



NICKI MINAJ

*the pinkprint tour*

JB  
jalibird



# ABOUT JALIBIRD

JaliBird is a majority black-owned South African collaborative event and experiential marketing agency that delivers ownable solutions for brands to the youthful and ambitious.

Our business is about creating captivating, memorable experiences that give the market who attend our events more than just a music experience. Through detailed research into the consumer needs, product conceptualization, meticulous planning and high-level execution of all production elements, we are able to provide tailored solutions.

## WHAT WE DO

We are passionate about event production and creating unforgettable event experiences, which completely reshapes the expectations of clients and customers.

## OUR EXPERTISE INCLUDES

- EVENT PRODUCTION
- MARKETING
- LOGISTICS & DISASTER MANAGEMENT
- PROFESSIONAL BAR SERVICES
- MEDIA PRODUCTIONS
- SPECIALISED VJ & AV SERVICES
- INTERNATIONAL CONCERTS



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# ABOUT NICKI MINAJ

Onika Tanya Maraj (born December 8, 1982), better known by her stage name Nicki Minaj, is a Trinidadian-born American rapper, singer, songwriter and actress. Born in Saint James, Trinidad and Tobago and raised in South Jamaica, Queens, New York, Minaj earned public attention after releasing three mixtapes between 2007-09.

She signed a recording contract with Young Money Entertainment in 2009.

Minaj's debut studio album, *Pink Friday* (2010), peaked at number one on the U.S. Billboard 200 and spawned the top-three single "Super Bass". During that time, Minaj became the first female solo artist to have seven singles simultaneously charting on the U.S. Billboard Hot 100. Her second studio album, *Pink Friday: Roman Reloaded* (2012), also topped the chart and its lead single, "Starships", peaked at number five on the Billboard Hot 100. Minaj's third studio album, *The Pinkprint* (2014), was preceded by its second single, "Anaconda", which peaked at number two on the Hot 100 and is her highest-charting single in the United States to date.

Minaj was the first female artist included on MTV's Annual Hottest MC List, with The New York Times's editor Brent Staples saying that some consider her "the most influential female rapper of all time". In April 2013, Minaj became the most-charted female rapper in the history of the Billboard Hot 100.

Minaj has endorsed Adidas, MAC Cosmetics and Pepsi. She has won four American Music Awards, eight BET Awards, three MTV Video Music Awards, two MTV Europe Music Award, five Billboard Music Awards and Billboard's Women in Music 2011 Rising Star award.



FACEBOOK

42,5 MILLION

TWITTER

20.2 MILLION

INSTAGRAM

33.4 MILLION



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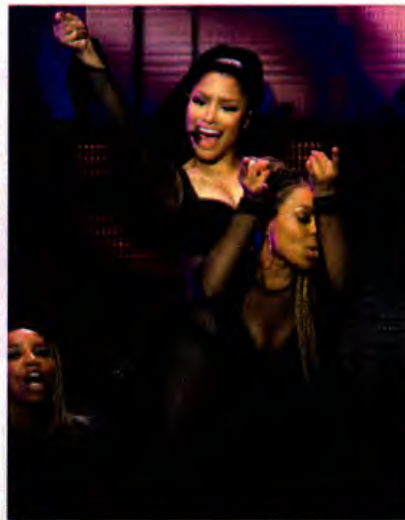


# THE PINKPRINT TOUR

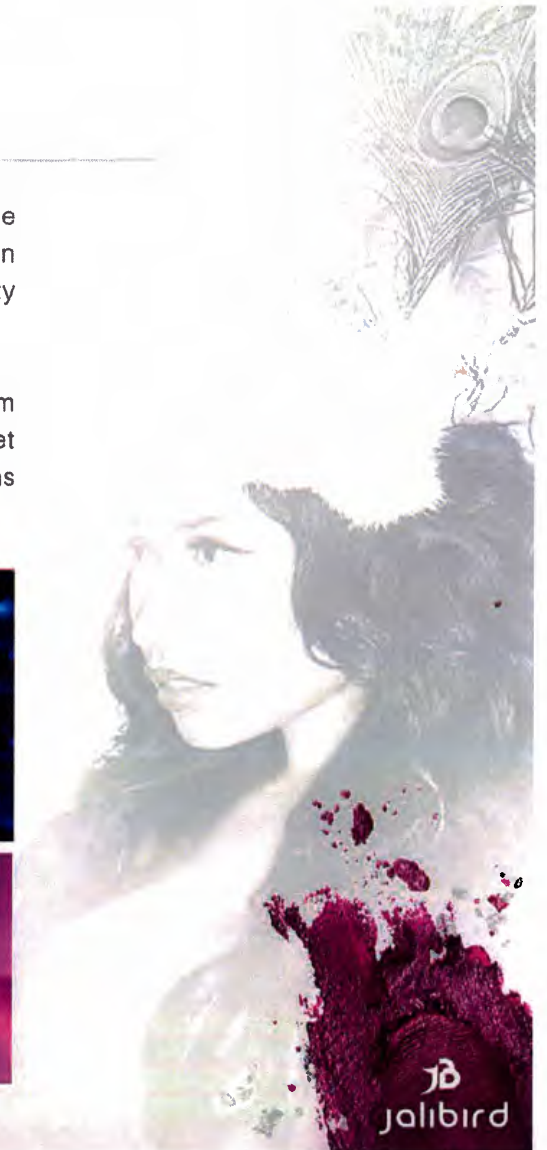
The Pinkprint Tour was the third concert tour by Trinidadian recording artist Nicki Minaj in support of her third studio album, *The Pinkprint* (2014). The tour was officially announced a week before the album's release, on December 8, 2014. The tour began on March 16, 2015 in Stockholm, Sweden and concluded on August 23, 2015 in Wantagh, New York, finishing with a total of fifty shows over the span of six months.

The first European leg of the tour was supported by Trey Songz and Ester Dean and received mixed to positive reviews from critics, while the second North American leg was supported by Meek Mill, Rae Sremmurd, Tinashe, and Dej Loaf and was met with overwhelming commercial success. It has since been confirmed that the tour will expand onto other continents such as Oceania, Asia, and South America, while also extending its runs in Europe and North America.

NICKI MINAJ  
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# THE SPONSORSHIP OPPORTUNITIES:

Durban Tourism and Jalibird will work closely with the brand in order to maximize the sponsorship opportunities and leverage the investment in the Nicki Minaj "The Pinkprint Tour".

Opportunity cost of R3 000 000

As a presenting partner you would receive all of the following rights and benefits for the show:

- ATL CAMPAIGNS
- SOCIAL MEDIA PROGRAMS
- PRE CONCERT RETAIL PROGRAMS
- SPONSOR AREAS AT THE CONCERT
- SPONSOR ACTIVATIONS - PRE, DURING AND POST THE CONCERT
- CONSUMER COMPETITIONS
- TICKET ALLOCATIONS



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# MARKETING EXPOSURE:

Tour marketing collateral that will have the Durban Tourism stamp on it

- TELEVISION
- RADIO
- PR & PRESS
- SOCIAL MEDIA
- TICKETS
- FLYERS
- POSTERS
- ON STAGE SCREENS (NOT DURING PERFORMANCE)
- CSI INITIATIVES



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# WHO ARE WE TALKING TO?

- AGE DEMOGRAPHIC: 18 - 30
- CORE MARKET: 20 - 25 YRS
- EARNING BETWEEN: R4000 - R40 000
- 80% BLACK 20% OTHER RACES
- MALE AND FEMALE



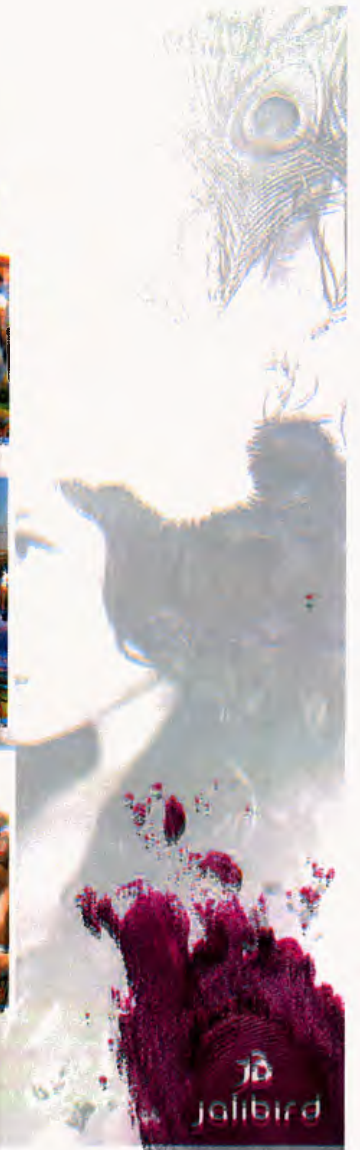
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# WHO ARE WE TALKING TO?



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# OUR CONSUMER PROFILE

- URBAN YOUTH OF SOUTH
- TRENDSETTERS AND FASHIONISTAS
- WILLING TO SPEND ON WHAT THEY LOVE
- PASSIONATE ABOUT MUSIC
- DESPERATE TO FIT IN WITH THE CELEBRITY CULTURE
- GROUPS OF FRIENDS



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# CASE STUDY - CHRIS BROWN SA TOUR 2015

In 2015 Grammy Award winning and multi-platinum-selling singer songwriter CHRIS BROWN returned to South Africa for two concerts bringing along special guest august alsina.

"Breezy" began his tour at the Coca-Cola Dome, Johannesburg on Thursday, 2 April 2015 followed by a second concert at the Moses Mabhida People's Park, Durban on Saturday, 4 April 2015.

CHRIS  
BROWN  
X TOUR LIVE  
SOUTH AFRICA



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# CASE STUDY - CHRIS BROWN SA TOUR 2015

SMS REACH: 110 000

EMAIL REACH: 20 000

WEBSITE: CHRISBROWNSATOUR.CO.ZA



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# CASE STUDY - CHRIS BROWN SA TOUR 2015

## MEDIA AND BLOGS:

### City Press

Home Politics News Sport Entertainment Traveling Business Markets Opinion Cartoons MyCityPress

WATCH THE IMPACT OF THE

### ENTERTAINMENT

## Chris Brown headed to SA

11 December 2014 10:51

Chris Brown is set to perform in South Africa next year for the first time. The singer is expected to perform at the Nelson Mandela Centre of Art in Johannesburg.

**TALKING POINT**

**MOST POPULAR**

**MOST COMMENTED**

### CURIOUS

CHRIS BROWN X TOUR

## Chris Brown X Tour LIVE IN SA - Tour Information

11 December 2014 10:51

**Date:** Thursday, 2 April 2015

**What:** Chris Brown X Tour

**Time:** 8pm

**Cost:** R1200

**Headline:** Chris Brown X Tour

**Category:** Concerts

**Location:** Johannesburg

### WHAT'S HOT: CHRIS BROWN SA CONCERT NOT DELAYED

Chris Brown's SA tour organizers confirm that the singer's SA tour is not delayed.

**WHAT'S HOT**

**CHRIS BROWN**

### THE NEW AGE ONLINE

www.thenewage.co.za

## Chris Brown SA tour

Chris Brown is set to perform in South Africa next year for the first time.

**WIN R600 000**

**TOP STORIES**

**CHRIS BROWN**

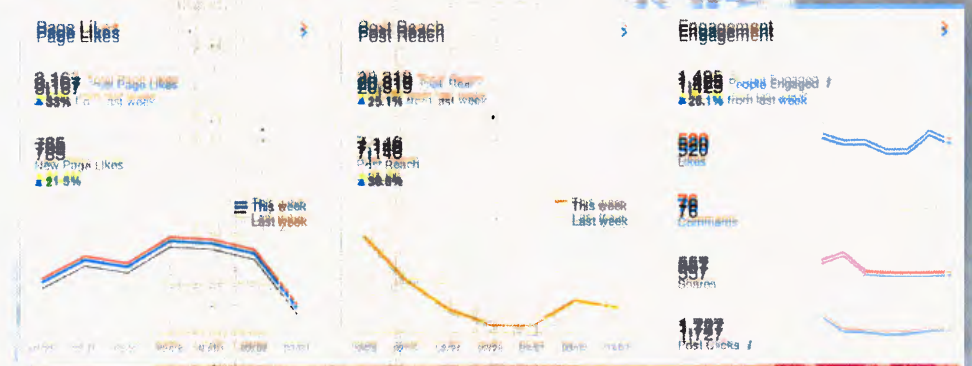
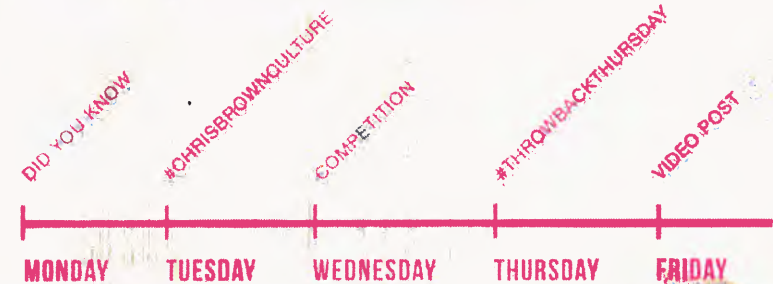
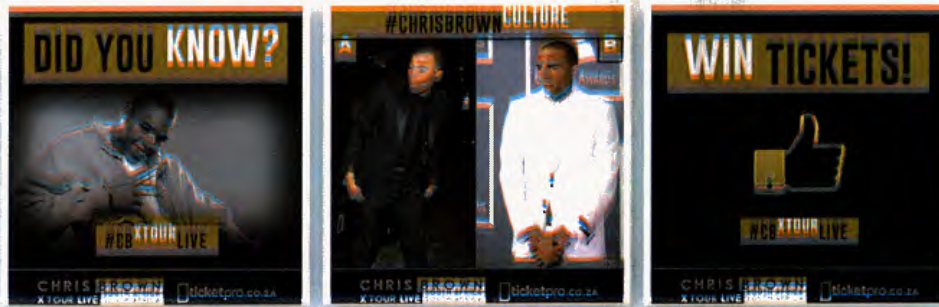
PRESS RELEASES ARE SENT TO LOCAL BLOGS AND ADVERTS PUBLISHED ON ONLINE NEWSPAPER SITES.



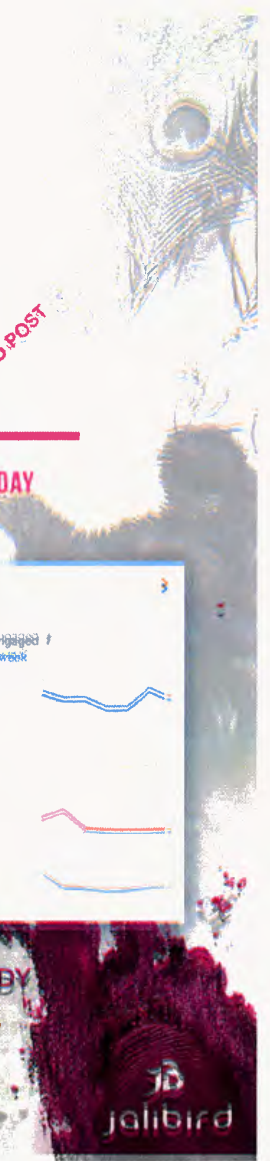
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## FACEBOOK: 3'200

Weekly social media planned calendar creating hype leading up to events. Budget allocated to boost posts & weekly competitions are run



ONE WEEK FACEBOOK INSIGHTS SHOW STEADY GAIN IN FAN ENGAGEMENT.

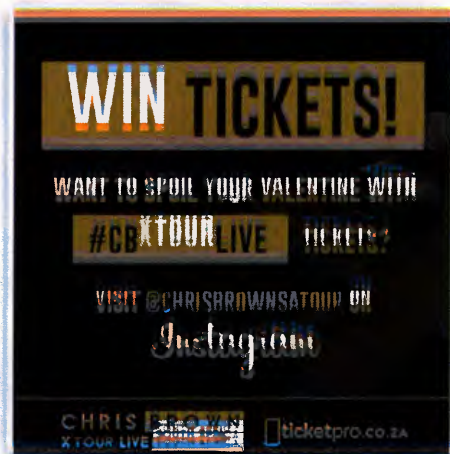


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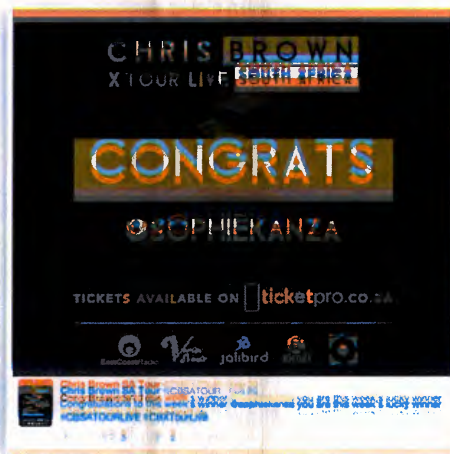
## TWITTER: 860

All Facebook posts are linked to Twitter and we make use of cross pollinated posts to boost our other social media channels following:

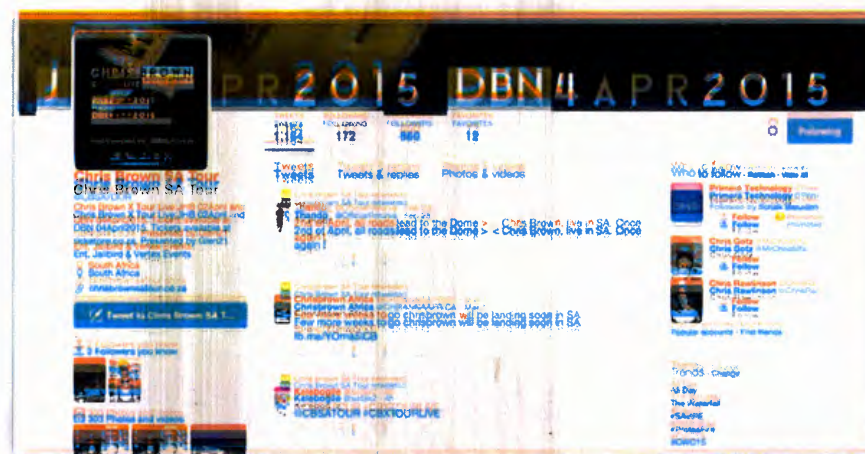
REGULAR HASHTAGS USED THROUGHOUT ONLINE POSTS USED TO MONITOR ONLINE CONVERSATIONS.



Example of cross pollination post



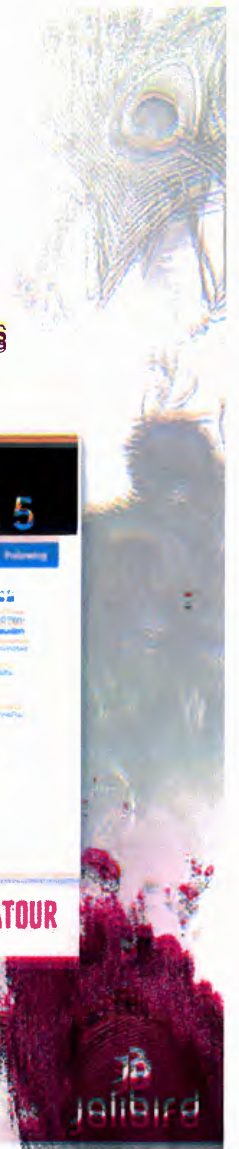
Example of competition post



#CBXTOURLIVE #TEAMBREEZYSA #CHRISBROWN #CHRISBROWNSATOUR



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# TOUR DATES & PRICING:

**DURBAN**

**20 MARCH 2016**

**MOSES MABHIDA PEOPLES PARK**

**CAPACITY 40 000**

# TICKET PRICES:

**GC: R1350**

**QA: R850**

**GENERAL: R550**



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# GET IN TOUCH

**SOBUKWE JALI**

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**C** +27 76 330 5201

**W** [WWW.JALIBIRD.COM](http://WWW.JALIBIRD.COM)

**f** /JALIBIRD

**t** /JALIBIRD

**ig** /JALIBIRD

# THANK YOU



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