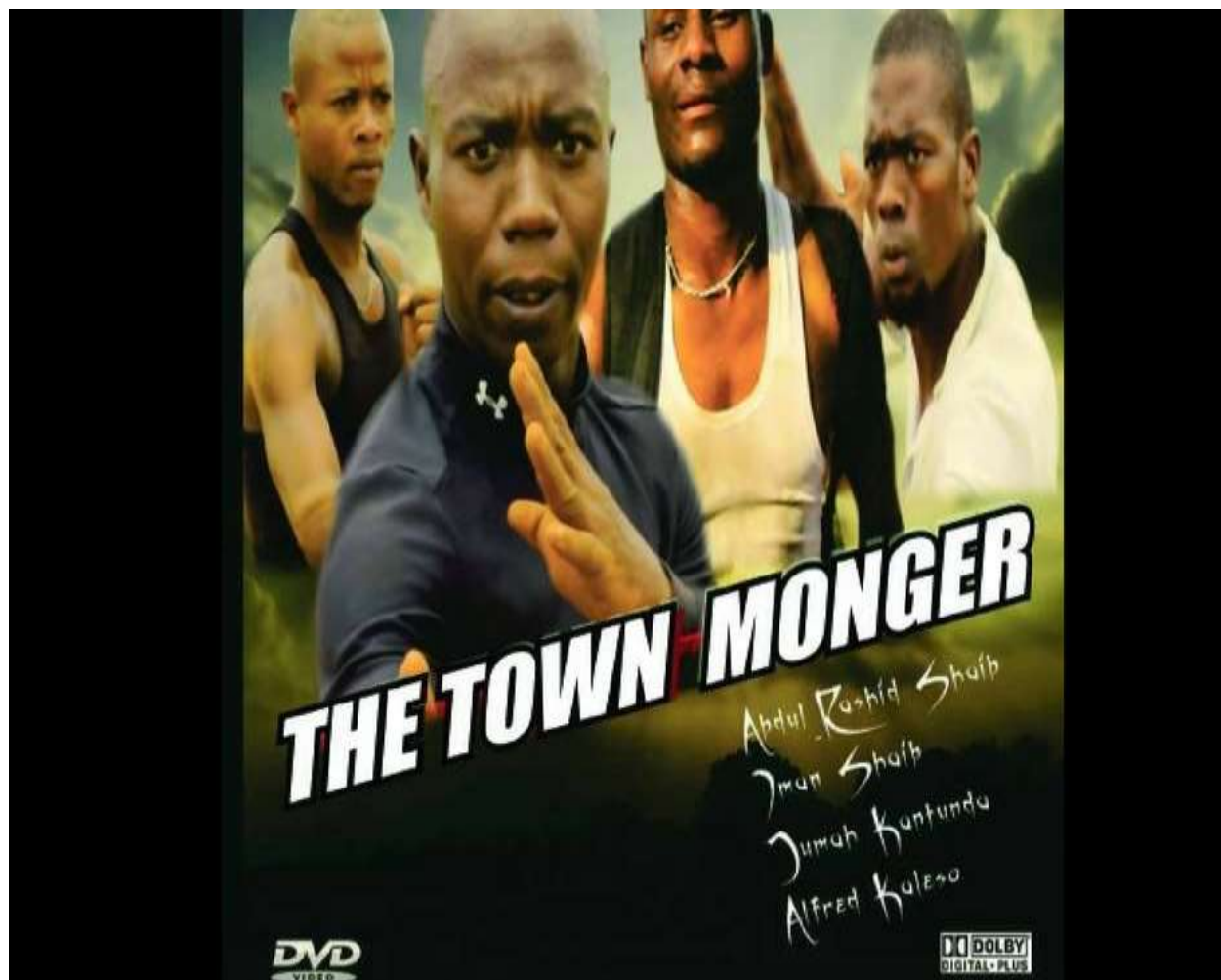




Determination Tourism®



[WWW.KUFEWA.WEBLY.COM](http://WWW.KUFEWA.WEBLY.COM)

**BE PART OF HISTORY**

... and have *fun* doing it. Town Monger Movie premier.

Over **12 million Views online**. What can you do with those numbers?

## OVERVIEW.

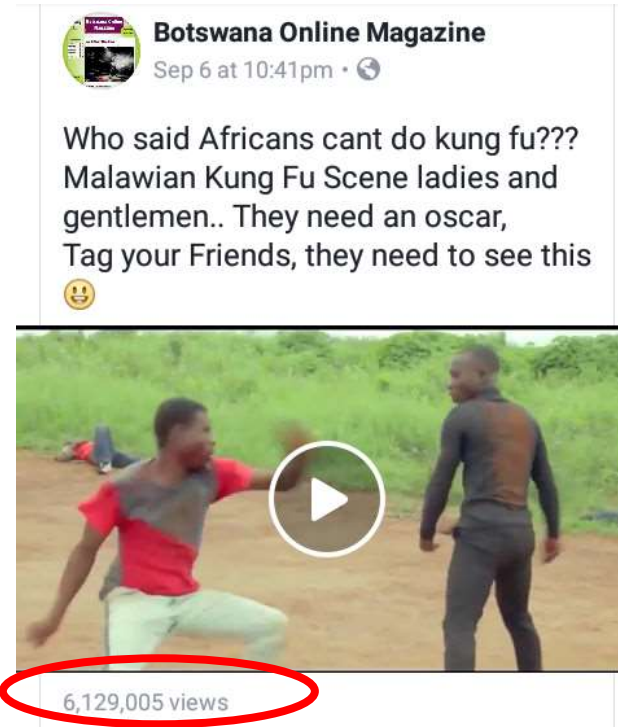
Following the media sensation and online hype caused by the video clips of the “Malawian KungFu” film which has taken the world by storm, The management of Kufewa Acrobatics the actors of the movie and Hashawvint Studios, the producers, have decided to officially launch this movie in October, 2017 starting in Lilongwe at several before going to other cities and countries.

We want to give you a chance to partner with us.

## BACKGROUND.

Kufewa Acrobatics was formed in January, 1999 by Imaan Shaibu, Abdul Rashid Shaib, Juman Kantunda and Alfred Hambali and Davison Geffrey to train and star in different mind blowing accrobatic and martial arts stunts in the Townships of Lilongwe and perform at different events across the country and beyond as a means of earning a living. In 2002 the team started doing shows in the streets and are managed by Dennis Imaan of Determination Tourism Consultants.

In 2015 an idea was hatched to put this experience into motion picture and to do it on a budget due to lack of sponsorship and support from different quarters. A result has been “The Town Monger Movie” which has been produced with an aim of coming up with a movie from Malawi which is of high quality action wise, important, educative, honest, thought provoking, profitable low-budget for home viewing, theatrical motion pictures and television programming to be experienced by a wide variety of audiences. The movie was shot, produced and directed by Shareef Atwab of Hashavwint Studios in Chinsapo Township Lilongwe. In the past few week, the movie has attracted both local and international attention when it got more than 3 million views online in less than a week.



## OUR TARGET AUDIENCE FOR THE LAUNCH EVENTS.

Our core audience for this movie screening events range from middle to high income professionals, from both local and international communities, aged 20-55 years, active on social media, who will attend as individuals, couples or in groups.



## ***The Town Monger Movie***

"The Town Monger Movie" is a motion picture which was shot and produced on a budget for a period of 2 years for selling in towns and homes strictly for household use in Malawi and abroad. The film genre is Action, with attributes of KungFu and karate, acrobatics and gymnastics covering important issues of street kids and crime, education and community development, tourism and sports.

The movie did not hire name talent for roles in the picture but used the expertise of the main actors which is multidisciplinary skills in the above sports and used the years of training to come up with well-choreographed scenes showing the stunts Hollywood can only do using their high-end equipment and post production. This was supported by attention to detail on sound effects by the producer and editor which has added to the film's appeal and audience appeal. Hence the viewed clips that have been posted online by different pages and accounts as extracts from this movie have gone viral on the internet amassing more than **5.6 million views just on one page.**

## **WHY PARTNER WITH THESE EVENTS?**

- 1. Increase Company Awareness** by having your company name and logo in all our Above-the-line event promotion on print, electronic and online media.
- 2. Enhance Your Company Image** through associating with a professionally produced and managed event featuring a trending movie with over 6 million views online and a live act.
- 3. Improve Your Public Perception** by being regarded as one of the leading companies that are supporting the emerging creative industries.
- 4. Motivate Your Employees, Clients and Prospects** with complimentary tickets to the event.
- 5. Increase Sales** through improved visibility to relevant niche markets and also have an opportunity to exhibit your products at the event.
- 6. Increase Brand or Product Awareness** by leveraging off linkages between your product and the movie premiering at this event.
- 7. Target Specific Customer Base** by connecting with our high value, culturally diverse audience from the local and international communities.
- 8. Position Your Brand** by seizing the exclusive opportunity set your brand apart from your competition by focusing on a smaller and select group of people.

# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSOR. 1

Presenting Sponsor.....K1,000,000

### *Benefits:*

- Presenting sponsor credit
- Product placement on all visual communication
- Industry Exclusivity
- On stage branding
- Opportunity to give a speech at the event
- Opportunity to screen a 5 minute promotional video at the event
- Opportunity to conduct a raffle
- Exhibition space at standard entry lobby
- Exhibition space at VIP entry lobby
- 25 VIP tickets

## SILVER SPONSOR. 3

Supporting Sponsor.....K500,000

### *Benefits:*

- Gold sponsor credit
- Industry exclusivity
- Side stage branding
- Exhibition space at standard entry lobby
- Exhibition space at VIP entry lobby
- 15 VIP tickets
- 25 Standard tickets

## BRONZE SPONSOR. 5

Product/Service Sponsor..... K100,000

### *Benefits:*

- Bronze sponsor credit
- Exhibition space at standard entry lobby
- Exhibition space at VIP entry lobby
- 15 standard tickets
- 10 VIP tickets

Note that there are different ways we would like to partner and work with companies, organizations and individuals beyond monetary partnerships. So, if you can support us with any service that you offer, we will make sure that the get a good return on your investment into or events. Lets explore how we can work together.

## **MARKETING AND PUBLICITY.**

The movie screening event provides wide exposure through a variety of media outlets and marketing channels.

*Sponsor should provide a high-quality color and black-and-white logo (.EPS or vector logos preferred) to Determination Tautism with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print.*

### **RADIO**

Zodiak Broadcasting Station

- MBC Radio 2
- Capital FM
- Beyond FM
- Pentecostal Life FM
- Power 101 FM

### **TELEVISION**

- Zodiak Broadcasting Station TV
- MBC Television
- Times Television
- Timveni Television

### **ADVERTISING.**

- 4x Full page newspaper ads
- 4x Full page strip ads
- 140x 1 minute radio ads
- 30x 30 second television ads
- 4000 SMS broadcasts
- Sponsored facebook posts (20,000+ reach)

- [www.mwnation.com](http://www.mwnation.com)
- [www.timesmediamw.com](http://www.timesmediamw.com)
- [www.nyasatimes.com](http://www.nyasatimes.com)
- [www.malawivoice.com](http://www.malawivoice.com)
- [www.nyasashowbiz.com](http://www.nyasashowbiz.com)
- [www.musicinafrica.com](http://www.musicinafrica.com)
- [www.malawi24.com](http://www.malawi24.com)
- [www.maravipost.com](http://www.maravipost.com)
- [www.mkhutche.com](http://www.mkhutche.com)

# MEDIA COVERAGE SO FAR.



## Malawian Karate Film Goes Viral Online

346 views

4 0



Expresso Show

20,142 subscribers

Subscribed

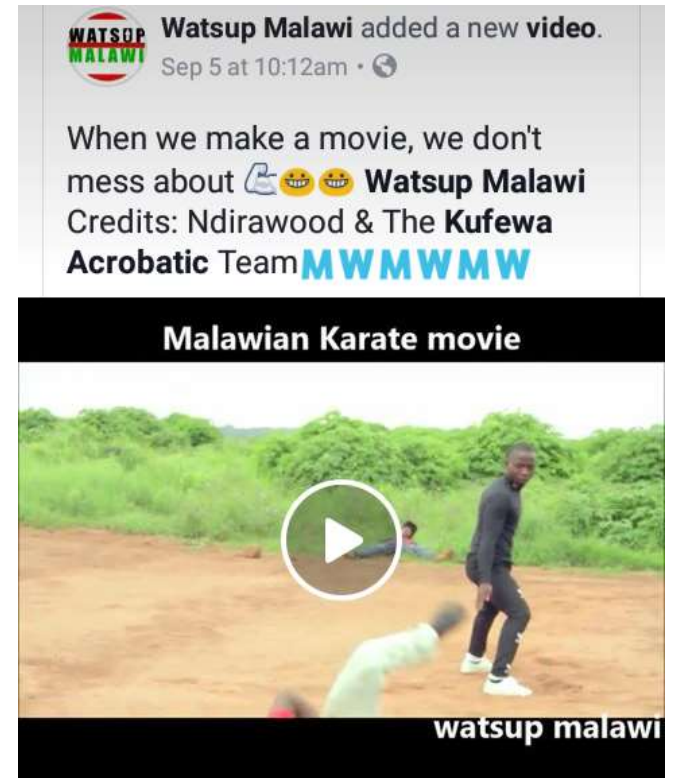


Tweet



Uploaded September 15, 2017

African kung fu movie titled "The Town Monger" by Malawi Kufewa Acrobatics. Malawi's locally produced kung fu short film has attracted rare and exciting reviews beyond the country's borders and just days after being uploaded on social media the movie has gotten itself over three million views on YouTube. Posted By Persist



1,243,299 views

www.whodiniz.com/serious

**WHODINIZ**

**SERIOUS ACTION: THIS AFRICAN KUNG FU MOVIE IS ON A DIFFERENT LEVEL!**

POSTED BY: WHODINIZ ON: SEPTEMBER 15, 2017

**HIP-HOP**

Serious Action: This African Kung Fu Movie Is On A Different Level!

<http://ift.tt/2wcWYSd>

**DAILY**

Home News Google Features Shows Editorial Sports Law Jobs Blog

**Cheap & Quality used cars**

Buy low get higher value

Creativity at its best! People can't get enough of this awesome video, you need to watch it

**Wednesday, September 06, 2017** - This awesome video of a scene from a Malawi Kung Fu movie by Malawi Kufewa Acrobatics has excited netizens.

These amazing guys pull those stunts off effortlessly and it is so refreshing to watch.

They deserve to be stuntmen at least for a movie.

**Be Forward - Used Cars**

Even if you are not a fun of Kung Fu flicks, these guys will make your day.

zambianobserver.com

**The Zambia Observer**

**Malawi's kung fu film excite viewers: The Town Monger trending on YouTube, Facebook, Twitter**

admin 3 days ago




www.concaholic.com/movi

**MOVIES & TV**

**VIDEO: This is what an African karate movie looks like, and it's awesome**

Posted on **September 6, 2017**





<https://www.nyasatimes.com/chapeyama-lies-malawi-kung-fu-film/>

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<https://www.bellanaija.com/2017/09/epic-teaser-malawi-kung-fu-movie/>

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<http://mwnation.com/karate-movie-producers-speak-claim-infringement/>

<http://malawiana.net/2017/09/14/ownership-feud-over-malawian-kung-fu-movie-the-town-monger/>

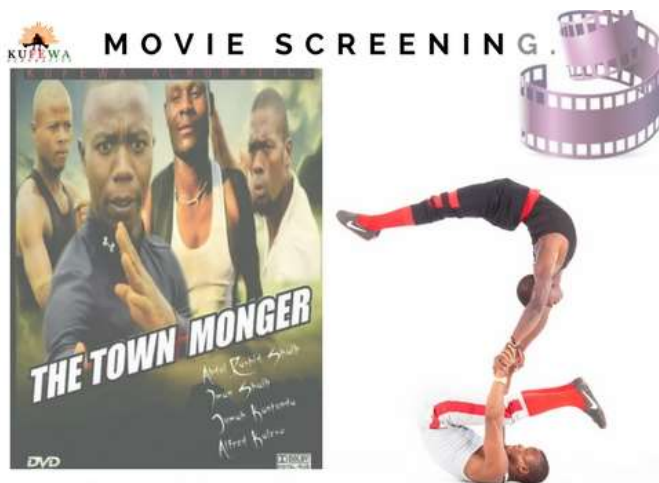
<http://www.zambianobserver.com/malawis-kung-fu-film-excite-viewers-the-town-monger-trending-on-youtube-facebook-twitter/>

<https://www.instagram.com/p/BYs3DJlQ5B/>

<http://www.kenyan-post.com/2017/09/creativity-at-its-best-people-cant-get.html?m=1>

<https://boxden.com/showthread.php?t=2526598>

<http://www.whodiniz.com/serious-action-this-african-kung-fu-movie-is-on-a-different-level/>



**BICC AUDITORIUM**  
 Sunday, October 15th,  
 2017 • 6:00 PM

**K5000**  
 ONLY 50  
 SEATS AVAILABLE  
 GET YOUR TICKET NOW

**Ticket + DVD**  
 Be the first to Watch & Own  
 the full Movie

Contact 0995460568/ 0888661576 for Details.

[WWW.KUFEWA.WEBBLY.COM](http://WWW.KUFEWA.WEBBLY.COM)

THANK YOU FOR SUPPORTING THE THIS FILM AND PROMOTING MALAWIAN ARTS!



**CROSSROADS HOTEL.**  
 Sunday, October  
 8th, 2017 • 4:00 PM

**K5000**  
 ONLY 200  
 SEATS AVAILABLE  
 GET YOUR TICKET NOW

**Ticket + DVD**

Contact 0995460568/ 0888661576 for Details.

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**CONTACT PERSON.**

DENNIS IMAAN (CREATIVE DIRECTOR)

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**TOWN MONGER MOVIE PREMIER SPONSORSHIP FORM**

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Determination Tourism, Events Manager, at [deterinitiative@ymail.com](mailto:deterinitiative@ymail.com) or by Whatsapp +265 995 460 568. Please contact us with any questions.

CONTACT INFORMATION:

Company Name	Contact Person
Contact E-mail Address	Contact Phone Number

Address City/State

SPONSORSHIP PACKAGES:

.....Presenting Sponsor..... MK1,000,000

.....Supporting Sponsor..... MK500,000

.....Service/Product Provider... MK100,000

Indicate service. ....

PAYMENT INFORMATION:

Please send me an invoice.

I have enclosed a check made payable to Determination Tourism Consultants.

MK \_\_\_\_\_

Total Sponsorship Cost

Signature

Date

THANK YOU FOR SUPPORTING THE movie and arts from Malawi!

Once we receive your completed sponsorship form, DETERMINATION Staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to [deterinitiative@ymail.com](mailto:deterinitiative@ymail.com) . All materials will be sent for your approval before going to print or online.