



IMTA

**(THE INTERNATIONAL MODELLING
AND TALENT CONVENTION)**

18th JULY—22nd JULY 2021

**SPONSORSHIP PROPOSAL
For Kayla Gouws**

Prepared by IATS

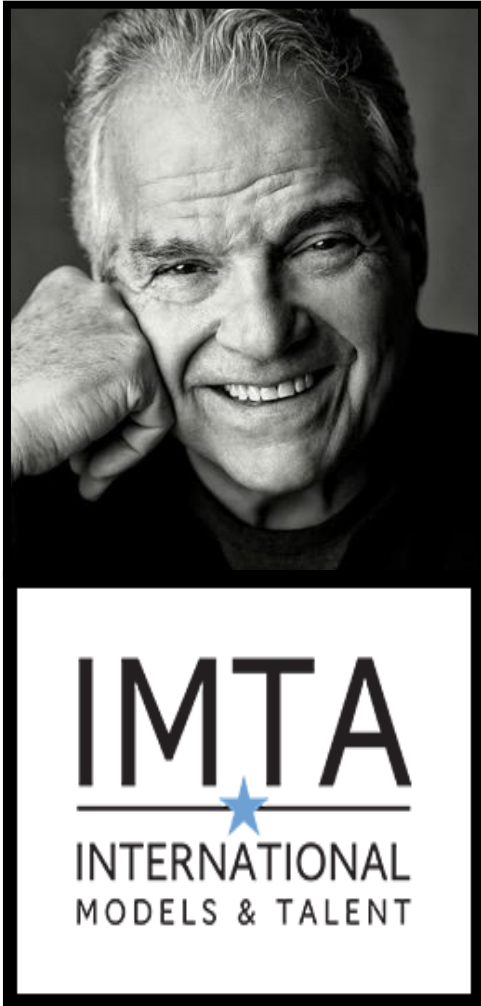
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THE INTERNATIONAL MODELING AND TALENT ASSOCIATION



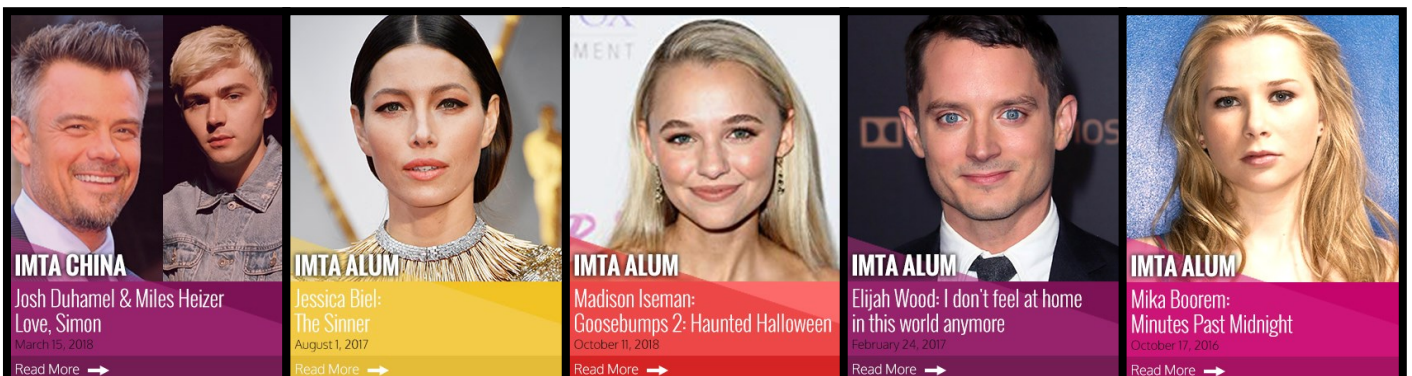
Joey Hunter is the vice president of Modelwire, a software company that provides services to the modeling and talent industry. Mr. Hunter was formerly a co-president of Ford Model Management, one of the most prestigious modeling agencies in the world. He has been part of senior management at Ford since 1975 as executive vice president and later, a partner. Mr. Hunter was also the founder and president of the New York branch of Karin Models Paris from 1998 to 2000.

While at Ford, Mr. Hunter and his partners coined the term “Super Model.” Mr. Hunter is well known in the industry for having negotiated lucrative television and print contracts for numerous Ford Super Models. He has represented and managed the careers of famous Super Models such as Cheryl Teigs, Lauren Hutton, Christy Turlington, Brook Shields, Jennifer Connelly, Vendela, Rachel Hunter, Elle MacPherson, Kelly Lebrock, Christie Brinkley, Naomi Campbell, and Willow Bay.

Joey also represented the top male models who became successful actors such as Jack Scalia, Matthew Fox, and Christopher Atkins. Mr. Hunter was the first to establish the licensing and branding of products for Super Models such as Elle MacPherson and Christie Brinkley. He has been a pioneer in setting innovative industry standards for modeling contracts regarding fee structuring, residuals, and for usage of pictures.

Mr. Hunter was formerly the president of the International Model Management Association, a position he held for over ten years.

Currently, he is a consultant in the modeling industry, well sought after for his knowledge and expertise.





1. Sponsorship Proposal

1.1. Overview of Opportunity

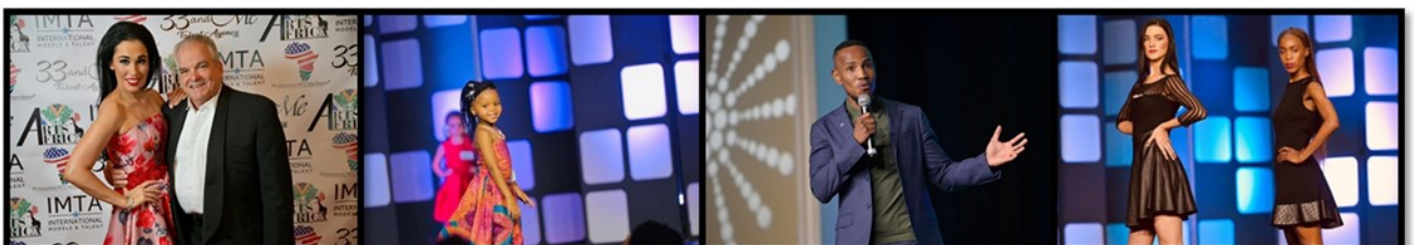
IMTA (The International Modelling and Talent Convention) is a well-respected family oriented event, offering substantial exposure to local South African artists to an international selection of Agents, Record Labels, Casting Directors, Managers and Producers from Hollywood, Miami, New York City, Atlanta and in between as well as far as Europe and Asia. IMTA takes place during the 18th – 22nd of July 2021 in New York City and is an annual event that serves as a catalyst for jump starting international training and careers in the performing arts for Singers, Model, Actors and Dancers from all around the world.

To be selected for participation in the IMTA is already a fantastic achievement and an accomplishment to be proud of, as all considered attendees need to be handpicked by International Talent Scout, Joey Hunter. Before talented artists ever get the opportunity to be scouted by Joey Hunter they have to go through a scouting and selection process by the team that runs The International ARTS Talent Showcase (IATS), who scouts through every province in South Africa as well as Namibia to select local talent with real raw talent and an ability to ultimately perform at The International ARTS Talent Showcase (IATS) where Joey Hunter will be scouting for artists with the potential to be trained to perform in front of his selection of industry professionals.

The International ARTS Talent Showcase was hosted at Silverstar Casino (Tsogo Sun) from the 29th and 31st of October 2020, which was a 3 day event showcasing live performances of the best in African talent in the performing arts. (Please be sure to review the media links under 1.7. Marketing and Communications to view media reviews of The International ARTS Talent Showcase and IMTA in the United States of America as well).

Following The International ARTS Talent Showcase Joey Hunter has made a selection of the artists he believes will have a bright future in the performing arts and has invited them to showcase their talent at the IMTA in front of some of the world's best talent agents.

As IMTA is a platform for upcoming talent and stars, performing artists still need to find a way to attend the convention and cover the costs of the accommodation and travel to the United States of America. It is for this reason that 33 and Me Talent Agency has compiled this sponsorship proposal to aid artists in approaching prospective sponsors for help in realizing their potential and dreams.



1.2. Vision of IMTA and 33 and Me Talent Agency

33 and Me Talent Agency is a Johannesburg based artists and talent agency that offers gainful employment to young, upcoming and established artists in the local and international fashion, film and entertainment industry. As an agency our vision is to ensure that South African performing talent is able to make a sustainable living from their God given talents. For 33 and Me Talent Agency the alignment with IMTA is fantastic as IMTA vision is to provide the best possible showcase where young talent can be seen by the best talent scouts and managers in the world. At IMTA, artists will receive world class training and indispensable advice from industry professionals, that they can list as international credits on their resumes, which will ultimately allow them to return to South Africa and be more marketable for gainful employment as performing artists. Collectively IMTA and 33 and Me Talent Agency's vision is to provide artists with international education (through the IMTA and the New York Film Academy) and opportunities to work in the film and entertainment industry that for years were unavailable or extremely limited to South Africans.

1.3. Our Mission

Our mission is to find raw South African talent in the performing arts, who with the training and education we provide can become world class artists. As an Agency in collaboration with ARTS we work to prepare and train handpicked talent so they can represent South Africa in the best possible light. Several of these artists will return home to focus on booking and working in the domestic market utilizing the unique training, exposure and connections they established while performing for the U.S. market. Several other will return home to focus on training and building the next generation of artists based on the skill set and experience they have acquired abroad, while other artist will establish their own space on the international stage in the United States of America and proudly represent South Africa and Africa for a global audience to admire.



33 and Me Talent Agency provides National and International Casting and Audition opportunities to Singers, Actors, Models and Dancers. 33 and Me Talent Agency also offers a Training Academy for Models and Actors.

33 and Me Talent Agency is proud to have secured over a 1000 various National and International Jobs for Artists such as McDonalds, PEP Africa, Dawn Cream, FNB, Savanna. As well as International TV Commercials and secured 4 Artists who walked at New York Fashion week this Year in September.

We pride ourselves in helping others achieve their dreams, as our Director Elsubie Verlinden says "It should not be the fear in your mind that drives you, but rather the dream in your heart"

1.4. Strategy for achieving our Vision and Mission

The strategy for achieving our vision and mission is to:

Audition through all provinces of South Africa to find the very best in raw potential participating in the performing and live stage arts.

We then work aggressively to advise them in preparation, training and selection of performances to be showcased at IMTA.

Those fortunate performers selected by Joey Hunter to perform on his international stage are contacted and updated regarding all the relevant information in preparation for the IMTA stage. Over a period of 8 months 33 and Me Talent Agency works hand in hand with these artists focusing on training and preparation for performances in America.

In preparation for the IMTA, artists will also be signed to the Agency and start attending castings to get a real practical experience in the entertainment industry, leading to booking work as artists.

Following IMTA, artists are extremely bookable for job opportunities in South Africa (1.10 Success Stories) and 33 and Me Talent Agency works hard to ensure that they exploit all the skills, training and networks they developed while in the United States of America.

For those artists wishing to return to America to represent South Africa proudly as international artists, the Agency will also work with them to apply for the respective artists VISAs so they can further their exposure and training international before returning back to South Africa at the end of their VISA period.

The continuous movement of South African artists to and from the United States of America results in a wonderful exchange of ideas, cultures and international training which ultimately benefits and strengthens the film and entertainment industry in South Africa. Ultimately creating a greater international demand for South African artists and awareness of South Africa and its attractive locations.



1.5. Target Market of Artists and Sponsors

The target market will be defined in two parts consisting of the Artists and the Sponsors supporting the artists.

Artists

33 and Me Talent Agency and the appointed representatives of the International ARTS Talent Showcase (IATS) to scout at events throughout South Africa looking to invite raw potential performing artists in the disciplines of Singing, Acting, Modeling and Dancing. Artists start as young as 3 years of age and can range up to 65 years. Ultimately the scouting is looking for raw talent with great potential; in the performing arts. Artists are regularly scouted that come from previously disadvantaged areas and backgrounds and the support of key sponsors is vital to assisting these artists in pursuing a career and the right training in the performing arts.

Sponsors

Annually there are artists scouted by Joey Hunter that have amazing potential to develop as a performing artists, but lack the resources and backing to allow them to reach for their full development. Artists are continually encouraged to seek out the assistance of potential sponsors and 33 and Me Talent Agency works hard to assist these artists in supplying all supplementary and supporting information to help clarify the opportunity presented for sponsors. Ultimately 33 and Me Talent Agency is looking to align with sponsors who are passionate about supporting the performing arts, international training and education for artists (New York Film Academy) and passionate about job creation for artists where the Agency actively works toward this on a daily basis.



1.6. Focus Areas: IATS, IMTA, Agency and NYFA

Potential sponsors should be aware of 4 Key Focus Areas that are used by 33 and Me Talent Agency to develop the performing arts in South Africa. The first is the IATS (International ARTS Talent Showcase) the event that brings all local artists together on a local stage to perform for consideration by Joey Hunter from IMTA in the United States of America. The Agency (33 and Me Talent Agency) is the third component that specifically focuses on training artists weekly through its training academy and also to supply job opportunities for artists by having them attend auditions and work toward booking commercial work for pay. Finally the New York Film Academy has also partnered with 33 and Me Talent Agency exclusively for South Africa, regularly hosting scholarship auditions in South Africa and providing scholarship opportunities to the most talented of South African talent. To date the New York Film Academy has awarded several full scholarships to South African youths and over \$572,000 (R6,8 million) in partial scholarship to dozens of South Africans enabling them to study at the New York Film Academy.

IATS (The International ARTS Talent Showcase)

The International ARTS Talent Showcase is the starting point for all artists ultimately looking to audition and perform for Joey Hunter and be considered for IMTA in New York City, USA. Artists and talent are scouted from all 9 Provinces of South Africa and Namibia and brought together at this annual event to showcase the very best in South African performance abilities in the disciplines of Singing, Acting, Modeling and Dancing. This 2-day event brings together media, artists, sponsors and supporters from all walks of life to support our countries performing arts. Celebrity performers include Nate Butler (A&R of America's Got Talent) and Blaze Johnson (The Voice – Season 8) as well as special Guest and Judge Rhavynn Drummer (Independent Casting Director for Tyler Perry Studios)

IMTA (The International Modelling and Talent Convention)

The International Modeling and Talent Association (IMTA) is a professional association of the finest and most successful Modeling and Talent training centers in the world. Since 1987, IMTA has become the recognized leader in putting new faces in front of the people whose business it is to identify the next rising star or supermodel. An impressive, and constantly growing, list of people who were first seen at IMTA conventions are now seen in magazines, TV, Movies and Fashion Shows.

IMTA produces multiple week-long conventions, including one in New York and Los Angeles, consisting of Modeling, Acting, Singing, Songwriting and Dancing competitions. Hundreds of Fashion and Talent Agents, Personal Managers, Casting Directors, Network Representatives and Music Producers judge IMTA competitions while searching for new Models, Actors, Singers and Dancers to work in the Fashion and Entertainment Industries.

IMTA's first convention was produced in 1987 in New York City. IMTA quickly became known in the Modeling and Talent Industries as the premiere professional event to scout for the best new faces for the Entertainment world. The early days of IMTA saw the discovery of rising stars such as Actor Elijah Wood and Model Joel West. Throughout the 1990s and into the 21st century, IMTA's success and

influence grew steadily, launching the careers of many of today's hottest Models and Actors such as Katie Holmes, Ashton Kutcher, Jessica Biel, Seann William Scott, Brandon Routh, Eva Longoria and Alyson Stoner. Models such as Jessica White, Bradley Tomberlin, Sara Dawson, Kim Lemanton, Sean Harju and Tyson Ballou also began their careers on the IMTA runway. IMTA remains the largest and most successful event of its kind in the world with a proven track record of success. With over three decades of experience, each IMTA event produced is truly a one-of-a-kind "Experience of a Lifetime!"

Agency (33 and Me Talent Agency)

As an agency we are regularly confronted with recent University and tertiary graduates who require added training specifically on 'Audition Technique' to allow them to start booking work. We have always felt that auditioning for roles in the film and entertainment industry is all too often like a 'Job Interview' and too often even tertiary educated artists are poorly equipped to 'Nail and Book the Audition'.

Our focus as an agency has always been very practical with the majority of our training taking place live on film screens, so real-time feedback of performance can be viewed, assessed and improved upon to secure and book the next audition and role on set.

As a result, 33 and Me Talent Agency has proudly paid out millions of Rands to artists directly for their bookings of major commercial campaigns in TV commercials, TV series, local and international film, fashion, editorial and still commercial photography. Please find attached on the next page a short review of several:

33 AND ME TALENT AGENCY— PORTFOLIO

TV Commercials, Stills and Media



New York Film Academy (NYFA)

The New York Film Academy is considered by many to be the leader in the film and entertainment industry for a practical and direct approach in training the next generations of actors, producers, directors, and filmmakers. It is for these reasons that 33 and Me Talent Agency has aligned with The New York Film Academy as their exclusive representative in South Africa.

NYFA emphasizes coursework based around students actually going out and shooting films as part of their coursework. Students write, produce, direct and edit their own original films while also serving as crewmembers on their fellow classmates' films to gain extensive on-set experience.

To realize our vision of international education opportunities for South African performing artists, 33 and Me Talent Agency works hard to ensure that annual scholarship auditions are hosted in South Africa to allow artists from across our country to apply for possible acceptance and scholarship to attend the New York Film Academy.

To date 33 and Me Talent Agency has enabled and assisted 52 students to study at the New York Film Academy under \$572,000 (R6,8 million) of partial scholarship, truly making international education in the performing arts possible for these gifted artists and film makers.

With the current and future return of these artists to South Africa we are confident in the growth and development of the local film and entertainment industry, fusing the very best in local story telling with the latest and best techniques in film making from Hollywood



1.7. Marketing and Communications: References in Media

When considering sponsorship one of the toughest decisions is defining which causes are ultimately worthy of sponsorship and will yield the greatest return on investment (ROI) as a sponsor for the funds provided. It is often a 3rd party's review of topics that can be key in clarifying the validity behind events such as IMTA and The International ARTS Talent Showcase. Please find included below links to media coverage associated to The International ARTS Talent Showcase covered by SABC 1, 2 and 3, SABC News, ANN7, Morning Live, Espresso, Business, and other independent sources. IMTA and IATS is also regularly discussed on radio on frequencies such as SAFM, 5FM, Cliff Central, CHAI FM, Jacaranda, KingFisher FM, Angola FM, YFM, East Coast Radio, Kaya FM, amongst others. Most local and national newspapers have also covered IMTA and The International ARTS Talent Showcase.

eNCA Interview With Elsubie and Selene

https://www.youtube.com/watch?v=DsbDi2hJC_s

JOBURG TV

<https://youtu.be/ZXf-6rMaOr4>

Our IATS Pretoria Audition Highlights

<https://youtu.be/fW2Xxq8YtYs>

ARTS BOOTCAMP with EXPRESSO

<https://m.youtube.com/watch?feature=youtu.be&v=sQ5g9n3V3Lg>

ITV Interview with Elsubie and Kaylee

<https://youtu.be/KZmFalOODLA>

Elsubie Verlinden on ANN7 discussing ITS

<https://www.youtube.com/watch?v=OT2nXMeoWC4>

The International Talent Showcase on Business and ARTS SA

<https://www.youtube.com/watch?v=5EercDCwflM>

SABC NEWS- The International Talent Showcase

<https://www.youtube.com/watch?v=3nIEManWiG8> <https://www.youtube.com/watch?v=nRJVauSUebQ>

ITV Interview with Elsubie and Kaylee

<https://youtu.be/ZmFalOODLA>

1.8. Budget

Ideally each and every artist who is handpicked by Joey Hunter to attend the IMTA in the United States of America would be able to do so, however making the trip to America involves funding, very often an inhibitory amount for the average performing artist who has never left the country. It is on the point of support and sponsorship that 33 and Me Talent Agency works very hard to support these young artists in realizing their performance dreams. The basis of this entire document is to support artists in pursuing their dreams by clarifying the opportunity and the support structures we work tirelessly to put in place to raise up, train and develop South African raw talent.

Please find attached a breakdown of the IMTA Travel package for contestants handpicked to participate with the associated costing. For any additional enquiries and clarifications please email director@33andme.co.za or questions or call 084 759 0677 and ask for Elsubie Verlinden.



TRAVEL PACKAGE BREAKDOWN:

The International Modelling and Talent Convention Package Includes:

International Model and Talent Association (IMTA) Package fee includes:

- International Model and Talent Association (IMTA) Participation fee
- **2 Intensive training bootcamps with IMTA Regional Director Elsubie Verlinden and 33 and Me Teachers before the IMTA Convention (60 Hours of Training):** Fashion Runway Techniques, Stage Presence, Fashion Print, TV Beauty, Make Up, Jean Modeling, Swimwear/Beachwear, Commercial Print, Model Spot, Singing, Dancing, Theatrical Headshot, Screen Test, Cold Read, Monologue, TV Real People, On Camera Host, TV Scene, Improve, Kids' Spot, Voice Over, Stage Acting, Call Backs and Open Interviews with Agents, Performance advice and training for Singers, Dancing rehearsals and choreography. **(Bootcamps take place in Gauteng: Accommodation, training and meals *included*, travel to Gauteng *excluded*)**
- **Bootcamp 1 will take place from the 15th – 17th of January 2021**
- **Bootcamp 2 will take place from the 9th - 11th of April 2021**
- **Media, branding and portfolio training**
- **Open Interview and Callback Training**
- **Admittance to all Workshops & Seminars at the IMTA Convention**
- **Enrolment in three (2) Official IMTA Performances** Fashion Print, Runway, TV Beauty, Make Up, Jean Modeling, Swimwear/Beachwear, Commercial Print, Model Spot, Singing, Dancing, Theatrical Headshot, Screen Test, Cold Read, Monologue, TV Real People, On Camera Host, TV Scene, Improve, Kids' Spot, Voice Over, Team Dancing/Singing/Fashion (Team)
- **Awards Night Banquet Ceremony**
- **Opportunity to win Trophies, Awards and Scholarships**
- **Open Interviews with attending Agents for every participant**
- **Exposure to Agents, Talent Scouts, Record Labels, Casting Directors, Acting Coaches and Managers of the highest caliber from NYC, LA, Asia and Europe**
- **Transport transfers between Hotel and Airport in New York**
- **7 Nights shared accommodation at the Hilton Hotel Midtown Hotel in New York City 17th of July 2021 (CHECK IN) – 24th of July 2021 (CHECK OUT)**
- **New York City Sightseeing Tour (17th of July 2021)**
- **IMTA Program Book**
- **Five full Convention Days**
- **Workshops of over 20 hours of instruction onsite at the IMTA Convention**
- **Professional photo shoot – Full day shoot includes 4 locations and 4 looks shot in Johannesburg, make-up artist, hair stylist, snacks and lunch on set**
- **Marketing material - 20 Headshots and 20 Comp Cards**
- **Portfolio shoot in Times Square and Brooklyn Bridge New York**

Additional and Optional Expenses NOT INCLUDED In This Package

- * **Extra Showcase Performances** are \$105 each (2 Competitions are included in the above 4 additional are compulsory by IMTA)
- * **It is compulsory to enter into 6 competitions, 2 are included therefore 4 competition selections must be done and added**
- * **Meals** (breakfast, lunch and dinner at Hotel are not included)
- * **Pocket Money**
- * **Any item not specifically listed above**
- * **16th of July 2021** Departure on SAA direct flight SA203 from OR Tambo at 20:50pm to JFK landing 17th of July 2021 at 06:40am
- * **24th July 2021** Departure on SAA direct flight SA204 AT 11:15am from JFK to OR Tambo landing 25th of July 2021 at 07:40am
- * **Travel and Medical Insurance and your American Visa and Passport**
- * **Contestant performance package**
 - Showcase DVD
 - Showcase Photography at IMTA

Please note meals, pocket money and cost for your passport and VISA are not included.

Total Package cost per artist: R79 980.00 (Excluding Flights)

1.9. Sponsors and Sponsorship

We would like to take this moment in closing of this document to thank you for taking the time to review this Sponsorship Proposal and for possibly allowing the dreams of young South African performing artists to be realized by your support.

In life we often do not get the opportunity to thank sponsors enough for their assistance and help in making our country a better and brighter place by allowing others hope that someone or an organization can lend a helping hand and create a brighter tomorrow.

We would like to take this moment to thank several previous sponsors of International Conventions.

City of Johannesburg for recently sponsoring 3 artists in full.

Municipalities in the North West (in particular Dr Kenneth Kaunda District Municipality) for sponsoring artists in full to attend.

OR Tambo District Municipality for sponsoring artists in full to attend.

Northern Cape Provincial Government and Treasury for sponsoring artists in full to attend.

Mangaung Metropolitan Municipality (Bloemfontein) for sponsoring artists in full to attend.

Department of Education – Mpumalanga and Department of Trade and Investment – KwaZulu Natal

DMS Attorneys for sponsoring an artists in full to attend the ARTS. Along with JDK & Partners and Impukane Medical Consulting. Air Menzies International SA for sponsoring 2 artists in full to attend.

In addition we would like to thank the hundreds of other sponsors that have allocated amounts where and when they could, collectively your efforts have allowed the dreams of dozens of South African artists to be realized.

IMTA South Africa Banking Details	
FNB Cheque Account	
Acc No#	628 3888 7597
Branch Code	250 655
Reference - <u>Name and surname</u>	

A wide-angle, low-angle shot of a bustling city street, likely Times Square in New York City. The scene is filled with tall, modern skyscrapers and older brick buildings. Numerous large billboards and advertisements are visible on the buildings, including one for 'THE LEGEND' and another for 'CIRCLE'. In the foreground, a statue of a man stands on a pedestal. The street is crowded with people walking, and the overall atmosphere is one of a vibrant, busy urban environment. The text 'SUCCESS STORIES' is overlaid in large, white, bold letters in the center of the image.

SUCCESS STORIES

NATHAN MULLER

I am what the industry would call a quadruple threat, (Singer, Dancer, Actor & Commercial Model) from Cape Town, South Africa. With 2 C.A.T.A awards under my belt.

I had the privilege to audition for the International ARTS Talent Showcase in 2017 in Cape Town, where I received 3 call-backs for Singing, Dancing and Acting, I was also awarded the most outstanding performer of the day. With my call-backs I had the privilege to attend the IATS Showcase at Silverstar Casino, Johannesburg. It was here where I had the opportunity to perform in front of world-renowned international judges, Nate Butler, Blaze Johnson, Rhayvnn Drummer & Blake Babbitt and received my official invitation to attend the International Model & Talent Convention in USA.

I wasn't ready for the Big Apple and made the conscious decision to move to Johannesburg where I joined the 33 And Me Agency team as an artist and talent scout, I gained the necessary knowledge about the entertainment industry, attending castings, booking commercials and gave back to other artists by giving them that "YES" to start their journey within the industry. Acting workshops hosted by Rhayvnn Drummer who is the Exclusive Casting Director for Tyler Perry Studios & Blake Babbitt from New York Film Academy. A music Business Workshop presented by the A&R for America's Got Talent, Singer/Songwriter and Music Producer, Nate Butler and Blaze Johnson from "The Voice—America". I gained so much insight and information that I had a much better understanding of the industry and felt ready for the next step.

With my change in mind set and being more focused on my own dreams, I received an email that had very good news, being chosen out of many artists who auditioned to be part of David Kramer's new musical, Langarm S.A-Male Ensemble with vocal solo (2018/2019) where I got to work face to face with, David Kramer, the musical legend himself. But the Lord wasn't done with me, 2 weeks later I received a call that made my heart skip a beat, I was also casted for another Broadway musical show I had auditioned for earlier in the year called, Kinky Boots S.A- Simon Snr & Angel Swing (2019/2020), It was definitely the Lords timing and blessing me with 2 musicals back to back was his way of saying "THANK YOU for giving back to other aspiring artists, it's now time to run your race".

As a professional working Artist in the industry I had the privilege to perform in productions such as Cape Town Carnival – Lead Dancer(2010 – 2015), Cape Towns Most Wanted (2016-2017), District Six musical – Archie, Hairspray musical- Seaweed, The Full Monty musical – Noah "Horse", Langarm S.A musical – Male Ensemble, Kinky Boots S.A musical – Simon Snr & Angel Swing and The Producers musical – Male Ensemble. Before lockdown I booked my first feature role in an international commercial for Perrier. "Nathan is an outstanding performer and the ultimate professional; he is definitely going places!" Laura Bosman, Director of Full Monty Musical.

"Star Quality PERFORMER" – Elsubie Verlinden Director of 33 and Me Agency



IVAN ENGELBRECHT



"Young and careless with absolutely no experience in the modelling industry, I found myself so fortunate to be scouted by Elsubie's delightful team to take part in the ARTS convention in Orlando. Never would I have dreamt of the many events that unfolded and the path of success that it led me to.

I met some of the most wonderful people. I gained invaluable insight into building lifelong relationships and taking advantage of opportunities.



I'm forever grateful to Elsubie that made every step possible. She was our mom, always listening and ready to help where she could. She continues her loving guidance and support for years since I left to work abroad."

I booked campaigns for:

D&G - most expensive line show in Palermo

D&G multiple times for e-commerce

Alcott LA (many times ecomm)

Boxeur Des Rues (multiple times)

Century 21 (multiple times)

ISAIA

Piazza Italia

Colmar



SIYA MPONTSHANE



I auditioned for Elouise at Kearsney College in 2017 on a cold and rainy day with my nerves playing tricks on me, but excited about what was to come. I auditioned for Dancing, Modeling and Singing. Much to my surprise, I received a callback to attend The International ARTS Talent Showcase later that year in Johannesburg at the Silverstar Casino. This is where the serious choice was to be made, do I really want to pursue my dream and make it a reality? This would require a lot more commitment to my craft. I decided to pursue my dream and attend the Showcase at Silverstar Casino. I met Elsubie - Director of ARTS Africa - unbeknown to me, Elsubie would later become a second Mom to me showing so much love and support! She truly wants the best for you. After performing at the Showcase, I waited for the callbacks and my phone to ring. I got my call :)

After all the preparation, I was set to embark on this International Journey that would change my life forever. It truly hit me that I was about to perform for top scouts from all various Companies and Brands when I stepped onto that International stage in Orlando, Florida. That's when you truly realize that all the sacrifice and work was worth it. The Convention was a memorable experience that will never fade!

At my callback session with International Industry Professionals, I met a Casting Director who informed me that she would like me to attend the New York Fashion Week in September 2019. I not only walked for the designer Dominion at New York Fashion Week, but also performed the opening piece for the show with my fellow South African friends. I have enjoyed this Journey walking the runway at the New York Fashion Showcase taking my Modeling International. I was in the opening production as well. This year is truly a blessing and my Journey to making my dreams a reality has only begun!

GINO LEE



My path with Elsubie started in 2012 where I was introduced to Elsubie at a Talent Auditions by a mutual contact, the amazing Juanita Smit.



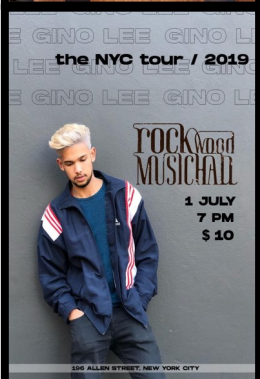
My first meeting with Elsubie and the team were brief and I ultimately was invited to perform at the 3rd IATS Showcase in Johannesburg. I'm a PE boy, so performing at such a prestigious event in JHB was a dream come true, not to mention being able to showcase my talent in front of world class agents and labels. This was only the beginning of my journey with Elsubie's team but I instantly felt like I was a part of something special. Part of a vision to make International Dreams Possible.

I was selected that year to perform at the Talent Convention in Orlando, Florida in 2013.

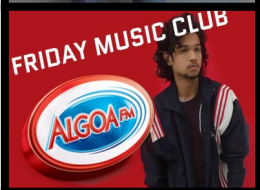


2013 was my Matric year so it was pretty hectic to balance my dreams and my school work but Elsubie and her team were behind me and the Port Elizabeth team every step of the way, holding bootcamps and photo shoots in our city where we were taught invaluable lessons about ourselves, our craft and the industry.

The week of the 2013 ARTS convention was definitely a defining moment in my life. I made so many epic memories, friends and contacts that would end up helping my career forward in the years to come. I was proud to receive a record 18 callbacks at the convention that year. I could not have dreamed to achieve that and my scholarship to the New York Film Academy without the guidance and help of the amazing mentors I had at 33 and Me.



When I graduated from High School I made the move to the Big Apple to study Acting for Film at the New York Film Academy. There, I was fortunate enough to perform at many prestigious venues, including the Apollo Theatre and "The Bitter End" where many greats like Lady Gaga had their start. The following year I worked in LA under an OPT VISA at a production company in Burbank and under the guidance of Producer/DJ Matt Henry at Skylight Studios in North Hollywood. I auditioned and was a part of many commercials and music videos shot in LA, namely for Jessie J, Bea Miller, Owl City and Aloe Blacc. I also was cast as a lead in a nationwide commercial for Land O' Lakes in the US.



After my 2 years in LA, I returned back to Cape Town and worked in the film industry scoring featured roles on SyFy Networks' BLOOD DRIVE and DEEP BLUE SEA 2. My first major single on radio also came out that year, 'Back To Me'. It received national acclaim on radio stations across the country and had tremendous success, scoring a spot on both the KFM top 40 and Algoa FM top 30 charts.



In 2018 I wrote and released my single *Only Get Better*, inspired by the silver lining through his uphill journey in the Big Apple and LA.

I went through a tough time that year working with people who didn't have my back, but when things got tough I was fortunate enough to connect up with big-time music executive (Republic Records, Hollywood Records) Jason Jordan from ONErpm who believed in my music. That same year I signed with ONErpm in New York City. My meeting with Jason Jordan can be traced back down the line of all the influential contacts that Elsubie and her team had given me over the years.



Most recently I have opened my very own recording studio, "River Road Records" in my hometown of Port Elizabeth, working with local and national artists using the skills and knowledge I've gained over the years in the industry. Its an exciting new chapter in my life and I'm so grateful to the 33 and Me family for also including me as the official vocal coach for this the 2021 IMTA!

Sonwabile Gingqishe

My name is Sonwabile Gingqishe (Immortal Soso), I am a 24 year old Industry Professional and a Talent Scout for The International ARTS Talent Showcase (Africa's Largest Talent Convention) and the best talent agency in the country, 33 and Me Talent Agency.

I have attained a lot in the industry on both National and International Stages. I excavated a name for myself after returning from America to book 3 National and International TV commercials including NIKE WORLDWIDE TV Commercial with Caster Semenya in solely one week. Up to this date, I have booked over 21 National TV commercials including the Global Citizen Concert Ad where he was promoting the likes of Beyoncé, Ed Sheeran, Jay-Z to name a few.

I have procured an international scholarship for The New York Film Academy. I have rendered several appearances on few National Soapies that he's currently partially working with THE QUEEN and SKEEM SAAM.

As an industry professional, I am working arduous to nourish and equip local talent and educate them about the industry. The International ARTS Talent Showcase endorsed me through my entire journey, from giving back to communities in the Eastern Cape Province to the industry.

Growing up I was not only consolidating on my craft but I was partaking in debates and public speaking competitions. After I assembled my matric I started my journey of following my dreams. I than relocated to Johannesburg to intensify my studies in performing arts at Oakfileds College. After my 3 years of studying at Oakfields, I then went back home to the Eastern Cape where I got an employment as a petrol attendant.

In 2017 I saw a post on Facebook regarding the International ARTS Talent Showcase, I took my chance and went, I was then awarded as a Top Overall Actor by Elsubie Verlinden and Elouise Janse Van Rensburg. I received an official Invitation for the 7th annual Showcase where I shared and performed In front of the international guest stars such as, Ms. Rhavynn Drummer - Exclusive Independent Casting Director for Tyler Perry Studios' in Atlanta, Mr. Nate Butler – Singer, Songwriter, Music Producer, A & R for America's Got Talent, Kids Says The Darnedst Things, The X-Factor – Season 3, Showtime at The Apollo with Steve Harvey, The Four Fox, Mr Blaze Johnson from The Voice America and The New York Film Academy. I then went to America after obtaining an invitation to represent South Africa I came back with 5 call-backs including Tyler Perry Studios, NYFA and an International Scholarship to Study at The New York Film Academy.

With my experience I work as a Talent Scout to make other people's dreams a living reality. I am currently working with 2 National Soapies namely Skeem Saam and The Queen as an extra feature. I live by my motto "No matter where you come from success don't need a visa"

