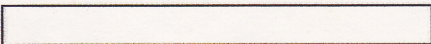


## **OTHER DURBAN CITY ACTIVITIES**

- An ICC 'corporate identity' logo & symbol distributed through FEDAHSA, DURBAN TOURISM etc. to all venues throughout the province that feature live shows, sporting fixtures & cultural events. The BREWERIES can also be targeted as sponsors here. All educational & social clubs included. HOSTELS are important areas to communicate with - the most effective means is through Radio - Radio Zulu in particular.



## **Aug. 17th - AFRO INTERNATIONAL MUSIC FESTIVAL**

- The idea is an extension of the JPS Jazz festival produced by Dan Chiorboli for the past 2 years - to invite 'world music' bands & musicians for a festival featuring one or two international names. We are currently looking at a major American Blues Musician who has indicated some interest in touring. His appearance at the ICC will be an extension of his 5 city South African tour & his fee would have to be recouped from the door

& sponsors. The stature of the musician in question is such that we could easily draw up to 10,000 people to a Durban Concert at an average of R100 ticket. If our negotiations with him are successful, then we would suggest starting the closing ceremony at 3:00pm on Sunday 17th, featuring all the South African & international acts before the main show at 8:00pm.