

Red carpet treatment for Loeries

In line with international festivals, the 33rd Annual [Loerie](#) Awards have upscaled and this year the festival weekend, 16-18 September 2011, features black tie affairs, with red carpet, at its new venue, the Cape Town International Convention Centre (CTICC). Tickets to the awards ceremonies are limited to 1500 per night and an additional 1000 tickets will be available for the Official Party.



"This year, the awards ceremonies will focus on the award-winning work. Slick and entertaining, each night will start at 7pm and run for no longer than two hours. For the first time, we will be hosting the Official Party at the same time as the awards on the Sunday evening and this will include a live feed," says Andrew Human, CEO of the Loeries.

Associated Magazines will be hosting a party on the Saturday to celebrate the winners of the evening.

Official party

The Official Party will be at the Fez, near the CTICC, allowing junior agency staff to watch the awards on the live link, while everyone attending the awards will be able to join the party as soon as the last statue is handed out. The venue is a five-minute walk from the CTICC and shuttle services will be running between the two venues.

The party will be an opportunity for everyone in the brand community industry to get together in one place - something that agencies and marketers have been asking for - and will include a lineup of live acts and top DJs.

"We have received feedback from our major industry bodies, including the Creative Circle, Commercial Producers Association, Brand Design Council and the Association for Communication and Advertising and everyone agrees it will be better to have all the agency functions on the Saturday and one official party on the Sunday," adds Human.

Ticket sales

Tickets sales open mid April 2011 and ticket holders to either night's awards will have automatic entry to the Official Party. Tickets to the party can be bought separately for those not attending the awards. Those holding only tickets to party, will be able to watch a live broadcast of the awards on the Saturday evening at a local cinema.

Other events

Once again, registration for all delegates will be at the Grand Daddy Hotel. The festival weekend will be officially opened with the Mayor's Welcome on the Friday Evening, followed by the Battle of the Bands. The Student Portfolio Day will be held again on the Saturday morning, followed by a day of networking along the Camps Bay strip.

Sponsors

The major sponsors of The 33rd Annual Loerie Awards are Cape Town Tourism, The City of Cape Town, Gearhouse South Africa. Additional sponsors and official suppliers include Brandhouse, Greensky, Sappi, Vodacom Mobile Media, Adobe, Aon South Africa, Hetzner, Lasernet, Waterfront Studios, Gallo Images, Paygate, Ornico Group, Rocketseed, Newsclip, Grand Daddy Hotel, Cape Town Partnership, Ultra Litho, Graphica, BEE Online, ARC Telecoms, Tempest Car Hire, Think iT Solutions, Services Seta, Backsberg, ADreach, Vega the Brand Communication School, Design School South Africa, Draffcb Johannesburg, Ads24, GreaterCapital, Southern Sun Hyde Park Sandton, SilverstoneCIS, Injozi, Pollen, Mail Gloo, Mesh, LifeSense Financial Services, Associated Magazines and Commercial Producer's Association.

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