***PROFESSIONAL EXPERIENCE***

FADCREATIONS CC – Johannesburg, RSA

2005 to Present

#### *Founder & Managing Director*

Hands-on project management of diverse subdivisions of the business, managing cost effective travel, product packaging, marketing strategies, supplier relations and maintenance of overheads. Authorizing and overseeing the budget with the assistance of accountant Jan Labuscagne. Graphic Design and conceptualizing of marketing material and branding. Addressing inquiries of current and potential stakeholders, performing various PR functions and maintaining client database. Subdivisions of FADCreationS include:

- *Instructional Dance DVD product range*  
Project management and creative direction of Series 1 - 4 of FADCreationS Instructional Dance DVD's. Each series contains a minimum of four dvd's in a variety of styles ranging from African to Contemporary and Hip Hop. First instructional dvd range of its kind in South Africa.  
<http://www.fadcreations.co.za/educational/instructional-dvds.html>



- *Professional stage production packages for High School and Preparatory School level.*  
Choreography, Direction, Conceptualizing, Set Design, Costume Design and Lighting Design for numerous school productions in conjunction with Murray Lubbe Studio, JSF Productions and Musicanova.  
<http://www.fadcreations.co.za/educational/school-shows.html>
- *FADCreationS Youth Development Studios*  
Dance Teacher and Coach at numerous institutions including: Tswane University of Technology, Pro Arte Alphen Park Art School, National School of the Arts, Planet Fitness Gymnasium, Fairland Preparatory School, JDR Dance Studios and DS Dance Studio.  
<http://www.fadcreations.co.za/educational/dance-studio.html>
- *FADCreationS Dance ConventionS*  
Event co-ordinating, marketing and managing of bi-annual dance conventions in the major cities of South Africa including Johannesburg, Pretoria, Durban and Cape Town.  
<http://www.fadcreations.co.za/educational/dance-conventions.html>
- *FADCreationS Corporate Entertainment*  
Marketing, project management and client relations for a variety of corporate functions and events.  
<http://www.fadcreations.co.za/corporate/live-entertainment.html>
- *FADCreationS Wedding Dance Couples*  
Marketing, maintaining database and dance instructing of soon-to-be-married couples in a unique First Dance for their wedding celebration.  
<http://www.fadcreations.co.za/corporate/wedding-dances.html>

## **PROFESSIONAL PRODUCTIONS**

SPOTLIGHT – Emperor's Palace, Johannesburg  
Tyrone Watkins Productions  
*Lead Vocalist and Dancer*

2009 to 2010

SATURDAY NIGHT FEVER – Lyric Theatre, Johannesburg  
Richard Loring Enterprises and Big Concerts  
*Lead, Tony Manero*

2008

THE KING AND I – Nelson Mandela Theatre, Johannesburg  
Packed House Productions  
*Lead Dancer, Understudy Lun Tah*

2007 to 2008



WE WILL ROCK YOU – Civic Theatre, Auckland, New Zealand  
Shoglo Management

*Cliff Richard, Dancer, First Understudy Galileo*

2007

WE WILL ROCK YOU – Nelson Mandela Theatre, JHB, Artscape, CTN, Playhouse  
Theatre, DBN  
Shoglo Management

*Cliff Richard, Dancer, First Understudy Galileo*

2006

GOLDBLOCKS AND THE THREE BEARS – Nelson Mandela Theatre, Johannesburg  
Nelson Mandela Theatre Productions

*Dancer, Understudy Billy*

2005 to 2006

CHICAGO, THE MUSICAL – Nelson Mandela Theatre, JHB, Artscape, CTN  
Shoglo Management

*Fred Casely, First Understudy Bill Flynn*

2005

CALENDAR BOYS – Performer Theatre, Pretoria  
Performer Theatre Productions

*Lead Vocalist, Choreographer and Dancer*

2004 to 2005

PRINCESS CRUISES – Alaska, Canada, East & West Caribbean, Mexico

*Dancer in Productions of: Welcome Aboard, Let's Rock, Tribute, Curtain Up*

2003 to 2004

CELEBRITY CRUISE LINES – Alaska, West Coast, Canada, East & West Caribbean,  
Mexico

*Dancer in Productions of: Welcome Aboard, Concert in B, Broadway Express, Crescendo*

2003 to 2004

ROYAL VARIETY PERFORMANCE 2000 – Dominion Theatre, London  
AFRICAN FOOTPRINT, ORIGINAL CAST

Richard Loring Enterprises

*Vocalist and Dancer*

2000

AFRICAN FOOTPRINT, ORIGINAL CAST – Globe Theatre, Johannesburg  
Richard Loring Enterprises

*Vocalist and Dancer*

2000 to 2003

THE WIZARD OF OZ – State Theatre, Pretoria  
State Theatre Productions

*Vocalist and Lead Dancer*

1999



## ***VOCALIST EXPERIENCE***

I.Q. (IL QUINTO) - INTERNATIONAL MALE VOCAL GROUP  
Showtime Records  
*Tenor*

2010

STOKED - MALE VOCAL GROUP  
FADCreationS  
*Booking Consultant, Vocalist (Tenor), Choreographer*

2010

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## **DIANI GERNANDT**

*Co - Producer & Director*



## ***SUMMARY OF QUALIFICATIONS***

With a vast range of experience within various fields and industries, Diani is adaptable and extremely well equipped to enter any new environment with confidence and ease. With a strategic mind, she excels at planning, organizing, project management and crisis control. She contributes creatively to every project and is an asset to any team. Her ease and grace with people is unmistakable and she's extremely well-spoken. Diani is a driven, disciplined and goal-oriented individual with strong leadership capabilities.

- ❖ Bachelor of Commerce specializing in Marketing, UNISA (2009)
- ❖ Proficient in Microsoft Office Systems (ICDL MS Office)
- ❖ Matriculated at the National School of the Arts (2000)

## ***PROFESSIONAL EXPERIENCE***

MOSAIEK – Johannesburg, RSA

May 2009 to

Present

*PA/ Administrator/ Team Leader*

Adminstrator for the Department of Music and PA to Mr Johan Heystek, Department Head.

<http://www.mosaiek.com/>

General administration duties and core functionalities including the following:

- *Booking, scheduling and management of musicians for services and events*  
A large database of musicians to be co-ordinated, managed and scheduled, as well as communicating technical requirements for selected events.  
Communicating and functioning as liaison between departments.



- *Filtering and managing all communications directed to the department, both internal and external*  
Scheduling meetings, keeping the office diary, as well as communicating on behalf of Head of Department. Managing all incoming communications.
- *Managing invoices, payments and annual department budget*  
Processing of musician, singer and consultant invoices for payments authorised by Finance Department and managing and assisting in annual budget planning and control.
- *Sourcing, purchasing, printing, distributing and filing of all sheet music packages and event layouts to parties concerned.*
- *General administrative duties, such as scheduling meetings, managing diary etc.*
- *Team leader, coach and administrator of Dance Team*

#### NEW EAST RECRUITMENT CONSULTANTS – Boksburg, RSA

Jan 2009 to April 2009

*Recruitment Consultant for Marketing Client, UDM*

On site management of bi-weekly groups of successful recruits for the marketing client UDM. Sourcing, interviewing and qualifying applicants. Meeting weekly and monthly targets of interviews and placements. Hands-on motivation and encouragement of new recruits in a fast pace, stressful environment.

- *Filtering numerous job-searching websites and supplier information in order to source optimal amounts of daily and weekly leads.*
- *Ensuring targets of interviews and successful placements are met.*
- *Handling placements and contracts and acting as liaison between Recruitment agency and recruits based at client.*
- *Motivating and supporting recruits to ensure successful permanent placement.*

#### FADCREATIONS CC – Johannesburg, RSA

2005 to Present

*Co-Founder & Assistant Director*

Hands-on project management of diverse subdivisions of the business, managing cost effective travel, product packaging, marketing strategies, supplier relations and maintenance of overheads. Authorizing and overseeing the budget with the assistance of accountant Jan Labuscagne. Conceptualizing of marketing material and branding. Addressing inquiries of current and potential stakeholders, performing various PR functions and maintaining client database. Subdivisions of FADCreationS include:



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<http://www.fadcreations.co.za/corporate/wedding-dances.html>

## **PROFESSIONAL PRODUCTIONS**

PRINCESS CRUISES – Alaska, Canada, East & West Caribbean, Mexico  
Dancer in Productions of: *Welcome Aboard, Tribute, Motorcity, Dance, What a Swell Party, Adrian Zmed in Concert*

2008



CHICAGO, THE MUSICAL – Teatro Theatre, Monte casino, JHB, Artscape, CTN Shoglo Management <i>June, Cover for Hunyak, Kitty, Liz</i>	2008
THE KING AND I – Nelson Mandela Theatre, Johannesburg Packed House Productions <i>Lead Dancer, Amazon</i>	2007 to 2008
WE WILL ROCK YOU – Civic Theatre, Auckland, New Zealand Shoglo Management <i>Jackson 5, Dancer</i>	2007
THOROUGHLY MODERN MILLIE – Nelson Mandela Theatre, Johannesburg Nelson Mandela Theatre Productions <i>Gloria, Dancer</i>	2007
WE WILL ROCK YOU – Nelson Mandela Theatre, JHB, Artscape, CTN, Playhouse Theatre, DBN Shoglo Management <i>Jackson 5, Dancer</i>	2006
GOLDILOCKS AND THE THREE BEARS – Nelson Mandela Theatre, Johannesburg Nelson Mandela Theatre Productions <i>Blue Bird Flying Act, Dancer, Understudy Baby Bear</i>	2005 to 2006
CHICAGO, THE MUSICAL – Nelson Mandela Theatre, JHB, Artscape, CTN Shoglo Management <i>Swing for Kitty, Hunyak, Liz and June</i>	2005
BIG BAND BLAST – Nelson Mandela Theatre, JHB Harry Sideropolous Productions <i>Dancer</i>	2004
FANTASTIC FLYING FISH DANCE CO. – Based in DBN Productions of: Grass Gardens at the Sneddon Theatre and the Stellenbosch Spier Open Air Amphitheatre	2003
SOUTH AFRICAN BALLET THEATRE – (then) Based in PTA Productions of: Giselle, the Nutcracker, Swan Lake, Sleeping Beauty, La Sylphide, Carmen and others	2001 to 2002



## **OTHER EXPERIENCE**

### **COMMERCIALS TV**

Various

*Jet Jeanius, King Pie Lead, Spar Tops Lead, FNB Wand, Cosmote Greece*

2005 to 2010

### **VOICE OVER ARTIST**

FADCreationS and Voicebank

*Tri Nations Rugby, Dischem, Peermont, Garmin*

2005 to present

### **CORPORATE LAUNCHES AND EVENTS**

Various

*Performer*

2003 to present

## **LANGUAGES**

- ❖ Fluent in English (Speak, Read and Write)
- ❖ Fluent in Afrikaans (Mother Tongue)
- ❖ Currently studying Zulu
- ❖ Currently studying French

## **OTHER**

- ❖ Valid South African Passport
- ❖ Valid Driver's License Code B

## **HOBBIES & INTERESTS**

- ❖ Travelling
- ❖ Reading, Writing, Poetry
- ❖ Languages and Cultures
- ❖ Film and Acting
- ❖ Dance and Coaching
- ❖ Nature, Animals
- ❖ Photography
- ❖ Scrapbooking



FADCreationS CC

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<http://fadcreations.blogspot.com/>