



**Gerom Media, Sports & Entertainment  
(Pty) Ltd**

**Strategic Business Advisory Services  
in Sports, Arts, and Culture**

# Background

**Gerom Media, Sports & Entertainment (Pty) Ltd offers to play a pivotal role in helping your organisation to navigate unique challenges, capitalize on opportunities, and achieve your goals while balancing creative and financial considerations.**



# Background

**We offer a deep understanding of your industry's dynamics, supported by a creative mindset, and the ability to bridge the gap between organisational vision and sound business strategies.**





# What we do

**Our offering primarily focuses on rendering strategic advisory services in the sports, arts and culture sectors, not only as a consultant but also as a collaborator.**

**Our role is simply to provide a holistic support service to develop and implement strategies that will ultimately enhance your organisation's financial sustainability.**



**We offer the following:-**

**Conduct a thorough analysis of trends, audience preferences, and market dynamics specific to your sport or arts, and culture.**

**Identify emerging opportunities and challenges that impact your sector.**



**We offer the following:-**

**Develop actionable strategic plans that encompass programming, audience engagement, revenue generation, and brand enhancement.**

**Advise on diversified revenue streams, including ticket sales, sponsorships, grants, memberships, and merchandise.**





**We offer the following:-**

**Design financial models and evaluate the potential impact of various initiatives on the organisation's bottom line.**

**Develop marketing and outreach strategies to attract and retain diverse audiences.**



**We offer the following:-**

**Leverage** digital platforms and social media **to enhance engagement and promote events.**

**Collaborate and** **curate** captivating and innovative programs that **resonate with audiences.**





**We offer the following:-**

**Identify potential partnerships with other organisations, sponsors, or community stakeholders to expand reach and impact.**

**Negotiate and manage partnerships that align with the organization's mission and goals.**



**We offer the following:-**

**Assess potential risks related to event logistics, talent management, and regulatory compliance.**

**Develop risk mitigation strategies to ensure the smooth execution of events and programs.**



**We offer the following:-**

**Advise on initiatives that connect the organisation with its local community, fostering a sense of belonging and social impact.**

**Identify opportunities to contribute positively to social and cultural development.**





**We offer the following:-**

**Define** key performance indicators (KPIs) **to measure the success of strategic initiatives.**

**Evaluate** **progress and** recommend **adjustments as needed.**



**We offer the following:-**

**Develop sponsorship proposals and partnership agreements.**

**Analyze data of your revenue streams and audience demographics.**



**We offer the following:-**

**Draft marketing campaigns and content to promote events and programs.**

**Assist with bidding to host or organise international events in your location.**





**We offer the following:-**

**Participate in** event planning and logistics **coordination.**

**Evaluate the impact of events on community engagement and branding.**

**Execute ad-hoc assignments as and when required, by our clients.**



## How we work

**All assignments are by way contractual appointments, wherein we will agree upfront on a per-hour rate for drafting documents, consultation and implementation tasks, respectively.**

**An agreed percentage as a commission fee will be agreed upon with your organisation, where we facilitate the raising of funds.**



**For any further discussions:**



**Contact**

**Gerrit Davids (MD)**

**Gerom Media**

**Mobile. +27 (0) 82 496 1657**

**E-mail: [info@gerommedia.co.za](mailto:info@gerommedia.co.za)**