



## PRESS RELEASE

For immediate release

### **SUPPORTING LOCAL COMMUNITIES: LETSHEGO BOTSWANA LAUNCH PARTNERSHIP WITH BTV'S 'THE EYE' PROGRAMME AND HORIZON MEDIA THROUGH A P4 MILLION SPONSORSHIP**

- Letshego Botswana sponsors Btv's The Eye Programme with a P4 Million sponsorship deal, the first of its kind at Btv.
- The dedicated sponsorship aims to provide unique opportunities for growing Botswana's MSEs in the arts, recreation and entertainment industry sector.
- 52 weekly episodes of The Eye program will be aired on Botswana Television 1's (Btv1's) evening prime time slot on a weekly basis.
- The sponsorship package includes developing and featuring 26 episodes of LetsGo Financial Wellness on Btv's Channel 290 and Botswana Television 2 (Btv2).

**August 4, 2023; [Gaborone, Botswana]:** Letshego Botswana recently launched their strategic partnership with the Department of Broadcasting Services (DBS) and Horizon Media having sponsored Botswana Television's (Btv's) P4 Million sponsorship of the popular Botswana Television's (Btv) The Eye Program over the period of a year, the first sponsorship deal of this kind at Btv.

The historic sponsorship deal reflects Letshego Botswana's step strategic intent to collaborate and build robust relationships that will allow them to support Individuals and Micro and Small Entrepreneurs enabling their customers to reap tangible value and increased benefits from the financial support they get from Letshego Botswana. Through this flagship sponsorship, the partners are taking the lead towards empowering Small and Micro Entrepreneurs (MSES) to develop content for local and international consumption, and the welcome opportunity to showcase Botswana's unique talent to the world.

**Letshego Botswana's Chief Executive Officer, Kgotso Bannalotlhe** said, *"This partnership aims to provide unique opportunities for growing Botswana's Micro and Small Entrepreneurs (MSEs) in the arts, recreation and entertainment industry sector. By partnering with The Eye program, we will be able to extend our brand's reach and reiterate the extent to which Letshego is committed to improving lives, accelerating financial inclusion and delivering a positive social impact for Batswana over the past 25 years."*

The 52 weekly episodes of The Eye program will be aired on Botswana Television 1's (Btv1's) evening prime time slot on a weekly basis. As part of the sponsorship package, Letshego Botswana will receive advertising slots to promote their wide bouquet of products aimed at **Improving Lives** for Batswana and demonstrating ways that they can provide them with convenient financial access and support.

The Eye's 26 LetsGo Financial Wellness episodes on Btv's Channel 290 and Botswana Television 2 (Btv2) teach Batswana various financial skills, including personal financial management, budgeting, and investing. LetsGo Financial Wellness is designed to provide viewers with informative and engaging content that can help them to improve their financial literacy.

**Letshego's Group Chief Executive, Aupa Monyatsi** said, *"This strategic partnership serves as a perfect platform to bring the pioneering Letshego story to every household in*

*Botswana. LetsGo Financial Wellness will educate Micro and Small Entrepreneurs (MSEs) about the opportunities and challenges of owning and growing a small business. This is important since Micro and Small Entrepreneurs often face steep financial challenges when it comes to growing their business. At Letshego, we pride ourselves in being their ideal financial services partner to help drive that growth for Micro and Small Entrepreneurs.”*

LetsGo Financial Wellness also educates members of the public, families and communities on practical ways to utilise their hard-earned funds for productive purposes such as housing, education, healthcare or starting a small business or a side hustle to gain additional income to generate wealth and progress their dreams.

Having 22 years on-air, The Eye is Botswana Television’s longest running current affairs programme that has grown to become a household name, enjoying a wide demographic of viewership across Botswana. Hosted by Omphile Sehurutshe, the program has a reputation for high standards of investigative journalism, covering political events and important and emerging issues of economic development such as Housing, Healthcare, Education, Utilities, and others; with top representatives of those sectors and organisations invited to the program to discuss and debate on issues that affect Botswana.

To develop content for the partnership, Letshego Botswana will be collaborating with Horizon Guide Media, a local youth citizen-owned company based in Gaborone. Horizon Guide Media has been appointed by the Department of Broadcasting Services to partner with Letshego Botswana to produce current affairs content jointly with local producers and film experts to tailor make film and video production solutions for Botswana.

**ENDS.**

#### **About Letshego Botswana**

*Letshego Financial Services Botswana (Letshego Botswana) opened its doors in 1998 in Gaborone, Botswana. As a subsidiary of the Letshego Group, Letshego Botswana has steadily grown into a leading financial services provider. The company contributes approximately 40% to Group profits. In addition to formally employed individuals in government, parastatal and private sectors, it has made inroads into servicing low to middle-income earners in the private sector. Letshego has further diversified its offering to include an Affordable Housing Solution as well as offering financial assistance to Micro and Small Enterprises. In recent years, Letshego Botswana has been engaged in its Improving Lives Campaign that encourages customers to use their loan proceeds towards productive rather than consumptive lending in order to improve their lives. For more information, please visit: <https://www.letshego.com/botswana>, [letshego.letshego.com](http://letshego.letshego.com), Facebook @Letshego Botswana.*

#### **About Horizon Media**

*Horizon Guide Media (Pty) Ltd is a 100% youth and citizen-owned company based in Gaborone, Botswana. We are an emerging Broadcasting and Media Production brand with roots in Botswana. We are a proud partner of the Department of Broadcasting Services and gradually growing our clientele with strong corporates that seek to leverage Television and On-Demand broadcast platforms to grow their mandate in Botswana or beyond the borders of Botswana.*

*Botswana is our roots, Africa is our reach.*

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