



*Proposal for Corporate Sponsorship of the
Short Story Initiative*

In Association with



Registration No: 2010/000808/08

NPO No: 077-737 NPO

Banking Details: FNB Business Cheque Acc. No: 62253221312

Branch Code: 251545 [Gezina]

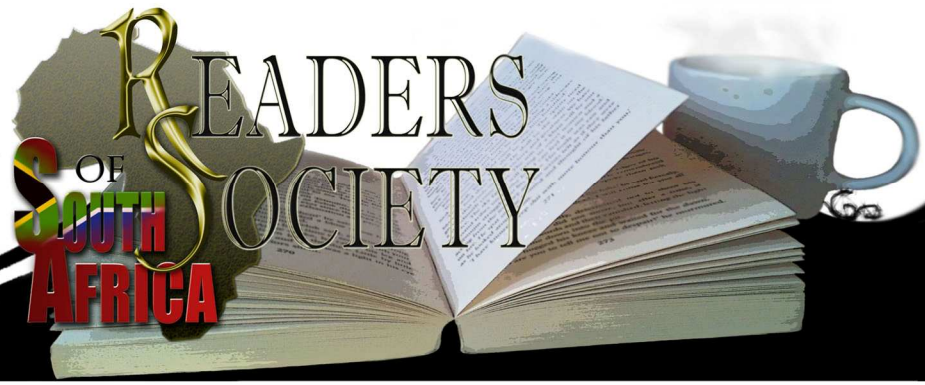
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Website: www.ReadersSociety.org.za



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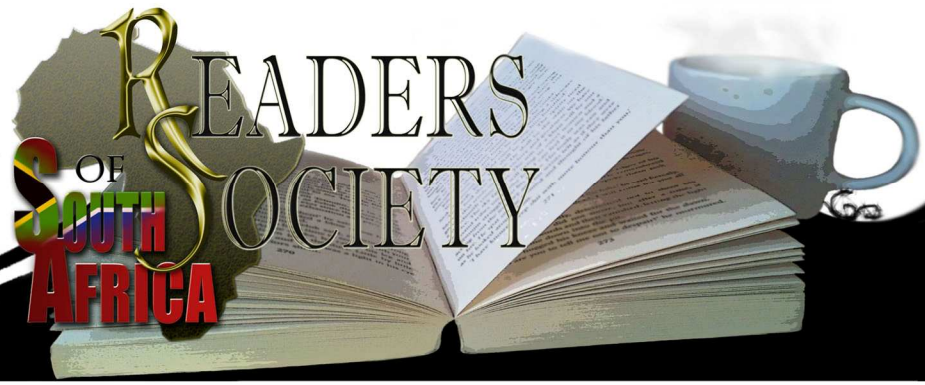
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Executive Summary

Sponsorships:

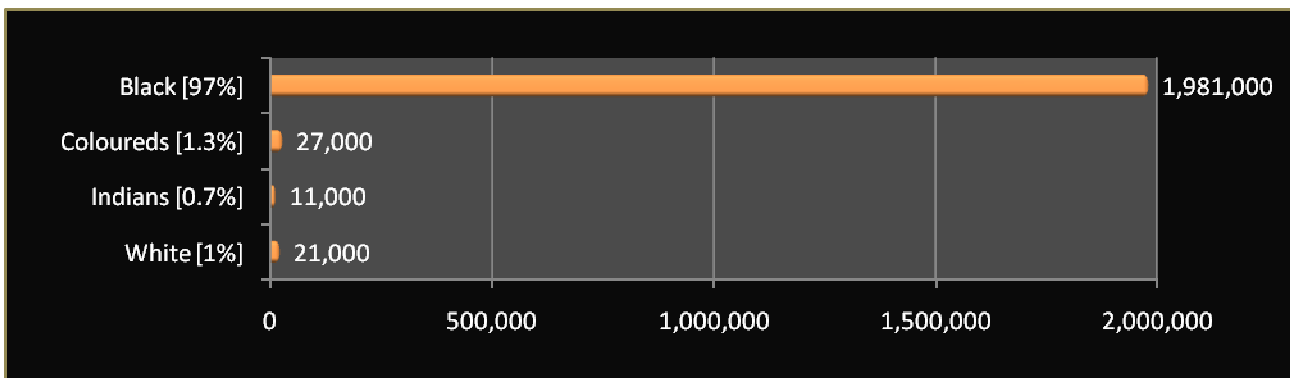
- **Diamond Sponsorship:** Sole sponsor of the initiative – R150,000.00 per month [R38,750.00 per week] (±52 weeks).
- **Gold Sponsor:** 2 weeks per month, for 6 or 12 months – R77,500.00 [R38,750.00 per week].
- **Silver Sponsor:** 1 week per month, for 6 or 12 months – R38,750.00.

What does your company get in return for sponsoring this initiative?

- A total marketing value for the company in ad space, per weekly issue of the Sowetan, of **±R30,000.00** (±33 weeks per year).
- Creative and professional monthly adverts for your brand, created by our team of professionals, worth between R10,000.00 – R20,000.00, depending on the variables (*includes creative concepts, photo shoots or stock photography, layout design, editing and finalizing*).
- Company name and/or logo on all promotional materials (radio, flyers to schools and universities, and electronic marketing).
- Logo and advertisement on our company website ([main](#) and short-story submission pages).
- In the case of excess sponsorship funds, this will go towards the Nalêdi Initiative, teaching children to read in rural schools (educational services provided by [Triple e Training](#)), where your company will receive relevant marketing and proper recognition for its contributions.

** For a detailed analysis, kindly scroll down to the "Sponsorship" segment.*

Sowetan National Readership: +2,108,000



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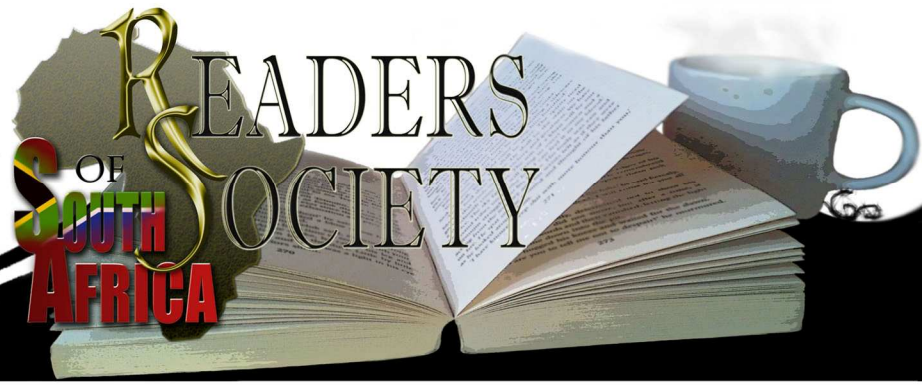
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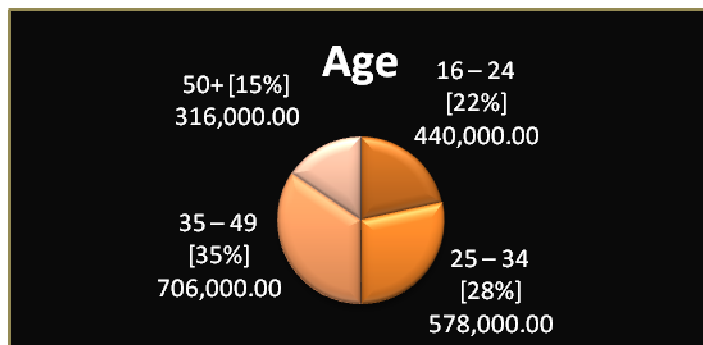
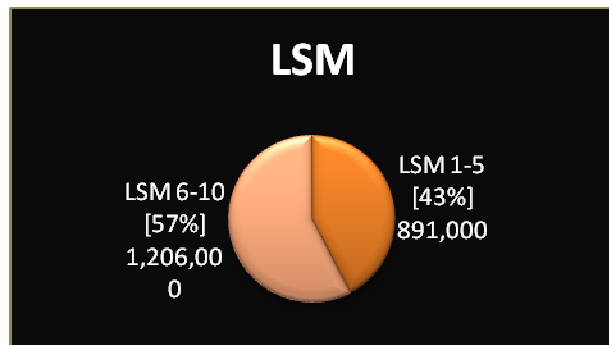
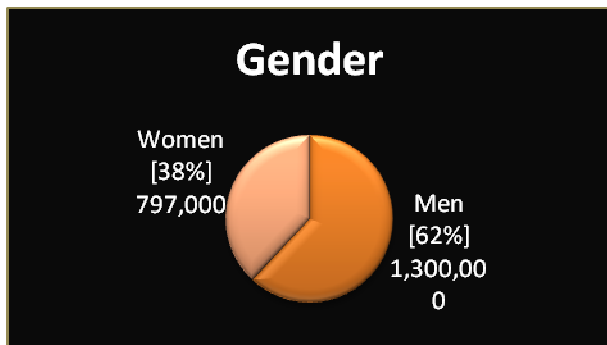
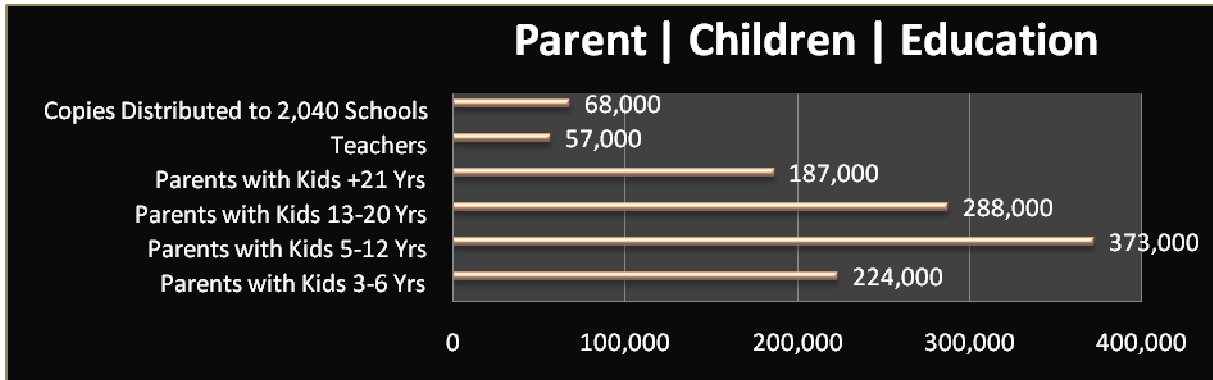
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* Total readership Inclusive of 68,000 copies to 2,040 schools - Not reflected in the chart above.

* For questions, kindly contact our Operations Director, [David Ferreira](#), or the Avusa Education Publisher, [Patti McDonald](#)



Sponsorship Goals

- Great marketing *(as seen above from the various statistics)*;
- Direct access to target market;
- Association with different values;
- Differentiation from competition;
- Showcasing products & services;

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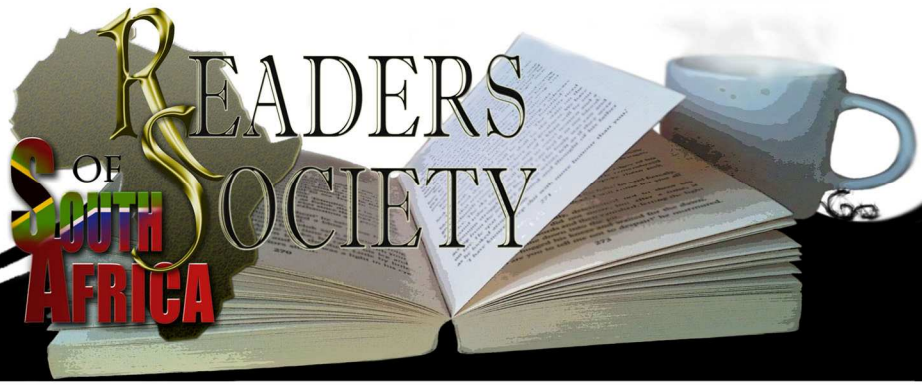
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Successful PR:

- Name/brand awareness;
- Image enhancement;
- Entertainment of staff/clients;

Furthermore, it offers an element of corporate social responsibility:

- Strengthening/developing links with the local community;
- Being seen to be doing good;

And lastly, your company can utilise it as a benefit for staff:

- Motivating employees – perks;
- Training and development;

** Information sourced from [Arts Awards](#)*

Brand Positioning

With each week's short story your company will receive a 1/3rd page-size, full colour advertisement in the Sowetan aligned with the text. There are bottom, top or side banners available for placement, as per your preference.

It will be clearly stated that the initiative is sponsored by your company/brand. In the case of a diamond sponsorship, in all marketing, media and print your company/brand will clearly be pronounced sole sponsor, with relevant marketing and advertising.

Furthermore, we have a graphics designer and photographer on staff that can work with your company in producing quality and unique adverts for weekly placements. You may click on the following links to see samples of their creative work:

- [Ad 01](#)
- [Ad 02](#)
- [Ad 03](#)

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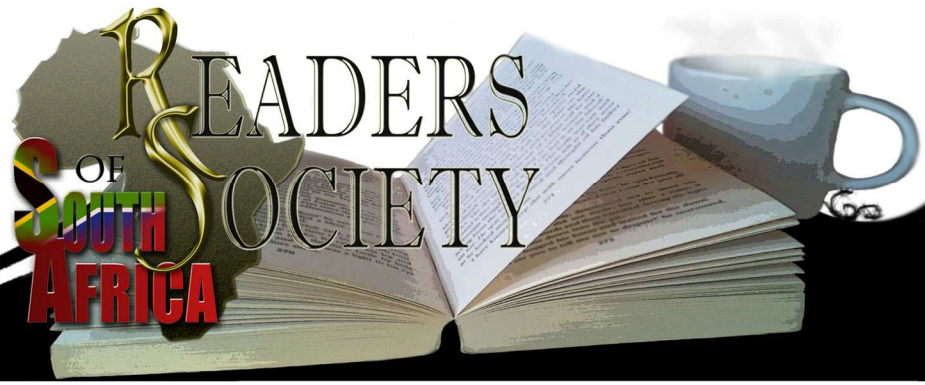
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About the Readers Society of South Africa

The Readers Society of South Africa is a non-profit organization that works towards fostering a culture of reading and writing in South Africa. Founded in 2009, we have worked on launching several initiatives that span the art of literature across all areas of the industry. We strive to create and maintain new and innovative campaigns to encourage reading as a healthy, entertaining pastime. And with our sponsors (M-Net, Pretoria News, Exclusive Books, Pan Macmillan Publishers, Penguin Publishers and Triple e Training) we are making a change together.

Some of our **initiatives** include:

- **Nalêdi**: We began an initiative that would encourage reading in the youth of South Africa in 2008. Since then, Nalêdi was fashioned to teach children to read in rural schools and communities, and serve as needed skills transfer to our important educators in schools. And since the recent concerns about the education levels of Gr. 3 learners, this initiative works in alleviating the lower levels of education. The initiative is sponsored by M-Net and Triple e Training, and is endorsed by the Department of Education.
- **Book Reviews**: We are starting our weekly email book reviews with Exclusive Books in May 2010 (the reviews are also uploaded to their website, and then there will be links and discussions in the Fanatics newsletters).
- **Celebs and Their Books**: This is a fun initiative that shows readers what celebrities are reading every week. In every Monday's issue of the Pretoria News, we publish a photo of a celeb endorsing their favorite book. Some of the celebrities who have already participated are: Liezel van der Westhuizen; Vuyelwa Booie, Amalia Uys and Melanie du Bois (7de Laan); Louise Barnes, Masechaba Moshoeshe, Dawn Matthews and Refilwe Madumo (Scandal!); as well as Afrikaans singer Bobby van Jaarsveld; and others.
- **iZindaba**: We partnered with M-Net on the iZindaba initiative, and secured hundreds of books from publishers to open a school library in the township high school, *Davey High*.

For authors, we endeavor to provide information to assist in the publication process. For readers, we offer news on the latest books, reviews, author interviews, publication news and more... But we also invest in the next generation. Yes, we are all about literature...

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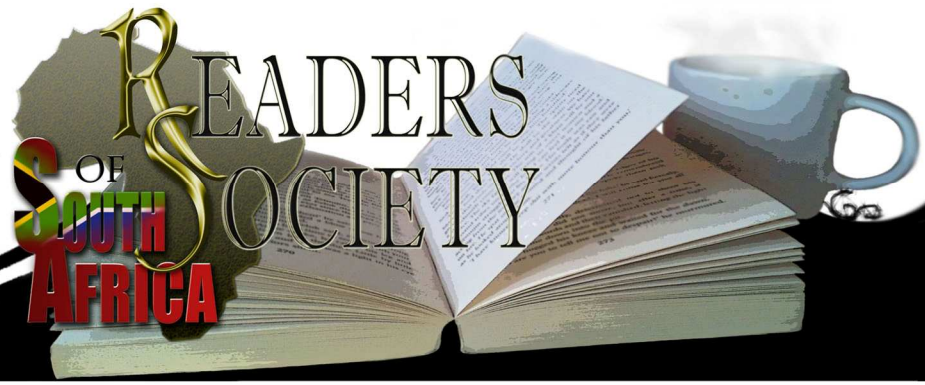
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More Info about our Short Story Initiative

The Readers Society of South Africa will publish a short story every Friday in the Sowetan, for a total of 33 weeks per year. The Sowetan have sold us a full weekly page in their newspaper at a reduced cost, since we are a non-profit organization contributing to literature. Thus we have creative freedom, and can design and place images and text freely.

The main aim of the initiative is to give unpublished SA authors a voice and contribute to launching their careers, with a major publication of their work to an average of 2.1 million readers. Each short-story will have a word count of between 1,000 and 2,500. The prose will be relevant to everyday South Africans, and will deal with recent and past issues of our country's rich political and social landscape, cultures and history.

Our company works towards fostering a culture of reading and writing, and with this initiative we hope to encourage people to read prose and find a love for SA literature. Readers will then be more open to investing in quality novels written by SA authors, thus supporting our local authors and publishing industry. The stories are aimed at the adult reader, from the ages of 17+.

All writing will be edited and revised by Bond Literary Services to publication standards, to ensure the quality of our short-stories. Frances Bond has over 25 years experience in editing, and has worked with many great writers. From the years of our dealing with the agency, it is certainly our opinion that she is the best editor in South Africa. Her team includes Eileen Molver and Jean Gaiser.

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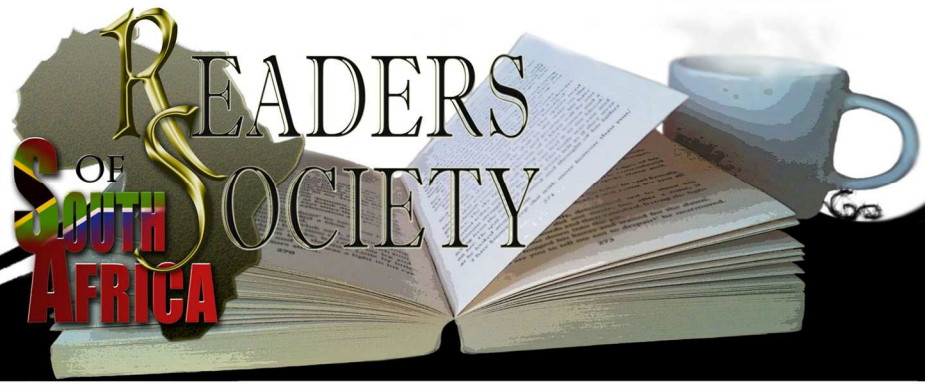
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Initiative Objectives

“Literature adds to reality, it does not simply describe it. It enriches the necessary competencies that daily life requires and provides; and in this respect, it irrigates the deserts that our lives have already become.” **CS Lewis**

Literature is a crucial part of our lives—from arts and entertainment, to education and historical documentation, to aiding in the development of higher cognitive functioning. This is why it is so important that reading and writing be encouraged in our modern, technological age of TV, radio, games and internet. It forms a part of our culture, of our past and our future.

South Africa has amazing writing talent, and has in the last years alone produced international award-winning novelists and poets, such as Mandla Langa, Rian Malan, Nadine Gordimer, JM Coetzee and Ingrid Jonker.

With this weekly short-story initiative, we endeavor to achieve the following:

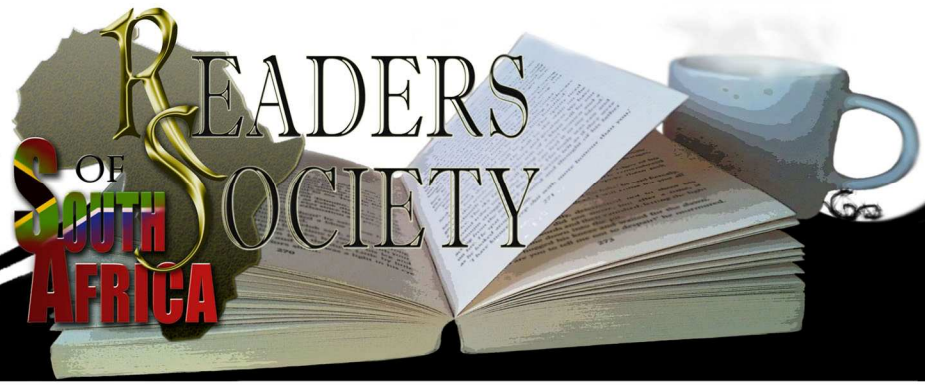
- We will create a platform for struggling authors to get noticed. We will give them a voice in South Africa, and jumpstart their career as creative, influential and successful writers, who will one day give back.
- In a country where only 5 years ago, publishers published little to no novels, if an author has had something published in a national newspaper with a readership of nearly 2 million it certainly is gold leaf on the author’s CV. This will allow more authors to make a living from writing and will foster a love of reading in South Africans as they read great prose in their weekly newspaper, for free.
- This initiative will support the developing publishing industry by making South Africans proud of our national arts, thus rather supporting local authors with their book purchases as opposed to buying international, imported books, which feeds other countries’ economies.
- It will encourage our youths to write and express themselves through exploring their inner selves, which will be a positive outlet for their emotions, and will ultimately prevent them from turning to negative and often dangerous forms of escapism such as drugs and violence.
- The Readers Society will approach universities, high schools and literary agents for strong, quality short-stories that address our political, cultural and social landscape, thus again contributing to the healthy advancement and unification of our multi-cultural nation.

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- The positive and empowering stories will invest in people's lives through showing relevant socio-economic situations that will contribute to the emotional and mental well-being of societies across South Africa. Readers will be able to identify with the characters and their circumstances, and will be empowered as a result.
- The newspaper editor requested that we publish these short-stories in the Sowetan instead of the Sunday Times, to encourage readers of African languages to read English literature, and thus enhance English literacy and comprehension.
- Lastly, supporting the writing arts will attribute favor to your company and pave the way for other corporates to invest in great literature based initiatives that will bolster the art of writing.

Much like the beloved pieces of prose in the Huisgenoot, which have become a part of our South African heritage and contributed on many levels to our society, the Readers Society will work to see this initiative achieve the same status and deliver the same levels of support and promotion in English.

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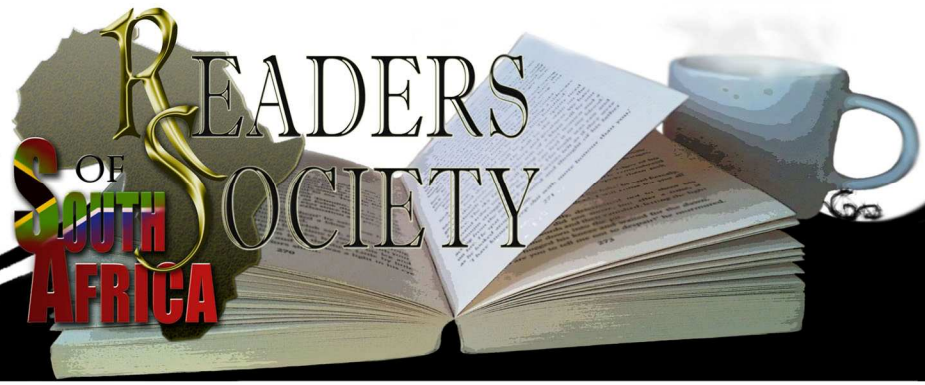
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Nalêdi Initiative

The Nalêdi Initiative is all about the children, and creating a brighter future for South Africans. The Readers Society of South Africa, with the generous donations of M-Net, and Triple E Training, is thrilled to be able to enrich the lives of 300+ children between the ages of 8 and 10 years from rural areas, with the first Nalêdi Initiative, starting 3 May 2010. With the expertise of Triple E Training, who have more than 18 years experience in ABET (Adult Basic Education & Training) delivered to over 600 companies throughout South Africa, we have worked many hours on the structure of the campaign, and most effectively divided classes into 15-20 children each, selected from 10 schools across the Cape and Gauteng provinces. The skills we ignite in the learners include a love of lifelong learning, a love and appreciation for reading, and imagination (as a tool to help them throughout their lives), as well as analytic and critical thinking (the development of these).

With the endorsement and support of the Department of Education, from whom we received a list of the most deserving schools, Triple E Training dispatches trained facilitators to the schools, on the approved dates, from their database of over 400 registered and trained facilitator agents.

Each group of children receive up to 6-8 weeks of literacy training with a combined total of 120 hours, divided into 4 lessons per week. The classes incorporate:

- An age-appropriate, pre-assessment and learning style analysis of each child, which will give the facilitator information to map out the strengths and weaknesses of each child, thus enabling them to focus the activities in such a manner that all the participants are able to enjoy their learning;
- Triple E Training facilitators will use an existing learning programme, adapted for children, which has proven hugely successful over the years, tested against various groups. Dynamic English Level 1 Basic, focuses on the development of phonic skills of learners (develops listening skill, specifically the sounds of the language, and then associates those sounds with letters to identify words so that it can be reproduced in written form). The programme also includes remedial methodologies and combines a variety of approaches, so that all learners, no matter what their abilities, are able to identify with the learning events and exercises.
- The activities will draw on the child's experience, while encouraging fantasy and play.

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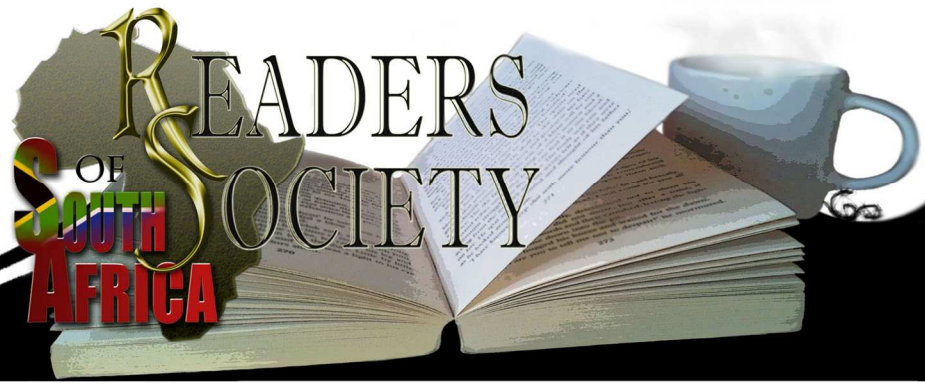
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- At the end of the programme an assessment will be completed for each child, and may result in the learner receiving a relevant certificate, during a fun type of “graduation ceremony” where each child will receive his own children’s book to take home and keep, donated by Pan Macmillan. We plan to arrange happy meals for each child.

The following steps enable this initiative to work in the identified schools and communities: Firstly, Triple E Training redesigned their existing programme into manageable, colorful worksheets, instead of large, intimidating workbooks, to allow for a more flexible, daily approach to learning. Secondly, Triple E Training recruited and placed learning facilitators to facilitate learning for the children, and also all the teaching skills, techniques and information are transferred to the school teachers, who co-facilitated the classes. And lastly, Triple E Training quality assures and manages the learning programme through their normal accredited administrative systems.

Who knows, that child could very well possess the talent to one day become the next Tolstoy or Mandla Langa.

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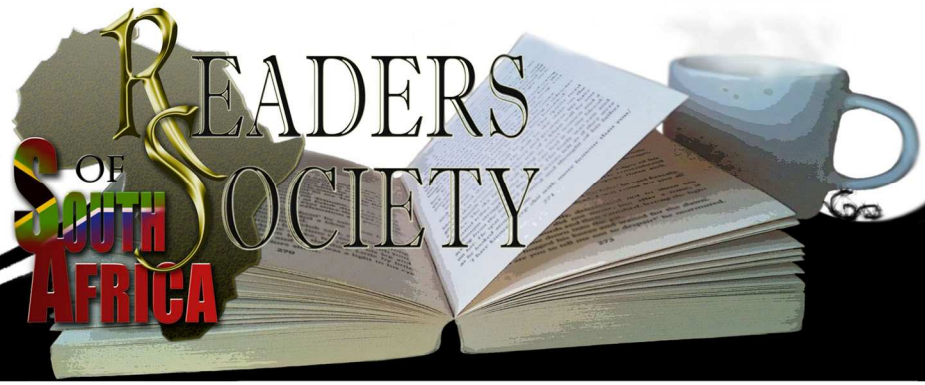
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Effects of Regular Reading on Cognitive Functioning and Development

The paragraphs below show why it is important for people of all ages to read, and why it's thus crucial to encourage independent reading through media, such as newspapers, radio and TV:

It is a well researched fact (*Anderson, Wilson, & Fielding, 1988; Anderson, Hiebert, Scott, & Wilkerson, 1985; Elley & Mangubhai, 1983; Ingham, 1981; Taylor, Frye, & Maruyama, 1990*) that reading skills are essential to success in our modern society. Regular reading adds three positive effects, namely fluency, increased vocabulary and builds background, all of which contribute to increased comprehension and ultimately better job skills.

The Journal of Psychoeducational Assessment published a [study](#) showing that the relationship between intelligence and reading achievement was found to be substantial, with an average correlation between reading and intelligence of .57.

There are numerous other studies that show why it is important to read and encourage the reading of printed texts. It offers social and emotional development, as well as building a knowledge base, which is absolutely fundamental in many areas of our personal lives and work environments.

Reading offers so much more than just cognitive skills. For young adults and children in rural areas, it allows them to travel from their homes and explore the world through the power of imagination. It allows them to vent their feeling in a safe, healthy and creative way.

We learn from literature. We grow from literature. And we evolve on so many levels through literature.

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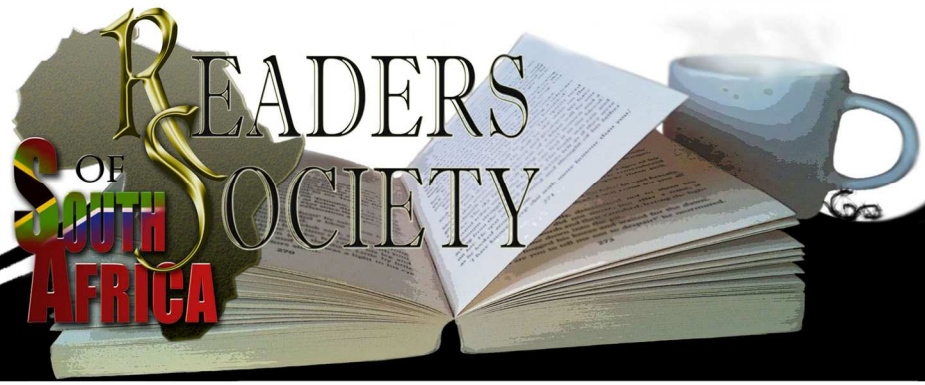
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Sponsorship

Why Sponsor?

Here is a succinct list of estimated benefits to investing in the Short Story Initiative:

- Increasing brand loyalty;
- Brand differentiation;
- Changing/strengthening brand image;
- Creating company or product awareness and visibility;
- Driving retail traffic or sales;
- Highlighting community responsibility, or corporate social responsibility;
- Building new and deeper community networks;
- Enhancing company's credibility and educating the public about products and services;
- The opportunity to have the public sample a new product or provide demonstration of a product or service;
- Entertaining clients;
- Targeting a niche market;
- Recruiting, retaining or motivating employees;
- Fostering talent and teaching new skills to employees;

Apart from the aforementioned, aligning your brand with a literature/educational initiative offers positive elements, and creates client loyalty, in the sense of, "I'd rather support a company that gives back to our community, and invests in the next generation, than one which does not." Art is a huge passion with many South Africans, and by investing in SA literature, reading enthusiasts will prefer your brand over a competing brand.

And with an advertising audience of around 2.1 million, it is excellent exposure for new company products, specials, investments and competitions. And because it's a weekly, continuous ad, the

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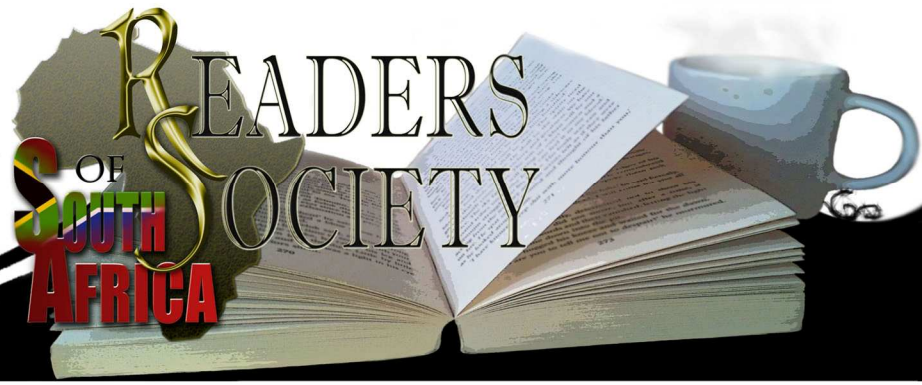
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reader will constantly be reminded of your brand, and the visual repetition will capture it in their minds, contributing to the uptake in sales.

True to its tradition, Sowetan remains one of South Africa's most widely read daily newspaper of quality popular journalism since its launch in 1981. If you want to catch the spending power of upmarket young black achievers, Sowetan is where you'll find them.

Detailed Reader Statistics *AMPS 2009A (JULY 2008-JUNE 2009)*

Details	%
RACE	
Blacks	96
Coloureds	2
Indians	1
Whites	2
GENDER	
Men	65
Women	35
AGE	
16-24	19
25-34	27
35-49	38
50+	16
Average Age	37
HOME LANGUAGE	
English/Other European	5
Afrikaans/Bilingual	2
Any African Language	93
WORK STATUS	
Working	57
Not Working	43
PROVINCE	
Gauteng	57
Western Cape	0
Eastern Cape	1
Kwazulu-Natal	5
Northern Cape	1
Free State	4
Mpumalanga	11
Limpopo	15
North-West	6
LSM	
LSM 1-4	10

Details	%
LSM 5	13
LSM 6	28
LSM 7-8	31
LSM 9-10	19
LSM 7 - Low	10
LSM 7 - High	9
LSM 8 - Low	6
LSM 8 - High	6
LSM 9 - Low	6
LSM 9 - High	5
LSM 10 - Low	5
LSM 10 - High	3
HOUSEHOLD INCOME	
Up to R3999 HH	26
R4000-R5999 HH	9
R6000-R9999 HH	23
R10000-R15999 HH	19
R16000+ HH	23
Average Household Income	11196.57
PERSONAL INCOME	
R1-R3999 Pers	30
R4000-R5999 Pers	9
R6000-R9999 Pers	13
R10000-R15999 Pers	9
R16000+ Pers	6
No Pers Inc	22
Refused Pers Inc	11
Average Personal Income	6814.19
EDUCATION	
Up to Some High	29
Matric	46
Tertiary	25

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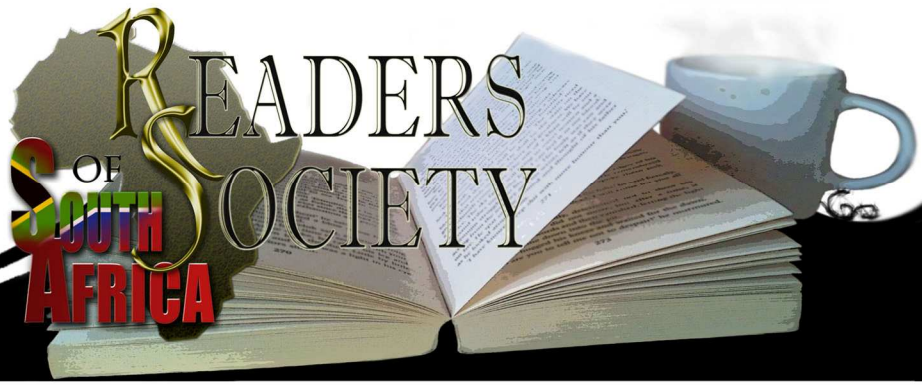
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Who Will See Your Advert?

The Sowetan reader is educated and aspirant, packing real spending clout. Advertisers who want to talk to this consumer can choose the one daily newspaper that can deliver this audience en masse – The Sowetan.

An average Sowetan reader is a middle-aged black spender, educated, economically active suburban Gauteng. There is a skew towards male readers, 25-49, LSM 6-10, with an average household income of R8,769.70.

Furthermore, with 68,000 copies distributed to 2,040 schools nationwide, there is a huge youth readership for advertising products to this market.

Registration No: 2010/000808/08

NPO No: 077-737 NPO

Banking Details: FNB Business Cheque Acc. No: 62253221312

Branch Code: 251545 [Gezina]

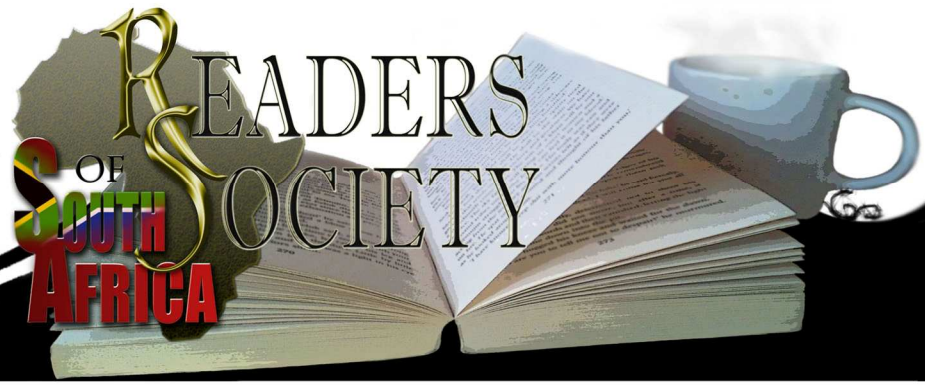
Business Address: 354-A 5th Ave. Capital Park, Pretoria, 0084, RSA

Contact No.: Office: +27 (0) 12 323 5942

Fax: +27 (0) 86 605 7643

Email: Info@ReadersSociety.org.za

Website: www.ReadersSociety.org.za



About Sowetan

With its quality popular journalism, Sowetan remains one of South Africa's most widely read daily newspapers. Never one to stagnate, Sowetan has a strong history of nation-building and, over its more than 25 years of existence has become interwoven in South African communities through various community projects. Its loyal readers have immense trust in the brand – its editorial content, political objectivity and credibility of advertising.

Launched in 1981, Sowetan has always been at the heart of important changes in this country, being the unwavering voice championing social changes and, as a result, is celebrated by its loyal readers [LSM 1-6 (39%) and LSM 7-10 (61%)] who have been crucial to its staying power over the past three decades of rapidly changes times.

Why Sowetan?

- Versatile: Covering a diverse range of topics including political and sports news, business information, lifestyle trends, careers, technology, motoring and education.
- Informative: Sowetan aims to provide a good read that appeals to readers in the information seeking-mode. People who have high need for knowledge and a powerful desire for self-improvement.
- The Soul Truth: More than just a newspaper brand, Sowetan is an experience, providing and educative and informative read that goes beyond news by seeking to educate, inform and keep its readers in touch with the soul truth.
- Value our readers: "We cannot stress enough the role played by our readers in ensuring that this newspaper reached this milestone..." Bongani Keswa - Publisher

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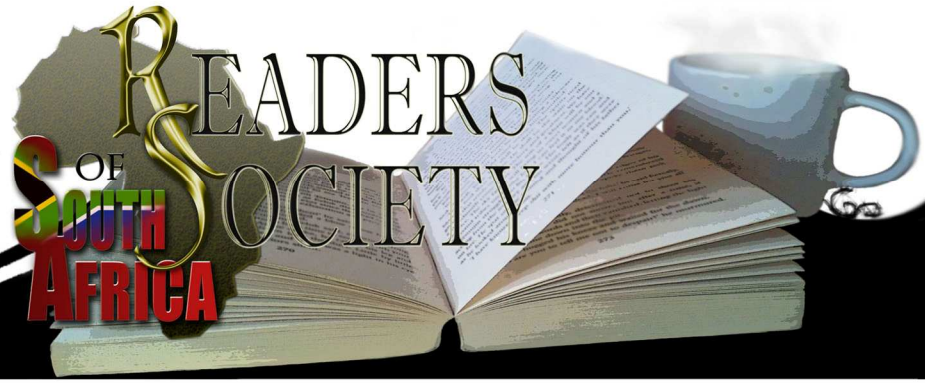
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Financial Terms and Conditions

As with any sponsorship opportunity, if and when you financially commit to the initiative as a sponsor, your company/brand name will be associated with the Short Story Initiative and exposure will originate with each week of the running campaign.

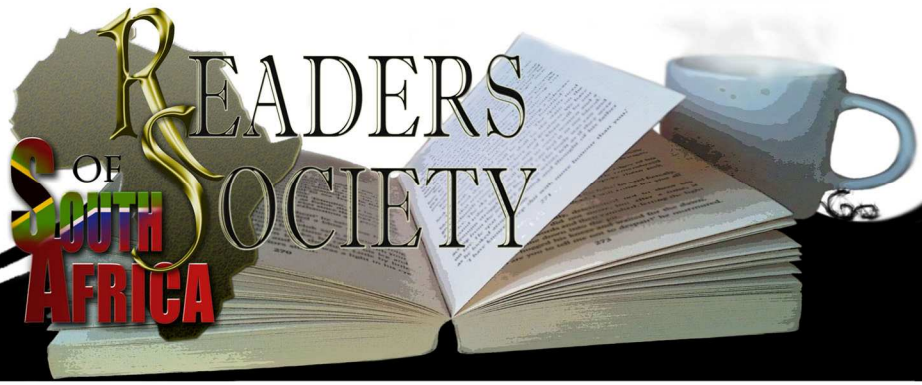
If you would like to discuss the sponsorship in further detail, please don't hesitate to contact [David Ferreira](#), the Operations Director on 082 212 0623 or 012 323 5942.

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Thank you

End of this Proposal