

# PROFILE & RATE CARD





# ABOUT

Sipho "Alphi" Mkhwanazi is an innovative creative who is passionate about sharing authentic and compelling lived experiences on various platforms. A Brand and Strategic Communications practitioner by profession, Alphi takes pleasure in telling the stories that matter.

As a seasoned event host, Alphi is a highly sought-after MC for various kinds of events. His style, humour and wit make him a great fit for functions or varied audiences.

A travel enthusiast and overall social media maverick, Alphi enjoys the thrill of creating and curating content that sends his audiences on a journey of discovery and enlightenment. His thought-pieces are rich with hues of humour, education, inspiration and sheer fun.

Alphi is also an entrepreneur with interests in various enterprises where he is making an impact in the corporate space.

His academic training enables Alphi to understand the importance of synergy amongst all the touchpoints of a brand and he effectively applies this knowledge in all his work..

Alphi has become a household name through his viral social media videos, extensive media interviews and now television presenting.



**Alphi has mastered the art of attention and engagement and this has seen his online following and popularity grow exponentially in South Africa and even abroad**



# CONTENT CREATOR & MEDIA PERSONALITY

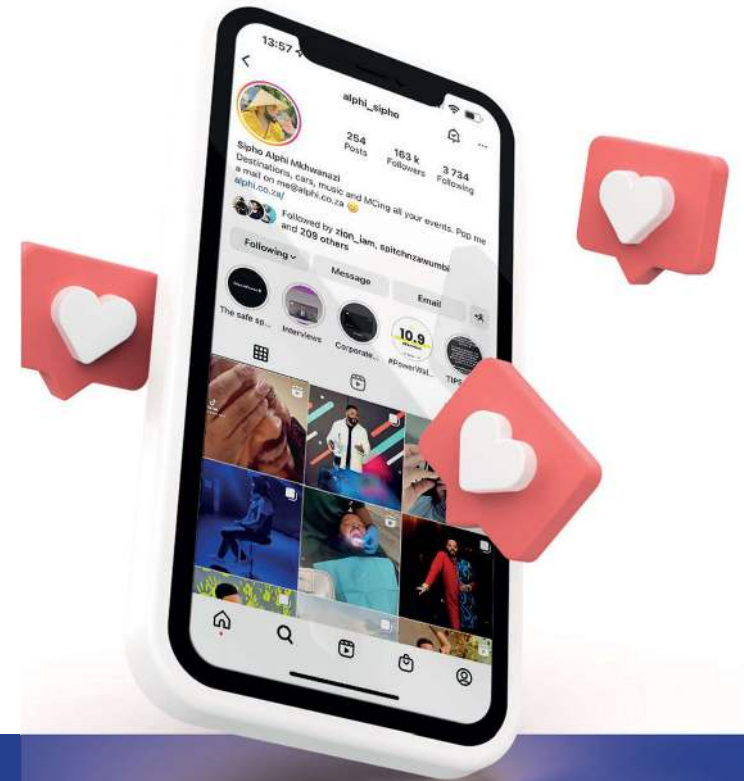
Alphi creates amazing and wordclass content through his humorous and relatable approach. He commands a huge legion of social media followers who love and share his content all over the world.

Alphi has worked on various campaigns with international brands such as Netflix, Fanta, Vodacom, Standard Bank, TikTok, PPS and Tiger Brands just to name a few..

He produces highly impactful and engaging content that generates high numbers of impressions and a large following.

In June 2022, Alphi hit a milestone of a 1 million views on a video he curated for a campaign with Vodacom - further testament to his ever growing influence and impact on online communities.

He is also the host of 2 television shows: Let There Be Laughter on OneGospel (DSTV channel 331 and Umthwalo on Mzansi Magic (DSTV channel 161).



## Social Media Numbers:

-  **420K** followers  
**5M** likes
-  **160K** followers
-  **35K** followers
-  **30K** followers

\*Full stats and analytics available upon request



# EVENT HOST & SPEAKER

Your choice of a master of ceremonies is vitally important for the success of your event. This individual sets the tone and drives the correct energy for the function.

Alphi has set himself apart as an MC of note through this tailored approach for different audiences that he stands in front of. He is often quoted as saying, "I operate on the currency of trust with my clients, to understand their needs and deliver their desired experience."

Using a combination of humour, wit, research and a general love for people, he keeps audiences riveted and entertained, but is also well-skilled in driving a programme in an orderly and timely manner.

For corporate clients, mainly, Siphon takes the time to research the company and event he is assigned to serve to ensure a seamless performance for the day.

Whether you are hosting a corporate event, a celebration or entertainment event, Alphi is the man for the job - to take charge of the microphone as your MC.

Alphi speaks passionately and with great insight on various topics that are close to his heart. As someone who feels strongly about the empowerment of others, his talks always leave audiences encouraged, educated and inspired to reach the highest of heights in their respective fields of work and influence.

Besides being a well-read experienced professional, he often shares from his personal life which enables him to connect with audiences on a level which most cannot.



# WRITER

Through his experience in the communications and PR spaces, Alphi is able to translate hard-hitting topics and issues to a form that can be easily understood and enjoyed - in an accurate manner.

He is a regular contributor to various publications, including XploreZA where he writes for the lifestyle section of the magazine. His style of writing invites readers from all social standings and backgrounds to enjoy his content and gain insights on motoring and domestic travel.

Once again, as an individual who is socialable and well-travelled, he possesses a treasure of experiences, knowledge and wisdom. These enrich his readers who enjoy his simple but artistic approach of writing.

After having frequently travelled all nine provinces in South Africa and our neighbouring countries, Siphon has taken an interest in curating content that is relatable and inclusive to a wide audience of people. This brought about the rise of #AlphiExplores, an online blog/hashtag that profiles the various destinations and secret gems that Alphi explores.

He also writes academic and researched pieces, which enable him not only to contribute content to campaigns but also strategic insights for his clients.





### SOME BRANDS ALPHI'S WORKED WIT



Mercedes-Benz



XploreZA



momentum



NETFLIX

L'ORÉAL PARIS makro





# RATE CARD

<b>Tweet</b>	<b>R18 750</b>
<b>Tweet with link</b>	<b>R23 500</b>
<b>TikTok Video</b>	<b>R50 000</b>
<b>Instagram Post</b>	<b>R44 000</b>
<b>Instagram Story</b>	<b>R32 000</b>
<b>Instagram Reel</b>	<b>R50 000</b>
<b>Facebook Post</b>	<b>R25 000</b>

## MCing & Event Appearance Fees:

<b>Weddings within Gauteng</b>	<b>R19 000</b>
<b>Weddings outside Gauteng</b>	<b>R25 000</b>
<b>Small-medium events/ functions</b>	<b>R32 000</b>
<b>Corporate functions</b>	<b>R50 000</b>
<b>Event appearances (2 hours)</b>	<b>R19 000</b>

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