

SPONSORSHIP MEDIA KIT

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# Mars Mission The Musical

*A High School Creative Arts & Interdisciplinary Production*

Presented by Nat Ramabulana & Nathan Waywell

Johannesburg, South Africa • 2026

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## The Opportunity

Mars Mission The Musical is an original South African stage production combining music, theatre, dance, AI-assisted visual storytelling, history, science, sport and sound design. Developed for performance by high school students, it is a full-scale production with original music, live musicians, cinematic AV visuals and a script rooted in authentic South African heritage.

This is not a standard school play. Over 50 students participate across performance, music and technical departments throughout a creative programme, culminating in a series of public performances attended by parents, alumni, educators and community members.

We are inviting a select group of corporate sponsors to partner with us — placing your brand at the centre of a meaningful, high-visibility community event that celebrates South African identity and youth creativity.

## Audience & Reach

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The school's social media platforms reach a highly active South African audience of parents, alumni, educators and community members — precisely the demographic most corporate sponsors seek to engage with authentically.

## About the Production

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Mars Mission The Musical weaves together real South African historical figures and events with themes of youth leadership, technology, conflict resolution and space exploration. The story features Dr. Alfred B Xuma, Dolly Rathebe, Mary Bailey and a young South African pilot whose journey takes him from Soweto through apartheid-era exile, to Germany and ultimately to first contact with a Martian civilisation.

Built around a simple truth — trust defeats fear — the production is designed to inspire young South Africans through stories of real people who overcame extraordinary circumstances to achieve greatness.

### PRODUCTION HIGHLIGHTS

- Original music spanning Marabi, Mbaqanga, Kwaito and Amapiano styles
- Live school band integrated into the performance
- Full AV and cinematic visuals with animated sequences
- Professional choreography across multiple South African dance styles
- A cast and crew of over 50 students
- AI-assisted visual storytelling and digital media production
- Script rooted in authentic South African history and real heroes

## The Dream Edition — Show Programme

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Rather than a standard show programme, the Mars Mission production programme is designed as a mock Drum Magazine — inspired by Drum, one of South Africa's most iconic publications. Each page features in-depth profiles of the main characters and the real historical figures behind them, giving audiences a richer understanding of each person's place in South African history before the curtain rises.

It is designed to be both a keepsake and a standalone educational document — something audiences take home, share and return to. 2,000 full-colour A4 copies will be printed and sold at performances.

**DREAM**

Exclusive  
Portrait of  
Joannes Riviere  
(Doctor)  
— see inside

SABC SAYS:  
[Illustration of a man in a hat]  
"NOT ONE GREAT  
SONG MISSED!"

BIG STARS OF THE STAGE  
— in colour

*Africa's Leading Magazine* **6<sup>d</sup>**  
JULY, 1953

## FOUNDER

### DOLLY RATHEBE

**D**olly Rathebe carried joy with authority.

She emerged from a South Africa that was alive with music, film and street-level creativity — a world where talent travelled by word of mouth and performance mattered more than permission. From an early age, her voice marked her out: warm, expressive, unmistakably her own.

Rathebe became a celebrated singer and actress, appearing in films such as *Jim Comes to Joburg* and performing with some of the country's finest jazz musicians. Her work moved easily between popular culture and artistic seriousness, never needing to choose one over the other.

At a time when Black performers were celebrated on stage but restricted everywhere else, she navigated fame with dignity. She did not chase excess or spectacle. Her confidence came from craft — from voice, from timing and from knowing the value of her contribution.

She broke ground for Black female artists in South African

music, film and television — not with noise, but with presence.

Dolly Rathebe's legacy lives in the artists who followed, in the audiences who saw themselves in her work, and in the reminder that South Africa has always had extraordinary talent — and always will.

Dance like no one's watching.

#### WHY THIS MATTERS FOR SPONSORS

- High perceived value — audiences keep and share it long after the performance
- Premium placement on a collectable, beautifully designed item
- Educational credibility — directly associated with South African heritage
- Sold at performances, generating direct revenue for the school
- 2,000 copies in circulation across the Johannesburg school community

## Sponsorship Packages

We offer three tiers of corporate sponsorship, each designed to deliver meaningful brand presence and genuine community impact. All packages are open to discussion and can be tailored to your organisation's objectives.

## PLATINUM — Title Sponsor

Investment: R10,000

- Naming rights: “Mars Mission The Musical, proudly presented by [Your Brand]” across all materials
- Full-page back cover advertisement in the Dream Edition show programme (2,000 copies)
- Brand logo on AV shown before and after the performances
- Minimum 4 dedicated brand mentions across school social media (Facebook 10,000+ / Instagram 23,000+)
- Your branded banner placed at the entrance and foyer during all performance nights
- 10 complimentary tickets per performance night
- Logo on all marketing and promotional materials
- Acknowledgement in opening night speech by production team
- Post-production social media thank-you campaign

## GOLD — Dream Edition Partner

Investment: R6,000

- Half-page inside advertisement in the Dream Edition show programme (2,000 copies)
- Brand logo featured on the Dream Edition cover folio
- Minimum 2 brand mentions across school social media platforms
- Your branded banner placed in the performance venue
- 6 complimentary tickets per performance night
- Logo on promotional materials
- Acknowledgement in the show programme editorial
- Post-production social media acknowledgement post

## SILVER — Supporting Partner

Investment: R3,000

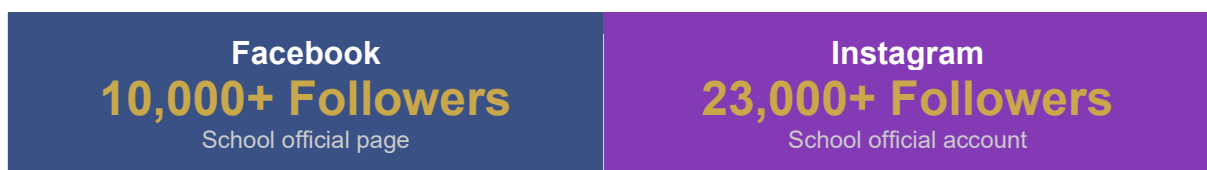
- Quarter-page advertisement in the Dream Edition show programme (2,000 copies)
- Brand logo in the show programme sponsor acknowledgements back page
- Branded posters in the performance venue
- 4 complimentary tickets per performance night
- A post-production social media acknowledgement post across school platforms

- Logo on select printed materials

## Social Media Exposure

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The school's official social media platforms give sponsors access to a large, active and community-rooted audience. Combined reach across both platforms exceeds 33,000 followers.



Sponsor mentions will be included across production announcement posts, rehearsal updates, performance promotion and post-show celebration content — giving your brand multiple touchpoints throughout the year.

## Why Partner With Us

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Corporate sponsors increasingly seek authentic community partnerships. This production offers exactly that — a genuine, school-rooted event with real impact, real audiences and real South African stories.

### YOUR BRAND ALIGNS WITH

- South African heritage and authentic historical storytelling
- Youth development, education and community investment
- The arts, creativity and innovation
- A positive, values-driven narrative in a complex media landscape
- A highly engaged Johannesburg school community

## About Nathan & Nat Productions

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Nathan Waywell and Nat Ramabulana are Johannesburg-based creative producers specialising in theatre for young people. The team develops original South African musical productions designed to build confidence, creativity and critical thinking in young performers.

Nathan brings over three decades of experience as a musician, performer and writer. Having been part of three successful bands, he shifted his focus toward using his creative abilities to help young people find and express their own voices — particularly during the formative teenage years, where the impact of positive creative experience can be most profound and lasting.

Nat Ramabulana is a South African actor, writer and director known for his dynamic performances in television, film and theatre with a passion for emerging creative work.

Mars Mission The Musical is the team's most ambitious original work to date.

## Next Steps

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We would welcome the opportunity to present this proposal in person and discuss how a partnership might be structured to best meet your organisation's objectives.

- Contact us to arrange a presentation or meeting
- All sponsorship packages are open to discussion and customisation
- In-kind sponsorship options are also welcome
- Early partners receive priority placement across all materials

### **Nat Ramabulana & Nathan Waywell**

*Mars Mission The Musical — Production Team*

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