

GR O O V E
O L Y M P I C S

PROPOSAL

THE IDEA BEHIND GROOVE OLYMPICS

Groove Olympics is a Cape Town based platform, it is a documented musical experience curated through an intimate and exclusive event with the best underground and top musical acts in the city.

The idea is showcase our musical talents based in Cape Town to the audience all over the world and also share our "groove" culture, stories and experience.



THE CONCEPT

The main concept is recording the musical set and uploading it on a broadcasting platform/channel. The event will be held monthly or bi-weekly

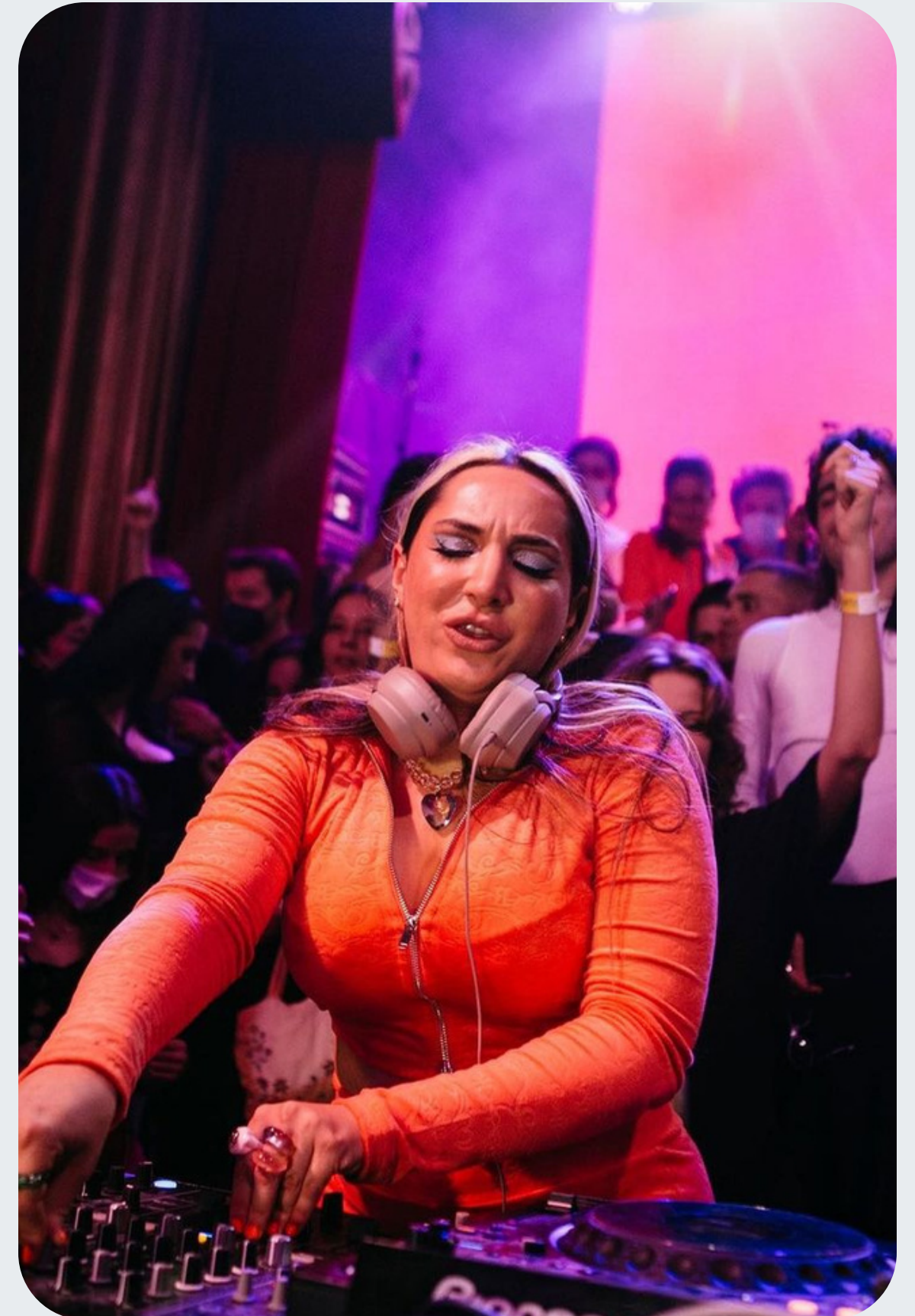
Ideally the video will be 1hour 30mins, featuring the act performing, audience enjoying & grooving, interviews with the audience and experiences curated at the venue.

REF 1:

<https://youtu.be/VT1a7whqhC4>

REF 2:

<https://youtu.be/QWWxQrf8-o0>



EVENT ADD ONS

POP UP

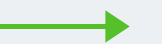
Merchandise will be on display at the venue, special limited edition collaboration products will be available and collaborator branding will be on display.

PHOTOBOOTH

A photo booth area will be curated in the collaborator's brand theme with logo and brand products as the key elements of the booth.

GAMES

Recreational as well as social games and activities will be curated around the venue. e.g Miniature basketball shooting, table tennis, playstation booth





1st Edition

8 APRIL 2022

INSERTCOINZ - MAIN DJ ACT

INTERNATIONALPANTSULA - MAIN DJ ACT

VIDEO LINK: <https://youtu.be/8LGeP04xIJo>

NEXT STEPS TO IMPROVE THE IDEA



TIME

Ideally we would want to have the event from daytime - sunset, for better video and aesthetics. Preferable a semi-outdoor venue



DEMOGRAPHIC

Our target audience is 21-35, the youthful music and fashion lovers. The idea is to really showcase the 'energy' of the city and culture



THE IT FACTOR

The main distinguishing element is that we are just showcasing our cape town acts and giving them a platform, also we are trying to diversify the music experience and not just commercial music



GENRE

We would want to incorporate a diversity of music, and not just the commercial music/genre. Also feature a live act before the main act, as i feel it will give a intimate feeling to the experince



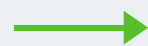
ENTRANCE

The event will be free but a sign up or invitation is required to attend, this is to make sure we control capacity and maintain or key audience.



THE VISION

The idea is to not just showcase the music but showcase cape town - the people, fashion, the scenery, the diversity and document it for the world to see.





2nd Edition 9 May 2022

Details to follow

CONTACT DETAILS

064 533 1315 | ARTBYSANGZ@GMAIL.COM



1st Edition

8 APRIL 2022

[INSERTCOINZ](#) - MAIN DJ ACT

[INTERNATIONALPANTSULA](#) - MAIN DJ ACT

[PRINCEKUHLE](#) - PERFORMING ACT

[RIRI G](#) - PERFORMING ACT

[LUVUYO](#) - SUPPORTING DJ ACT

[DIMPS](#) - SUPPORTING DJ ACT

(NAMES ARE HYPERLINKS TO INSTAGRAM PROFILE)

THE EVENT VENUE

The event will be held at speyside social which is located in Cape Town cbd. It is a fully licensed cocktail bar and event space with 2 storeys. The bottom will be the socializing area and the top for the main musical experience.

