



Date: Monday, 04 March 2024

To Whom It May Concern

Chocs Pro Sound were commissioned by Playmakers Sponsorship and Marketing on behalf of Ground Work Collective in 2023 for a one-month road show activation across KZN. They were bought on board as part of a campaign targeted at registering youth for the 2024 elections. Following the success of the 2023 road show, we once again commissioned them for the 2024 road show across Gauteng.

Chocs Pro Sound Gig Rig, supplied with all sound and lighting equipment as well as back-up generators, met all our expectation. The driver, operator, sound technician and Project Manager, were professional, always on time, held the brand we were promoting at high levels and assisted beyond their day-to-day requirements.

Chocs Pro Sound assisted our team in managing the daily activations on the ground, meeting with site managers and security personnel at each venue, arranging best possible area with highest foot traffic as well as keeping safety of all in mind. Any challenges on the ground were immediately addressed and reported back to our management team. During all of this our clients, visitors, social influencers and VIP guests were welcomed and made to feel comfortable. Daily Social Media content was shared according to the client's requirement as well as with the team members.

Overall, the roadshow was a success, and all targets were met. Chocs Pro Sound played an integral role in achieving this and I'd highly recommend them for any campaign going forward.

Sincerely,

A handwritten signature in black ink, appearing to read 'Guy Simonsz', is written over a horizontal line.

Guy Simonsz

Playmakers Sponsorship and Marketing – Managing Director

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