

# ODWIL PRODUCTIONS

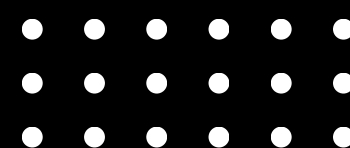
EVENT SOLUTIONS





# Built On Experience

Founded in 2020 by Mathew Hume and Jared Wilson, Odwil Productions combines more than 60 years of industry experience to deliver South Africa's most talked-about large-scale music and lifestyle events.





# The Track Record

Your brand, where the audience already is.

- 01 **112+** successful large-scale events
- 02 **220,000+** total attendance
- 03 **+20 years** working with some of SA's leading brands
- 04 **Category Exclusivity:** Your brand, uncontested



# The Portfolio

From festival energy to family lifestyle to upmarket beachfront.  
Whatever demographic you're chasing, we've already reached them.

01

## SOUNDLAND

11,000+ attendees | Ages 20-45

02

## PARADISE BEACH CLUB

37,500+ attendees | Ages 25-50

03

## FAMILIFEST

13,400+ attendees | Ages 30-60

04

## SUMMERDAZE NYE

35,000+ attendees | Ages 18-25

05

## INTERNATIONAL SPIRITS & WINE FESTIVAL

22,000+ attendees | Ages 30-60

06

## CORPORATE EVENTS & ACTIVATIONS

300+ corporate events & brand  
activations for SA's leading brands



ISUZU



THIRSTI



★ Heineken





# Our Services

Odwil Productions offers a complete turnkey event solution, covering every fundamental aspect of bringing an event to life. With years of industry experience, we've refined and perfected the essential elements required to deliver seamless, successful events.

01

## PRODUCTION

Full-scale build, sound & stage

02

## MANUFACTURING

Activations & branded installs

03

## CONTENT

Rendering, photo, video & design

04

## TALENT

Artist booking & management





# Full-Scale Event Production

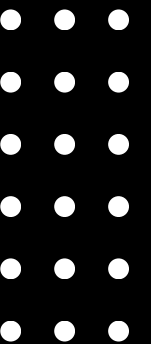
From concept to curtain call.



01

## END-TO-END MANAGEMENT

Every supplier, logistical detail and moving part is coordinated



02

## TECHNICAL & INFRASTRUCTURE

Full planning and delivery, at any scale

03

## ON-SITE EXECUTION

Seamless delivery from setup to teardown





# Sound & Stage Production

Big sound. Bigger impact.

01

## **CONCERT-GRADE AUDIO & LIGHTING**

Built for scale, tuned for impact

02

## **CUSTOM STAGE & SCREEN BUILDS**

Designed around the event, not off the shelf

03

## **FULL TECHNICAL PRODUCTION**

The environment that makes an event unforgettable

# Bar & POS Services

Smart systems behind the bar.



01

## INTEGRATED BAR INFRASTRUCTURE

Built for high-volume, fast-paced service

02

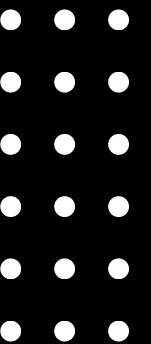
## CASHLESS & POS SYSTEMS

Controlled, trackable, and built for scale

03

## OPERATIONAL SUPPORT

Fast, controlled, and profitable service on the night







# Brand Activation & Manufacturing

Turn ideas into something people can touch.

01

## CUSTOM STRUCTURES & DISPLAYS

Designed and built specifically for your brand

02

## BRANDED INSTALLATIONS

Experiential elements people remember

03

## BUILT IN-HOUSE

From concept to physical activation, under one roof



# 3D Rendering & Brand Design

See it before we build it.

01

## 3D EVENT & STAGE CONCEPTS

Full visual environments, ahead of execution

02

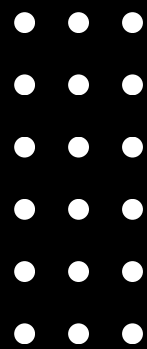
## BRANDING & VISUAL IDENTITY

Layouts, look and feel, resolved early

03

## EXECUTION-READY VISUALS

No surprises between concept and delivery







# Video & Photo Production

Capture the moment.

01

## EVENT PHOTOGRAPHY & AFTERMOVIES

High-quality content, captured on the day

02

## SOCIAL CONTENT

Built for amplification, not just archiving

03

## COMMERCIAL VIDEO PRODUCTION

Brand and promotional content produced in-house.

# Artist Management

We've hosted some of South Africa's biggest artists such as Kabza Da Small, Black Coffee, Maphorisa, Oscar Mbo, Dlala Thukzin, Nora En Pure, Lost Frequencies, Jack Parow, Kurt Darren, Will Linley, Sun El Musician, Jeremy Loops, Goldfish, Bakermat, Appel, Die Heuwels Fantasties, Mango Groove, Just Jinger, Matthew Mole and many more.



01

## BOOKING & COORDINATION

Direct relationships, not agency middlemen

02

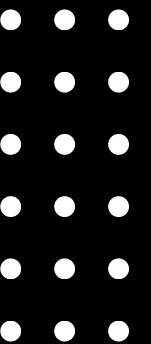
## LOGISTICS & REQUIREMENTS

Every performance need, managed end-to-end

03

## TALENT MATCHED TO THE STAGE

The right act for the right audience, every time





# Corporate & Private Events

Same production standard, any format, from corporate stage to private guestlist.



01

## PRODUCT LAUNCHES & CONFERENCES

Corporate-grade execution, brand-first

02

## EXHIBITIONS & ACTIVATIONS

Built to showcase, not just occupy space

03

## AWARDS, GALAS & PRIVATE EVENTS

Intimate scale, same full-service standard

# Branding & Merch

Branding that leaves with them.



01

## BRANDED DRINKWARE & WRISTBANDS

Cups, cans, and access wristbands, printed to spec

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02

## APPAREL & CLOTHING

Event tees, staff uniforms, corporate merch runs

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03

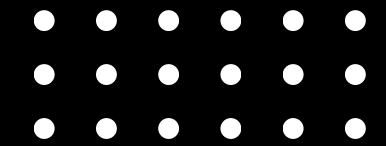
## ACCESSORIES & GIVEAWAYS

Lanyards, tote bags, and branded takeaways that guests actually keep



# The Model

Built around exclusivity, not just exposure. When you partner with Odwil, you're not sharing space with competitors; you're the only brand in your category on-site, front and centre.



- 01** Naming Rights
- 02** Category Exclusivity
- 03** Branded Activation Zones Within The Event

# The Proof

These aren't one-off sponsorships. SA's leading beverage brands keep coming back, proof the model works.



[www.odwil.co.za](http://www.odwil.co.za)





# The Packages

## **ACTIVATION PARTNER**

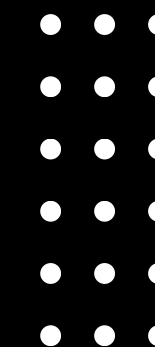
Branded zone, Sampling, On-site presence

## **CATEGORY SPONSOR**

Naming rights, Category Exclusivity

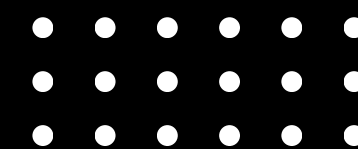
## **SEASON PARTNER**

Full multi-event Partnership, Content & Reporting Included





# Live Beyond The Brand



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