

Sponsorship Opportunities

VIDEO ENTERTAINMENT 2024



SABC 

The Sauce.

EVERY SATURDAY AT **19:30**

Magazine/Lifestyle/Entertainment

A look at the word on the social streets. What have our popular and influential people been up to? The good and the bad told with a tongue and cheek comedic take on the news headlines and/or news that's about to break, verifying the scoops.

The Self-care Connect –Beauty

Our viewers experience beauty tutorials from experts and Celebs who are in the know.

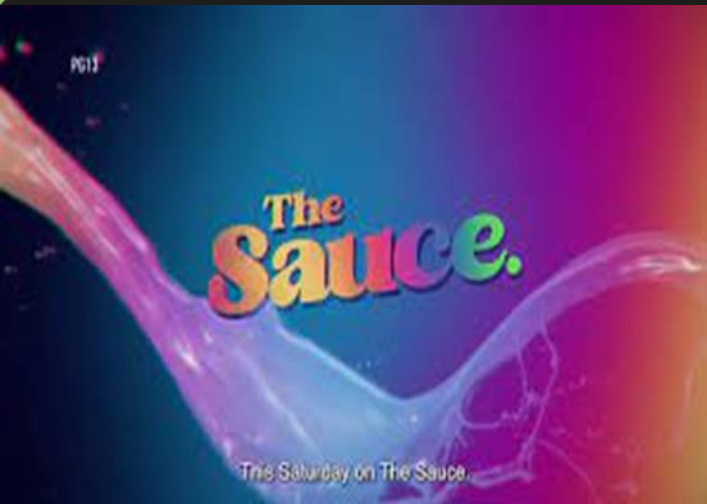
The Hook Up (Fashion)

What's hot on the red carpet, what's about to drop, where to find it, how to be a part of it. A platform where we feature street fashion, celebrity wardrobe tours and some nostalgic fashion throwbacks.

The Sessions (Interview)

Serves as a platform to touch base with celebrities trending or in the news – get the story directly from source.

Broadcast Details: Saturday @ 19:30 until April 2024



THE SAUCE IS.....

... Trendsetting

... Meaningful

... Salient

... In Culture (New Gen)

... A Creative Expression Platform

.... Instagram of TV



too

H O T



to be single

Dating Game Show



Too Hot To Be Single is a dating game show designed to find the perfect match for someone who's branded themselves "too hot to be single".

Led by a host, six hopeful matches will go through a series of trials, like those in the dating world, to impress the single.

Segment by segment the single eliminates options until they are left with one lucky match. The chosen match then gets to decide whether the single is in fact too hot to be dateless and whether they would like to go on a date with them.

The logo for the show "Too Hot To Be Single" is displayed on a blue background. The word "too" is in a small, white, lowercase font. "HOT" is in large, white, uppercase letters, with the letter "O" replaced by a glowing, purple and pink heart. Below "HOT", the words "to be single" are written in a white, lowercase font.

Broadcast Details: Thursdays @ 21:00

Start Date: February 2024

Vusi My So-Called Life



Vusi My So-Called Life



Vusi Nova (born Vusumuzi Nongxa, 1984, commonly known by his stage name **Vusi Nova**, is a South African singer. Born and raised in New Brighton, Gqeberha, Nova relocated to Johannesburg in 1998 at the age of 14 to pursue his career in music. Vusumuzi has experienced the highest of highs and the lowest of lows in his music career. Being the youngest musician in his time and losing his mother at his young age. Vusi Lost it all in very short space and at the same time, gained it all and still going strong in the music industry. His career and personal life have been filled with controversy, but there have also been many triumphs

Broadcast details: Saturday @ 20:00
Start Date: 2 March

AWARDS SEASON

METRO FM
MUSIC AWARDS





Date : 27 April 2024

Mpumalanga Province

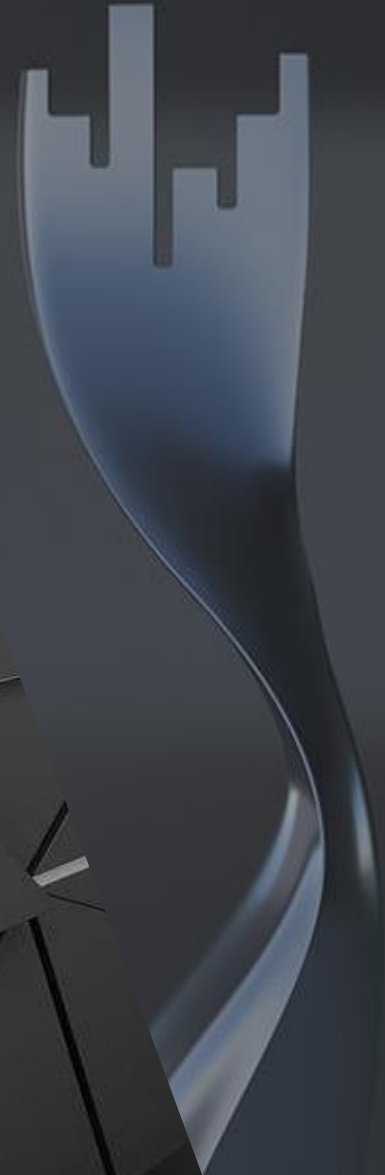
Mbombela Stadium



METRO FM HERITAGE

METRO FM is an iconic brand that emerged 38 years ago. The brand is the largest national commercial radio station in South Africa.

The station embodies and reflects the style and attitude of its listeners, who are ambitious, highflyers with the confidence that comes from being comfortable in a multiracial multicultural South Africa.



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ABOUT METRO FM MUSIC AWARDS

The awards were launched in 2000 as the **METRO FM** flagship property, one of the biggest music ceremony in the industry

A CELEBRATORY LIFESTYLE EXPERIENCE
IT'S ABOUT CELEBRATING **GREATNESS**
AND STANDING FOR **PROGRESS**



MMA2024 CATEGORIES

1. Best Gospel Album
2. Best Jazz Album
3. Best African Pop
4. Best Dance (Afro Tech/House)
5. Best Kwaito/Gqom
6. Best Amapiano artist
7. Best R&B
8. Best Hip Hop
9. Best Duo/Group
11. Best New Artist
12. Best Female Artist
13. Most Streamed Artist (subject to sponsorship)
14. Best Viral challenge
15. Best Male Artist
16. Best Music Video
17. Artist of the year
18. Lifetime Achievement
19. Song of the Year
20. One Africa

MAIN CAMPAIGN PHASES JAN - MAY 2024

PHASE 1 18 Jan – 11 Feb

- Official Media Launch
- Submissions

PHASE 4 22 April – 28 April

- CSI Projects
- Fashion Show
- Pre-party
- Gala Awards
- After Party
- Love Movement

PHASE 2 March - April

- (Finalists Announcements – 14 March)
- On Air Promos
- Digital Promos
- Nominee Interviews

PHASE 3 17 Feb – 31 Mar

- Trophy Tour

PHASE 5 29 April – 12 May

- Winner Interviews
- Thank You Promos
- Post Campaign report (31 May)

Let your brand stand out with a competitor edge and share the experience, reaching SABC 1 audience journey touchpoints.

Sponsorship packages for your brand, to prevent a missed opportunity contact:

SABC 1 Product Manager: Sibongile Mzongwana

Call: 072 274 4504

or

Email: mzongwanasb@sabc.co.za