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# THIRD EAR ENTERPRISES (PTY) LTD.

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## NOTE TO DARIUS/CATHY RE HERITAGE AND JAZZ FESTIVAL

August

### Sponsors:

It may be worthwhile considering using the same tactics that I'm doing for Life in the Park. What I'm trying to do is to get Fred and John and a number of other people within the audiovisual disciplines together to compile an AV of the Life in the Park project for specific so-called clients like old-age homes, schools, trade unions, whatever.

The point here is that Fred would be particularly good on the jazz side maybe because he has an interest in jazz and has started playing recently.

John could be equally at home in the so-called heritage side.

Together, we could compile an attractive simple very quick audiovisual in which - hopefully - Darius could narrate, maybe even involve the AV Department of the University but I would prefer if commercial interests were involved from the top and people with a vested interest in the Festival itself.

Should we not sit down and compile a campaign on these lines?

It could sort of be under the auspices or the idea of how we would like to use the 'park' areas of Durban and create a communal type atmosphere - whatever.

The point is, I would even be inclined to approach friends like Jonathan Taylor and his photographic-cum-video commercial company or even Keith Sherlor and Co.

The problem is that we do not have any positive feedback. At this grassroots level nobody seems to have been motivated enough to make a decision so it makes sense that maybe we should go 'flash/gloss' - maybe not that bad but certainly our presentation might need to be dolled-up somewhat.

The thrust of the campaign to the proposed sponsors would be similar to the Life in the Park idea, i.e. it is a social responsibility advertising participating campaign - in other words, if the potential sponsors can look upon the exercise as a goodwill communal service that can only benefit their businesses in the long term and somehow they should be convinced that the funds for this would not come out of social responsibilities/charity trust funds but from the advertising budget.

I'm sure that if we presented the relevant sponsors with an idea of how they can maximise their material/product to the benefit of themselves and, of course for our communal/fund-raising drive, I am certain that we will get a fairly good response.

Smaller, more regional sponsors rather than the big ones, possibly? But all with the same theme of 'new ways of advertising ...'

At this point in time, according to my sister-in-law, Trish, the social responsibilities department of the First National Bank have rejected the proposal and passed it on, however, to the advertising people.

**DIRECTORS**

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