



ee factory  
ENTERTAINMENT & EVENTS

# COMPANY PROFILE

DESIGN & CREATED BY **NEU** MARKETING



# INTRODUCTION

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We offer a comprehensive event management service that caters to all event requirements, making us a one-stop-shop for all your needs. Our team of seasoned professionals has extensive experience in planning and executing memorable events that leave a lasting impression. We are headquartered in Cape Town but offer nationwide coverage, as well as support in Namibia and Mozambique.

Our award-winning professionals take pride in overseeing every aspect of an event, from concept to production, resulting in an exceptional outcome every time. We have had the privilege of collaborating with some of South Africa's top brands and talents in the past and have successfully created outstanding experiences for events both big and small.





# OUR STORY

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Since 1983, we have been dedicated to assisting our clients in developing meaningful and memorable events across South Africa. With a well-established reputation for delivering quality client service, our team of over 20 industry experts brings unparalleled knowledge and experience to each project. Our diverse skill set includes expertise in staging, set design, sound, lighting, health and safety, social media, retail, entertainment, and sports, among others.

We are known for our innovative and creative approach to event planning, while always ensuring that projects are launched on time and within budget. We prioritize rapid response times to our clients' needs and questions, and our execution strategy is founded on proven methodologies, highly qualified personnel, and a highly responsive approach to managing deliverables.

Our project methods are well-defined, incorporating a proposed timeline of events, and providing clear reasoning for any suggestions we make to our clients.



# OUR COMMITMENT

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We understand that creating abiding memories is all about bringing an experience to life. That's why we focus on delivering a 360-degree experience that encompasses everything from decor to artist choices and activities, ensuring that guests have a memorable time. Our team of experts is capable of turning even the smallest idea into a phenomenal experience that leaves a lasting impression. Top brands and entertainers rely on us when they need a team of professionals to create a compelling audio-visual experience.

*We are committed to enhancing our clients' and patrons' experiences and continuously strive to exceed expectations.*



# WHAT WE DO

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- Strategic counsel and plan development
- Message development and social media
- Event planning and execution – festivals, flea markets, outdoor concerts, etc.
- Legends of Sport
- Project Leading
- Executive Producer
- Evacuation Plans
- Movie Activations
- Weddings
- Women's Tea / High Tea
- Live and Recorded Streaming events
- New Product Launches
- Ticket sales and event access control
- Corporate Gifts
- Set Design, Audiovisual, Décor & Effects
- Catering and Grounds
- Stage, Sound and Lights
- Security and Tents
- Artists and Entertainers
- Master of Ceremonies
- Beauty Pageants, Castings, and Fashion Shows
- Team Building and Workshops
- Venues
- Congresses
- Year-End Functions
- Brand Ambassadors/Influencers Staff
- Product Placement/Branding Placement/Promotional
- Year-End Functions and Award Evenings



# WHO WE'VE WORKED WITH

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- Pretoria Ster Kinekor (In Justice 2 Final)
- Pretoria Jay/Mi Way Launch
- Pretoria Blue Bulls Year-End Functions
- Pretoria Springbok Rugby Union events
- Rustenburg Piekfijn Food and Wine Festival (2017, 2018 and 2019)
- Hinterland Hartbeesfontein
- Ek Lief die Vrystaat 2018
- Proe'Toria 2018
- Ermelo High School Auditorium Events
- Pretoria Die Hart van Jou Besigheid 2017/2018 and 2019
- Pretoria President Kruger Children's Home events
- Pretoria Steve Hofmeyr Onder die Sterre
- Kievits Kroon Hotel & Spa events
- Roodevalley Hotel events
- Hartklop 2018 and 2019
- Jacaranda Children's Home 2018 and 2019 LiggieFees
- Tswane 10's 2017
- Ladies Night Out 2018 Charity Event
- merchandise/branding section for Afrikaans is Groot 2017 Concerts
- Several weddings
- Several team buildings and workshops
- Aitsa Afrikaans Music Awards 2019 and 2023
- Funderland Talent Search and SA's Spectacular Diva Show 2018 and 2019
- Proe'Toria Festival and Herlaai 2021 and 2022
- Mr SA 2023
- Amapiaono Milton Music Festival 2023





# OUR SPONSOR PORTFOLIO



At EE Factory, we've had the pleasure of working with a wide range of clients from various industries over the years. We've had the opportunity to collaborate on exciting projects, from product launches to charity events, and we take pride in delivering exceptional results for each and every one. We're proud of the relationships we've built with our sponsors and look forward to creating more unforgettable experiences together.



# WHAT WE NEED FROM YOU

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- Event Name
- Date
- Location
- Projected Attendees
- Expected Results
- Event Theme
- Key Messages
- Strategic Goals
- Project Methods
- Timeline of Events
- Reasons for Suggestions



# THE COMPANIES YOU'LL WORK WITH



Entertainment and Event  
Services/Management

Project Leader

Executive Producer

atickets

Online ticket platform,  
incl. all event services

Fundraising

Competitions



# ABOUT REX



- Over 33 years of event management, venue and entertainment experience
- Rex is the founder of Entertainment & Event Factory, aticket, herlaai concert concept
- Client experience with Coleske Artists, Select Music, Vonk Music, Universal Music South Africa and various entertainment agencies
- Social media creator and management, technical and production experience with Afrikaans is Groot Concerts
- Social media creator and management, technical and production experience with Classics is Groot Concerts
- Social media creator and management, technical and production experience, concept creator and partner experience with the largest live entertainment venue –Weiveld and @ The Beach
- Social media, technical and production experience, project leader and Executive Producer -Aitsa Afrikaans Music Awards
- Social media, technical and production experience, project leader and Executive Producer -SA's Spectacular Diva Show
- Social media, technical and production experience, project leader and Executive Producer -Vollebors in Afrikaans Concert
- Project leader and executive producer –Herlaai national concert tour
- Full event management on Several festivals and events
- Executive producer and project leader





# IN CONCLUSION

Our company has been providing quality event planning services for over 30 years, with a strong reputation for delivering innovative and memorable events. Our experienced and diverse team brings a wealth of knowledge and expertise to every project, ensuring that we meet and exceed our clients' expectations. With a focus on quality client service, rapid response times, and a highly responsive approach to managing deliverables, we are committed to creating meaningful and successful events across South Africa.

*Events are not just a gathering of people, they are an opportunity to create memorable experiences and meaningful connections that will last a lifetime.*





# GET IN TOUCH

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rexvd@eefactory.co.za



071 600 8800

*Looking forward to hearing from you,  
Rex van Deventer*



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