

COT CANADA TOUR 2006



Programme

The **Soweto Marimba Kidz** (including Kgabo Setati, the Principal of the Dr. Mary Malahlela Primary School, their coach, and two representatives of Cotlands) will be travelling to Canada in May of 2006, for a total Tour of 15 days (departure to return). While in Canada, the group will be meeting with various schools in the Kitchener Waterloo (KW) and Toronto areas to present the story of 'Hope for those living with HIV/AIDS' to high school and university students, as well as to business persons and charities who have been supporting Cotlands over the past couple of years.

MON	TUES	WED	THUR	FRI	SAT	SUN
08	09	10	11	12	13	14
		Leave SA (8pm)	Arrive in Canada (3pm)	KW Open Day 1	Niagara Falls Tour	Cedar Creek Church
						Church 2
15	16	17	18	19	20	21
KW High School 1	KW High School 2	KW High School 3	KW High School 4	Toronto High School 1	Toronto Tour	Forward Baptist
KW Fundraiser 1	Rebel Creek GT	KW Fundraiser 3	KW GT 2	Toronto GT		Church 4
22	23	24	25	26	27	28
Toronto High School 2	Leave Canada (8pm)	London lay over (14 hours)	Return to SA (8am)			
Toronto Fundraiser 2						

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Soweto Marimba Kidz COT CANADA TOUR 2006 Sponsorship Opportunity



Overview



In May of 2006, 35 kids from the Dr. Mary Malahlela Primary School in Dobsonville (Soweto) will be travelling to Toronto, Canada to undertake a fundraising and awareness campaign on behalf of Cotlands – an HIV/AIDS care organisation with operations throughout South Africa. These 35 kids – the **Soweto Marimba Kidz** – will be using their musical talents to highlight the role people in South Africa play in caring for their fellow citizens who are living with HIV/AIDS, and the role Canadians can play in supporting organisations such as Cotlands.

By partnering with the **Soweto Marimba Kidz**, your company has an opportunity to participate in a truly South African initiative – bringing the songs and stories of people affected by HIV/AIDS to the world – in advance of the World HIV/AIDS Conference (Toronto, July 2006).

By partnering with the **Soweto Marimba Kidz**, your company will have an opportunity to be among a group of South African brands on display for the two weeks of the COT Canada Tour 2006.

COT CANADA 2006 TOUR

Goals and Objectives:

The principle goal of the COT Canada 2006 Tour is to provide the children of the [Soweto Marimba Kidz](#) band an opportunity to use their talents for the benefit of persons less fortunate than themselves.










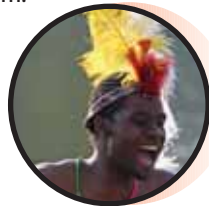
Despite the fact that these children come from Dobsonville (Soweto), one of the more economically repressed communities surrounding Johannesburg, they nonetheless understand that there are many children who do not have the same access to food, education and medical care that they do. As such, they wish to take their music to Canada as a means of raising funds to support not only their own school, but also the wonderful work of Cotlands, a Johannesburg-based charity that provides assistance to children orphaned by, and/or living with, the effects of HIV/AIDS.

2006 represents Canada's turn to host the World HIV/AIDS Conference (Toronto, July). As such another of this tour's goals is to 'prime the media pump' in advance of this all-important conference, and to give Canadians an opportunity to understand how, with help, the hope of Africa can be realised despite the challenges of HIV/AIDS.

The third, and possibly more important goal, is to provide the [Kidz](#) and opportunity to understand their roles as future leaders of South Africa within the global community. Only by experiencing this community first-hand will these bright, talented and ambitious children be able to fully appreciate the future that lays ahead of them.

Interesting Notes:

-  The [Soweto Marimba Kidz](#) band is trained and coached by Johnnie, the gardener at the Dr. Mary Malahlela Primary School
-  The band consists of 35 children aged between 11 and 16
-  All of the children in the band practice for 2 hours after school each day (Mon – Fri)
-  None of the children receive academic merit for their participation in the band, as music does not form part of the school's curriculum
-  The band has a repertoire of more than 200 songs – Gospel, R&B, Pop, Kwaito and Jazz – yet performances always occur in the absence of sheet music
-  The band undertakes to train younger children, some as young as 5, in the art of dance and/or music
-  The band has an outreach project that serves a nearby HIV/AIDS orphanage, whereby children from the orphanage visit the band on a twice-weekly basis to learn the steel drums and marimbas



THE OFFER:


A Concert

 In exchange for committing to be a 'Flight Sponsor' for one of the Kidz, your company will receive a 2-hour performance from the entire band. Should you be planning a company Christmas party, or a community open day, the [Soweto Marimba Kidz](#) will provide entertainment at your event. The only additional cost on this day will be snacks for your performers.



Between a repertoire of over 200 songs and an endless supply of dance moves, your guests are sure to be amazed by the spirit, energy and unrivalled talent of the kids from the Dr. Mary Malahlela Primary School.

Branding

 To ensure that your company is an active participant in the COT Canada Tour 2006, you will have brand recognition opportunities in all of our signage, print materials and on our team travel wear (t-shirts) throughout the 15 tour days. Alternatively, you may choose to supply your [Marimba Kid](#) with a t-shirt that they can wear during all travel days. Moreover, each child's nametag will read "Marimba Kid A – Sponsored by Company X".

A Photo Essay

As a last measure of 'thanks' for your investment in the future of the children of the [Soweto Marimba Kidz](#), a 4-page photo essay will be personally written to your company by your sponsored band member. This letter will be a summarised 'impact statement', identifying the key lessons learned during the entire COT Canada Tour 2006 experience.



THE NEED:

In order to offer the children of the [Soweto Marimba Kidz](#) band the opportunity to participate in the COT Canada 2006 Tour, each child (35) requires a 'Flight Sponsor' (air ticket and passport costs) of no more than R10 000.



A full and transparent accounting of the costs of this project will be supplied by a member of our TOUR team (a CA), including a report outlining the South Africa-based costs, the in-Canada costs, and the total amount of funds raised by the band while in Canada.