

OTJIWARONGO SPORTS BONANZA

2026

PR, MARKETING & MEDIA IMPACT REPORT

Event

Otjiwarongo Sports Bonanza 2026

Dates

21–23 August 2026

Venue

Mokati Stadium, Otjiwarongo

Client

Mendozer Investments

PR & Marketing

PR & Marketing Lead

A consolidated record of the PR, marketing, media, digital and stakeholder communication activities implemented to support the 2026 Bonanza.

Prepared as a post-event impact and campaign assessment

1. Executive Summary

The Otjiwarongo Sports Bonanza 2026 was positioned as more than a sporting tournament. The PR and Marketing campaign was designed to establish the event as a community platform bringing together sport, entertainment, youth participation, local businesses and community pride.

The approved PR and Marketing Plan identified three core communication phases: Build Awareness → Drive Participation → Amplify the Experience.

The campaign implemented a combination of earned media, radio interviews, media releases, digital publicity, stakeholder communication and sponsorship outreach.

Media exposure achieved included coverage and/or interviews through Focus FM, Desert FM and NBC Kai//as FM, alongside digital and print/online coverage through New Era and Sport Wrap. Desert FM also published coverage positioning King Tee Dee as the headline entertainment act and highlighting the event's combination of sport, music and community.

The campaign further supported the event through the development of strategic communication materials, including media releases, sponsorship correspondence and official stakeholder letters.

Overall, the PR campaign created a multi-platform media presence for the Bonanza, strengthened awareness ahead of the event and supported the positioning of Mendoza Investments as an organiser creating a platform where sport, entertainment and community engagement intersect.

2. Campaign Objectives

The campaign objectives were to:

- Build awareness of the Otjiwarongo Sports Bonanza nationally and within the Otjiwarongo community.
- Drive team registrations and spectator attendance.
- Promote the sporting disciplines and prize offering.
- Generate awareness around the entertainment component.
- Secure radio and media exposure.
- Position the event as a community-focused initiative.
- Generate visibility for partners and stakeholders.
- Support sponsorship and partnership acquisition.
- Create a consistent and credible public narrative around the event.

These objectives were aligned with the original PR plan, which specifically identified awareness, participation, stakeholder buy-in, NBC radio exposure, media storytelling and partner visibility as key communication priorities.

3. PR & Media Strategy Implemented

The campaign adopted an integrated media approach consisting of:

Earned Media

- Radio interviews.
- Online news coverage.
- Sports media coverage.
- Media releases.
- Public-interest storytelling.

Digital Communication

- Event promotional content.
- Entertainment announcements.
- Event information.
- Public clarification communication.
- Social-media amplification.

Stakeholder Communication

- Sponsorship requests.
- Official correspondence.
- Stakeholder engagement.
- Financial and operational correspondence.

This approach reflected the original strategy of using radio, press publicity, digital platforms and stakeholder communication to create a consistent event narrative.

4. Media Coverage Achieved

4.1 Print & Online Media

The event received coverage from established Namibian media platforms, including:

New Era

New Era published an article titled:

“Action awaits Otjiwarongo Sports Bonanza”

The coverage contributed to the event’s mainstream media visibility and provided an independent news platform through which audiences could learn about the Bonanza.

Sport Wrap

Sport Wrap published coverage titled:

“Otjiwarongo Sports Bonanza set for Mokati”

The sports-focused publication was particularly relevant to the campaign’s objective of reaching athletes, sporting clubs, supporters and the wider sporting community.

Sport Wrap’s social-media publication also promoted the event as a platform bringing together sport and music in Otjiwarongo.

5. Radio Media Coverage

Radio was a central component of the approved PR strategy, with the plan specifically recommending radio interviews throughout the pre-event period to progressively communicate the event story.

The campaign secured/participated in radio exposure through:

Focus FM

A radio interview was conducted to create awareness around the Bonanza and encourage audience participation.

Desert FM

The event received radio exposure through Desert FM, including an interview/content feature around King Tee Dee’s involvement.

Desert FM subsequently published the story “King Tee Dee to Headline Otjiwarongo Sports Bonanza”, reinforcing the entertainment component of the event and communicating the broader message of sport, music and community.

NBC Kai//as FM

NBC Kai//as FM provided radio coverage, extending the event’s reach to NBC’s audience and supporting the strategy of using radio as an important earned-media platform.

The radio campaign was particularly important because the original plan identified radio as a means of reaching audiences beyond social media.

6. Media Releases

Two key media releases were developed as part of the campaign:

6.1 “Otjiwarongo Sports Bonanza Set to Bring Sport, Entertainment and Community Together”

This release reinforced the central positioning of the event and communicated the Bonanza as a community activation rather than simply a sporting competition.

The messaging aligned directly with the approved positioning of the event around:

- Sport
- Entertainment
- Community
- Youth
- Local economic activity
- Regional identity

The original plan explicitly recommended a launch media release covering the event dates, venue, sports codes, prize pool and entertainment.

6.2 “Clarification on King Tee Dee’s Involvement in the Otjiwarongo Sports Bonanza”

A clarification release was developed to manage public communication around the involvement of King Tee Dee.

This was an important reputation-management intervention as it ensured that the public narrative around a high-profile entertainment component remained clear and controlled.

7. Sponsorship & Partnership Communication

The PR function also extended beyond publicity into stakeholder and revenue-support activities.

Sponsorship letters were drafted for:

- Roads Authority
- Meatco
- Namib Mills

These engagements supported the broader commercial objective of attracting institutional and corporate participation in the Bonanza.

This was consistent with the original plan's objective of generating sponsor/partner visibility and activating local businesses, SMEs and community organisations.

The sponsorship correspondence also positioned the event as a platform capable of providing brand exposure while contributing to community sport and entertainment.

8. Official Stakeholder & Corporate Communication

In addition to external publicity, official correspondence was drafted to address operational and financial matters associated with the event.

This included correspondence relating to:

Reconciliation, Outstanding Creditor Balances and Prize Payment Requirements

The preparation of these letters demonstrated that the PR/communications function extended beyond promotional communication into structured stakeholder and corporate communication.

This helped provide a formal communication trail around outstanding obligations, reconciliation and prize-payment requirements.

9. Digital & Social Media

Digital communication formed part of the campaign's awareness and amplification strategy.

The original plan proposed a phased social-media approach:

Awareness → Participation → Entertainment → Live/Event Coverage → Legacy.

Digital publicity included event-related social-media content and online amplification.

An Instagram Reel was also used as part of the campaign's digital visibility.

The digital campaign supported the broader media strategy by ensuring that traditional media exposure could be complemented by social-media distribution and audience engagement.

10. Key Media Assets / Coverage

The campaign generated exposure across multiple platforms:

Platform

Activity

Communication Value

New Era

Online news article

Mainstream public awareness

Sport Wrap

Sports media coverage

Direct sporting audience

Focus FM

Radio interview

Community/regional reach

Desert FM

Radio interview/story

Entertainment & community audience

NBC Kai//as FM

Radio coverage

NBC audience reach

Instagram

Reel/social content

Digital awareness & engagement

Media releases

Event & clarification releases

Controlled public narrative

Sponsorship letters

Corporate outreach

Partnership development

Official letters

Stakeholder/financial communication

Corporate governance & communication

11. Campaign Performance Against the Original Plan

Planned Activity

Delivered

Assessment

Build event awareness

Media releases, radio, online coverage and social media

Achieved

NBC/radio engagement

Focus FM, Desert FM and NBC Kai//as FM coverage

Achieved

Press publicity

New Era and Sport Wrap coverage

Achieved

Entertainment promotion

King Tee Dee publicity and clarification communication

Achieved

Community positioning

Sport, entertainment and community messaging

Achieved

Sponsorship outreach

Roads Authority, Meatco and Namib Mills letters

Achieved

Stakeholder communication

Official letters and formal correspondence

Achieved

Digital amplification

Instagram/social-media promotion

Achieved

Partner visibility

Integrated through publicity and stakeholder engagement

Partially measurable

Post-event impact reporting

Current report

Achieved

The original plan identified media stories, radio interviews, social-media reach, stakeholder activation and partner satisfaction as key performance indicators.

12. Key Achievements

12.1 Multi-platform media exposure

The campaign successfully moved beyond reliance on a single communication platform and achieved exposure across radio, online news, sports media and social media.

12.2 Strong entertainment hook

King Tee Dee provided a strong publicity angle, allowing the event to appeal beyond the traditional sporting audience. The Desert FM coverage demonstrates how the entertainment component generated its own news value.

12.3 Sports-specific media positioning

Coverage through Sport Wrap provided an opportunity to communicate directly with the sporting community and supported the objective of driving participation.

12.4 Mainstream media credibility

New Era coverage strengthened the credibility and visibility of the event by placing it within a recognised national news environment.

12.5 Crisis and reputation communication

The King Tee Dee clarification demonstrated the importance of having a responsive communications function capable of addressing emerging public-interest issues quickly and professionally.

12.6 Commercial PR support

The campaign went beyond media relations by supporting sponsorship acquisition through targeted corporate correspondence.

13. Areas for Improvement

While the campaign achieved meaningful media visibility, future editions can strengthen measurement and impact reporting by implementing:

- A formal media monitoring sheet from the first day of the campaign.
- Unique tracking links for registration and ticket sales.
- Documented radio audience figures where available.
- Social-media analytics captured before, during and after the event.
- Formal media-value calculations.
- A dedicated media accreditation and press-management process.
- A centralised database of journalists, radio presenters, influencers and sports platforms.
- More structured post-event human-interest stories.
- Formal sponsor visibility reports showing where and how each sponsor was exposed.

The original PR plan already recommended maintaining a record of media mentions, interviews, posts, photographs and partner visibility for the post-event report.

14. Recommendations for Future Editions

For future Otjiwarongo Sports Bonanza editions, the PR strategy should commence 6–8 weeks before the event, allowing sufficient time to build awareness, secure sponsorship and create a sustained media narrative.

The campaign should introduce:

1. A formal media launch approximately six weeks before the event.
2. Weekly radio appearances during the build-up.
3. Sport-code spotlights featuring participating teams.
4. Player/team human-interest stories.
5. Sponsor announcement content.
6. A structured countdown campaign.
7. Influencer and content-creator partnerships.
8. Live event-day social coverage.
9. Daily media briefs during the event.
10. A formal post-event results and impact release.

This would further develop the plan's original principle of moving audiences from awareness to participation and ultimately to amplification.

15. Conclusion

The PR and Marketing campaign for the Otjiwarongo Sports Bonanza 2026 established a credible media presence for the event through a combination of radio, mainstream news, sports media, digital communication and stakeholder engagement.

The campaign successfully communicated the Bonanza as a platform that brings together sport, entertainment and community, while also supporting the commercial objectives of the organiser through sponsorship outreach.

The breadth of media exposure, including New Era, Sport Wrap, Focus FM, Desert FM, NBC Kai//as FM and social media, demonstrates that the campaign was able to reach audiences through multiple communication channels.

Importantly, the PR function also provided strategic communications support beyond publicity, including sponsorship correspondence, stakeholder communication, clarification of public information and formal financial/operational correspondence.

The campaign therefore contributed not only to event awareness, but also to the broader positioning of the Otjiwarongo Sports Bonanza as a community-focused sporting and entertainment platform with potential for continued growth.

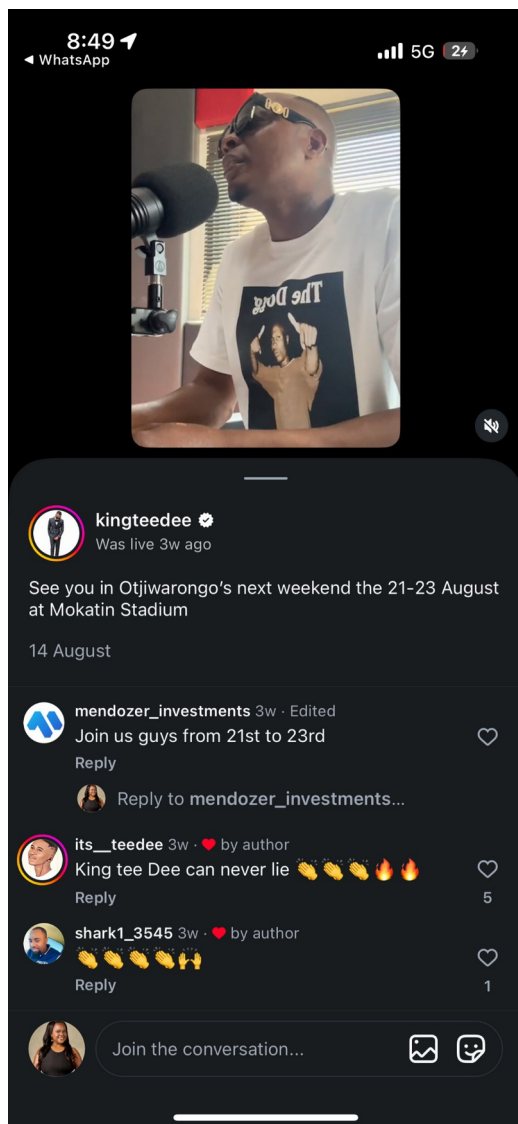
Overall campaign assessment: SUCCESSFUL

Key strength: Integrated media and stakeholder communication.

Key opportunity: Strengthen quantitative measurement of reach, engagement, attendance conversion and media value for future editions.

Visual Evidence & Campaign Assets

The following screenshots and promotional artwork are included as supporting evidence of the media exposure, digital publicity and campaign assets referenced in this report.



Instagram / social-media publicity — King Tee Dee promoting the 21–23 August event at Mokati Stadium.

8:48
WhatsApp

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Action awaits Otjiwarongo Sports Bonanza

2026-08-21 BY CORRESPONDENT [Travel Guides & Travelogues](#)

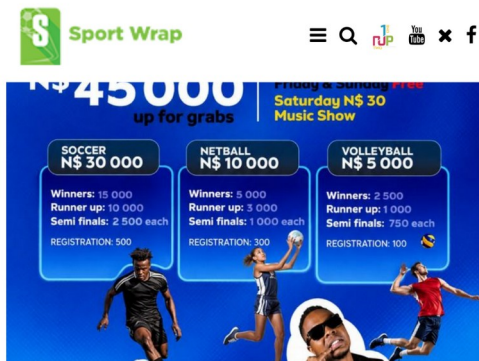


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neweralive.na

New Era online coverage — “Action awaits Otjiwarongo Sports Bonanza”.



The Otjiwarongo Sports Bonanza will bring together sport, music, entrepreneurship and community activities at Mokati Stadium from 21 to 23 August.

OTHER

OTJIWARONGO SPORTS BONANZA SET FOR MOKATI

Multi-sport

Brian Munango

2 WEEKS AGO 21 AUGUST 2026

Mendozer Investments CC will host the Otjiwarongo Sports Bonanza from 21 to 23 August at Mokati Stadium, bringing together sport, music, entrepreneurship and community development.

The three-day event will offer N\$45 000 in prize money across football, netball and volleyball, while creating a

sportwrap.com.na

Sport Wrap online coverage — “Otjiwarongo Sports Bonanza set for Mokati”.



Official Otjiwarongo Sports Bonanza promotional artwork featuring the event dates, sporting codes, entertainment and access information.

Report Completion Note

This final version incorporates the available visual evidence supplied for the campaign and records the request made to the graphic team to create countdown artwork as part of the PR campaign. The quantitative measurement recommendations in Section 13 remain important for strengthening future post-event reporting.