



The Challenge

Masela A Boleta is a township culture events brand with a vision that was significantly larger than its brand presence at the start of our relationship. The events were compelling – culturally rich, well-attended, and emotionally resonant – but the visual identity did not communicate that value to the premium brands that Masela A Boleta was trying to attract as sponsors.

The challenge was a credibility gap. Global luxury brands – Hennessy, Veuve Clicquot, Hendrick's Gin – are not going to partner with an event that looks informal, regardless of how vibrant the actual experience is. To unlock those partnerships, the brand needed to look like it belonged in the same conversation as the partners it was pursuing. That required a significant elevation of the visual identity, the event collateral, and – critically – the sponsorship proposals.

My Approach

Working through Dikwe.Agency, I took a comprehensive approach to this brief – treating it as a brand-building project first and an events design project second. The visual identity needed to be elevated before the production work could begin, because every piece of collateral, every event proposal, and every venue installation was building a case for why global brands should want to be associated with Masela A Boleta.

I led the brand refinement, directed all photography and lifestyle imagery, designed the event collateral suite, and produced the sponsorship proposals that were used to approach premium partners. The work was ongoing across a monthly event series, requiring consistent creative production and a long-term commitment to the brand's visual direction.

What I Did

- Refined brand identity elements for stronger recall and premium visual positioning
- Designed and produced all digital artwork across all event communications
- Directed brand photography and lifestyle imagery to establish the event's premium visual tone
- Designed and produced all branded physical collateral for use at venue
- Produced on-brand sponsorship proposals to engage premium brand partners
- Led brand strategy and visual execution contributing to partnerships with Ford, Hendrick's Gin, Hennessy, Veuve Clicquot, Schweppes, Corona, and Fitch & Leedes
- Produced artwork consistently across a monthly event series over multiple years

Results & Impact

- Brand equity elevated to a level that attracted global luxury brand partnerships – a direct result of the creative work
- High-tier sponsorships secured through compelling, professionally produced proposals
- Instant brand recognition and recall through a refined, consistent visual identity
- Premium visual storytelling that authentically bridged township culture and luxury brand aesthetics
- Immersive physical venue branding creating a distinctive, shareable event atmosphere
- Consistent monthly creative production sustained over multiple years without quality degradation
- Dual CI compliance maintained across all brand partner collaborations

Skills Demonstrated

Brand Strategy | Brand Identity Refinement | Event Creative Direction | Photography Art Direction | Sponsorship Proposal Design | Venue Branding | Digital Campaign Creative | Brand Elevation | Long-term Creative Partnership | Luxury Brand Alignment | Cultural Brand Storytelling

How this translates to any organisation

The Masela A Boleta engagement demonstrates a capability that is rare even among senior brand professionals: the ability to elevate a brand's visual equity to the point where it unlocks commercial partnerships that would not otherwise have been possible. That is strategy made visible through creative execution.

The sponsorship proposal design experience is directly transferable to any organisation producing commercial proposals, investor presentations, or partnership decks. A well-designed proposal communicates credibility before the content is read. That is a principle that applies equally to a corporate BD team, a non-profit seeking donor partnerships, or a sports organisation pitching to sponsors.

The long-term nature of this relationship also demonstrates something important: I can maintain creative consistency and quality over an extended engagement – not just deliver a strong first project and move on. For any organisation looking for a Brand and Creative Lead who will grow with the business, that matters.

Reference Period

Eugene Chaane, Managing Director and Event Host
2016 – Present

Contacts available upon request