

Vertical Limit Productions gets a kick start to 2013

In keeping with their brand, Johannesburg based activation company, Vertical Limit Productions (VLP) is all set for 2013 with a line-up of events in the first quarter of the year.



"Working with our client Samsung as a key sponsor of the Confederation of African Football, we're continuing the Samsung Africa Cup of Nations campaign started in December, activating across seven different African countries before and during the African Cup of Nations football tournament," says managing director, Delmarie Seaward.

The project includes managing endorsement deals with six football players and the building and utilizing of Africa's biggest gig rig during activations at stadiums, shopping malls and Samsung brand stores in South Africa, Angola, Ghana, Nigeria, DRC, Ivory Coast and Zambia.

As part of Samsung's global outreach to youth, on 16-17 February 2013, the VLP team will be managing a two day Youth Football Camp for 180 youngsters in Johannesburg, under the guidance of Chelsea football coaches.

Zambia Music Awards

Hot on the heels of AFCON is the Zambia Music Awards, taking place on 22 February 2013 in Lusaka.

"Owned and sponsored by Zambian Breweries, these are Zambia's first official music awards and the VLP team is very excited to be handling the event, stage production and filming for TV," says Seaward.

Next on the calendar are the SA Film and Television Awards (SAFTA), taking place on 15 and 16 March 2013 at Gallagher Estate, which includes handling event management, stage production and a live broadcast.

"But that's not all," smiles Seaward, "once again the VLP has secured the production of the MTN SA Music Awards on 10 and 11 May at Sun City, including a nominee launch in March in Johannesburg. We'll soon be announcing details about the nominee launch, so watch this space! Very exciting news is also that we'll be handling R Kelly's visit to SA in March,

including artist management and entertainment for his appearances in Johannesburg [Thursday, 21 March] and Durban [saturday, 23 March]."

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