

YOUR HELPFUL GUIDE FOR A SUCCESSFUL CEO SLEEPOUT™

DEAR FELLOW AGENT OF CHANGE

THANK YOU FOR REGISTERING TO PARTICIPATE IN
THE 2016 SUN INTERNATIONAL CEO SLEEPOUT™ ON 28 JULY 2016.
WE SALUTE YOU FOR RISING TO THE CHALLENGE,
WITH YOUR EXCEPTIONAL COLLEAGUE,
OUTSTANDING STUDENT AND INSPIRATIONAL MATRIC LEARNER.

AS THE #4LEADERS4CHANGE, YOU'RE THE VITAL MESSENGERS,
CALLING OUT THAT #SOUTHAFRICAMUSTRISE.

WE'RE EXCITED TO WELCOME YOU TO THE NELSON MANDELA BRIDGE,
AND START THE JOURNEY TO POSITIVE SOCIAL CHANGE.

THE BIG NIGHT IS FAST APPROACHING, AND ALL INFORMATION YOU
WILL NEED FOR THE EVENT IS COVERED IN THIS GUIDE.
PLEASE READ IT CAREFULLY AS YOU PREPARE FOR YOUR NIGHT
ON THE BRIDGE, AS IT WILL HELP ENSURE A SAFE AND
SUCCESSFUL SLEEPOUT™.



HAND-IN-HAND WITH

FAQs

You should have received The CEO SleepOut™ Tool Kit when you registered. They are also attached to this email, in addition to which the FAQs can be found at www.theceosleepoutza.co.za/faqs.

They outline the Event's ethos and positioning, and offer vital tips on what to bring – and what to leave behind. Please peruse these in detail.

LOGISTICS

THE CEO SLEEPOUT™ APP:

- Please download The CEO SleepOut™ App from your app store, available on Apple and Android devices.
- The App will contain an important barcode that will be required in order to gain entry to the event. ***You will also need your ID book/card for entry.***
- The App is also the key to the unique CEO SleepOut™ Virtual Wallet, with which you can buy items and earn money by helping others on the night.

ARRIVAL AND DEPARTURE:

- Arrival and accreditation at The Nelson Mandela Bridge officially opens at 18h00 sharp on Thursday 28 July 2016.
- All **CEO/ C-Suite Hosts** and **Inspirational Matric Learners** will enter The Nelson Mandela Bridge from the **Braamfontein** entrance.
- **Exceptional Colleagues, Outstanding Students, and Media** will enter The Nelson Mandela Bridge from the **Newtown** entrance.
- Departure from The Event officially closes at 06h00 on Friday 29 July 2016.
- Emergency/unexpected departures during the course of the event will be facilitated via safe walks to the respective Parking Areas, available for the full 12 hours of the event.

PARKING:

- Please make your way to your designated Parking Areas, even if you are being dropped off.
- This is where the formal registration, including the signing of indemnity forms, will take place.
- Parking opening times:
17h00 to 20h00 on Thursday 28 July 2016.
04h00 to 08h00 on Friday 29 July 2016.
- Safe walks will be provided from the Parking Areas to The Nelson Mandela Bridge.

CEO/C-SUITE HOSTS PARKING:

Liberty
 I Ameshoff Street
 Braamfontein
Co-ordinates: -26.191219, 28.034361

MATRIC LEARNERS PARKING:

Arbour Square
 86 Juta Street
 Braamfontein
Co-ordinates: -26.1947, 28.03651

EXCEPTIONAL COLLEAGUE and OUTSTANDING STUDENT and MEDIA PARKING:

Newtown Junction
 Corner Miriam Makeba Street and
 Gwigwi Mrwebi Street
 Newtown
Co-ordinates: -26.200790, 28.032861

ON THE NIGHT:

The CEO SleepOut™, in association with its aligned 2016 Champions, will be providing:

- Scarves and Beanies: courtesy of QANTAS (Contributing Sponsor)
- Sleeping Bags: courtesy of Makro (Contributing Sponsor)
- Wood: courtesy of Makro (Contributing Sponsor)
- Amenity Kits: courtesy of QANTAS (Contributing Sponsor)
- Cardboard: courtesy of Attacq (Contributing Sponsor)
- Soup: courtesy of Tsebo Solutions Group (Contributing Sponsor)
- Water: courtesy of Tsebo Solutions Group (Contributing Sponsor)
- Coffee / Tea / Hot Chocolate: courtesy of Ciro and Douwe Egberts (Contributing Sponsor)
- All the items listed above will need to be earned on the night!
- The more you help, and take part in exciting activities created by Brand South Africa: Play Your Part and the respective Champions, the more you will be rewarded with credit in your Virtual Wallet, housed in The CEO SleepOut™ App.

MANDATORY MUST-BRINGS:

To kick-start your Virtual Wallet credit, it is mandatory to bring with you the following items:

- A previously loved (clean and laundered) full **outfit** of informal clothing, including shoes, which will be showcased by The AIG Pop-Up Shop (Contributing Sponsor).
 - **R10** in cash to purchase a copy of the Homeless Talk: HopeTalk Special Edition, as showcased by Caxton CTP Printers & Publishers and Caxton Local Media (Media Suite Partner) and driven by Adams & Adams (Stakeholder Legal Partner).
 - A **book/s** for either Early Childhood Development, School Learners or Young Adult Students, which will be showcased by Brand South Africa: Play Your Part (Stakeholder and Legal Partner).
 - A warm winter **blanket**, which will be showcased by The Star: Independent and Operation Snowball (Media Suite Partner).
- All items from the event and those listed above will be Paid Forward not only to The CEO SleepOut™ Beneficiary Partners but – importantly – to the homeless communities in Braamfontein, the CBD and Newtown.
- 500 members of the homeless community have been invited to The Nelson Mandela Bridge at 07h00 on Friday 29 July 2016, in collaboration with The Gift of the Givers and The Star: Independent. Here they will be able to take away food, clothes, sleeping bags, and blankets that were collected and made on the night.

As a general guideline, also don't forget:

- Your Identity Document.
- Warm clothes. This is mid-winter, and you will be outdoors. A warm heart will help too.
- Your personal medications.
- A smartphone or tablet to engage with us on social media using #CEOSleepOut2016, and share your experience.

Please refrain from bringing:

- Luxury bedding: pillows, duvets etc. The aim is to commit to sleeping rough for one night.
- Valuables. While a secure storage area will be provided, we suggest you do not bring extremely valuable items, or extra and unnecessary electronic equipment.
- Alcohol. All alcohol is strictly prohibited as this is time for reflection.

NOTE:

Trade and Industry Minister Rob Davies, has declared The 2016 Sun International CEO SleepOut™ a Protected Event under the Merchandise Act. This means it is an event of national importance, with significant social impact, for protection.

It is the only non-sporting event to have received this status in South Africa, and ranks the event in the same league as the 2010 FIFA World Soccer Event.

** Darren Oliver: Partner Adams & Adams, Trustee: The CEO SleepOut™ Trust*

CONTACTS:

Should you need more information please contact:

- Safety & Security, Eyethu Events: phil.prinsloo@eyethuevents.co.za – +27 (0)83 667 7377
- Event Logistics, Battalion: sophie@battalion.co.za – +27 (0)74 963 3021
- Engagement Manager: karen.ballantine@theceosleepoutza.co.za – +(0)84 488 1898

A big thank you, once again, for your participation. Your involvement and commitment to change is nothing short of inspirational – and we can't wait to engage with you on The Bridge, where change happens.

**“WE MUST USE TIME WISELY AND FOREVER REALISE THAT THE TIME
IS ALWAYS RIPE TO DO RIGHT.”**

– NELSON MANDELA –