

BRINGING THE INTERNATIONAL

to **Mzansi.**

South African consumers want international experiences. Most will never fly to Amsterdam, Ibiza or Miami to have one. Africa Dance Week brings it to them — and with it, a six-month sales engine running Heineken-branded build-up events from June through December 2026, anchored by a seven-day festival-and-industry week across Cape Town and Johannesburg.

<p>7 days JHB + CAPE TOWN DECEMBER 2026</p>	<p>12+ PREMIUM PARTNER VENUES ROCKETS · TRUTH · AND · SHIMMY</p>	<p>600-800 INDUSTRY DELEGATES SA + INTERNATIONAL PROS</p>	<p>45K+ FESTIVAL ATTENDEES BOTH CITIES COMBINED</p>
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— THE COMMERCIAL LOGIC

Heineken already operates in SA — one of the top three beverage businesses on the continent post the 2023 Distell combination. ADE has named Sub-Saharan Africa as its 2026 focus theme, making ADW the natural downstream partner. But the real reason to do this now: **South African consumers can't afford international experiences, and there is no annual industry-plus-consumer dance music week in the SA calendar.** That gap is where Heineken sales get lost. ADW closes it with a six-month campaign arc of Heineken-branded build-up events leading into a seven-day anchor week in December.

What Heineken gets

- ◆ **Main Partner title** — exclusive; no equal or superior position across the full programme.
- ◆ **Category exclusivity** — beer, cider, low-alcohol locked across all ADW-branded venues for the 7-day window plus 60 days post.
- ◆ **Six monthly build-up events** Jun-Nov — each Heineken-branded, in Truth, Shimmy, The Nest. Drives category sales and ticket demand simultaneously.
- ◆ **House of Heineken · both cities** — Shimmy Beach Club (CT, 4-day anchor) + Rockets Bryanston (JHB, 3-day anchor).
- ◆ **Heineken Rising Stars Mzansi** — global programme localised for SA with a showcase slot at the first ADW Awards broadcast.
- ◆ **ADW Safe lead sponsorship** — the responsibility programme, defensible to Heineken's global responsibility teams.

Why the maths works

- ◆ **R10M is 36% of Y1 cost base** and 38% of the total sponsorship pool — a defined, measurable position, not a speculative bet.
- ◆ **R35-50M tracked media value** (3.5-5x multiplier) across broadcast, digital, PR and influencer — measured by independent sponsorship valuation.
- ◆ **Six Heineken-branded build-up events** Jun-Nov, each a sales moment, each filmed to make the programme look bigger than any single night of it is.
- ◆ **Cape Town leads the revenue story.** CT delivers 60% of Y1 revenue — the ticket-buyer profile already maps to Heineken's premium consumer.
- ◆ **Kantar brand-lift study** 18-34 urban SA, pre vs post. ADW carries the measurement budget.
- ◆ **First-right-of-refusal** on Y2 renewal at preferential rates. Three-year arc toward ADE-scale partnership.

THE PROPOSED MAIN PARTNER POSITION

R10 million ex-VAT · Category exclusive · Year 1

Delivered by The Rockets Group (production and venues), DiscoverTV (content and broadcast), DanceAfrika (artist and industry network) and Paradise Distribution (streaming reach). Board-level governance. Dedicated ADW (Pty) Ltd operating entity. Event-cancellation insurance and R50M public liability cover in force.

— THE ASK

A first meeting between **Heineken Beverages SA leadership, Heineken Amsterdam** (ADE relationship owners), and the ADW founding team in **May 2026**. Target term sheet by end of May. Main-partner announcement at the **ADW public launch in June 2026**. Activation window opens at ADE Amsterdam in October 2026 and runs through ADW in December 2026.