



JOHNNIE WALKER
Blue Label
PRESENTS

THE ASCOTS

AT THE HOLLYWOODBETS DURBAN JULY

04 JULY | HOLLYWOODBETS GREYVILLE RACECOURSE



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PRESENTS

THE ASCOTS

AT THE HOLLYWOODBETS DURBAN JULY

IN PARTNERSHIP WITH

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THE ASCOTS

Aline Media Group proudly presents the debut of The Ascots - a bold new chapter in the evolution of The Hollywoodbets Durban July Experience.

A world-class fusion of music, hospitality, and elevated culinary excellence, The Ascots welcomes internationally acclaimed artists Bryson Tiller, Masego, and Swae Lee to the Durban July stage for the very first time, alongside South Africa's finest talents, including Cassper Nyovest, Shekhinah, Elaine, Tresor, Akio and Asvnte.

Set on the Southern Lawns of Hollywoodbets Greyville Racecourse, this exclusive boutique festival experience will host an immersive celebration of culture, sound, and sophistication.

From exceptional cuisine and premium hospitality to world-class production curated by South Africa's leading event specialists, every detail has been designed to deliver a seamless, high-calibre journey from arrival to final act. More than an event, The Ascots signals a defining shift in the future of the Hollywoodbets Durban July experience.



THE ASCOTS INTERNATIONAL ACTS

GRAMMY NOMINATED

BRYSON TILLER

is an American singer, songwriter, and rapper from Louisville, Kentucky, best known for blending smooth R&B melodies with trap-inspired beats a sound often referred to as “trap soul.” He rose to fame in 2015 with his breakout hit “Don’t,” followed by his debut album Trapsoul, which became a major influence on modern R&B. Known for his emotional lyrics, laid-back delivery, and introspective style, Tiller has released successful projects including True to Self, Anniversary, and his self-titled album Bryson Tiller. Over the years, he has collaborated with artists like Drake, Rihanna, and DJ Khaled, helping shape the sound of contemporary R&B and hip-hop.



A portrait of Masego, a Jamaican-born musician, sitting in a room with warm, orange-toned walls. He is wearing a bright yellow jacket over a dark shirt and a beaded necklace. He has short dreadlocks and is looking directly at the camera. A window with multiple panes is visible in the background on the left.

GRAMMY NOMINATED

MASEGO

is a Jamaican-born musician and singer known for incorporating the saxophone into his music. Masego released two EPs in 2016, The Pink Polo EP with Medasin, and Loose Thoughts. He gained widespread attention with his collaborative record with FKJ called "Tadow" in 2017. In 2018, he released his debut album Lady Lady. His album "Studying Abroad: Extended Stay" got nominated for the 2022 Grammy Awards in the "Best Progressive R&B Album" category.



GRAMMY NOMINATED

SWAE LEE

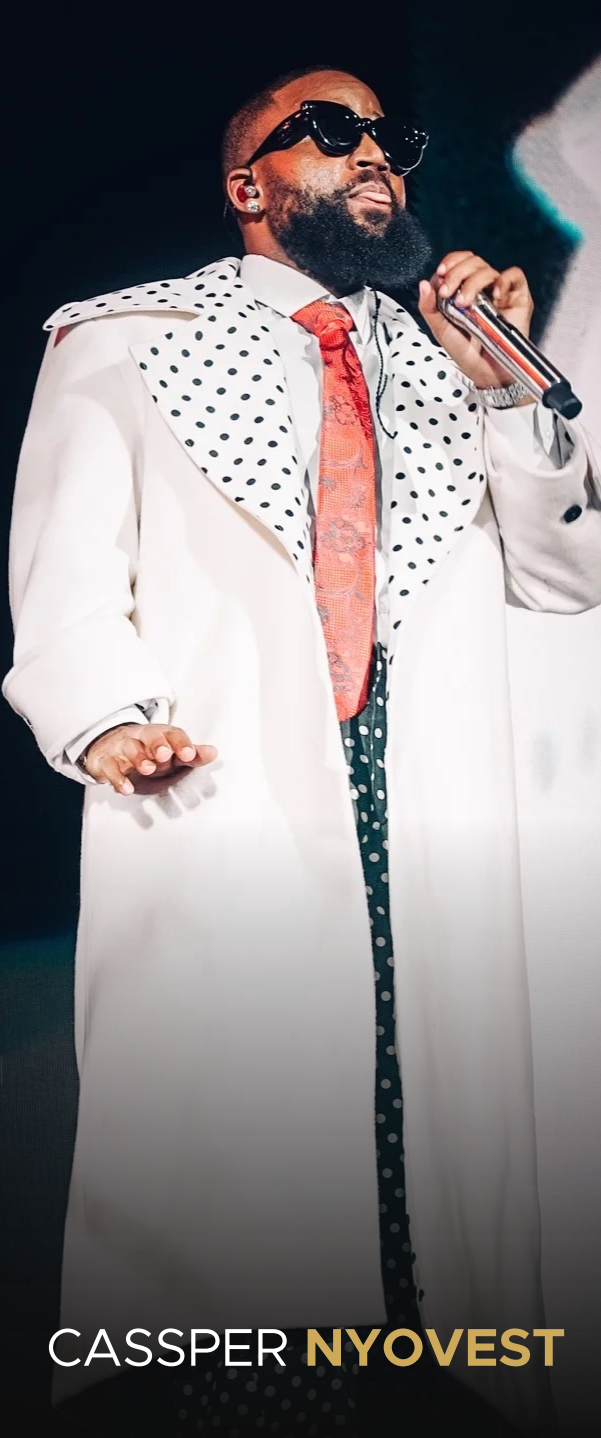
Khalif Malik Ibn Shaman Brown, better known as Swae Lee, is a singer, rapper, and songwriter celebrated for his silky vocals, melodic hooks, and genre-defying sound. Raised in Tupelo, Mississippi by a single Nigerian-American mother and alongside his brother Slim Jmimi, he emerged as one half of the Grammy-nominated duo Rae Sremmurd, who exploded onto the scene in 2014 with hits like "No Flex Zone," "No Type," and the viral smash "Black Beatles."

Swae Lee has also made an indelible mark as a solo artist. His collaborative feature with French Montana on "Unforgettable" (2017) soared to No.3 on the Billboard Hot 100 and earned 9x platinum status. His voice next dominated global charts with "Sunflower" alongside Post Malone (2018), featured on the Spider-Man: Into the Spider-Verse soundtrack. The song not only reached No.1 on the Hot 100, but also became 20x platinum in the U.S., making history as the first ever "double diamond" certified track.

His solo debut album, Swaecation, arrived in 2018 as part of Rae Sremmurd's triple-album SR3MM, showcasing his smoother, more melodic side.



THE ASCOTS SPECIAL GUESTS



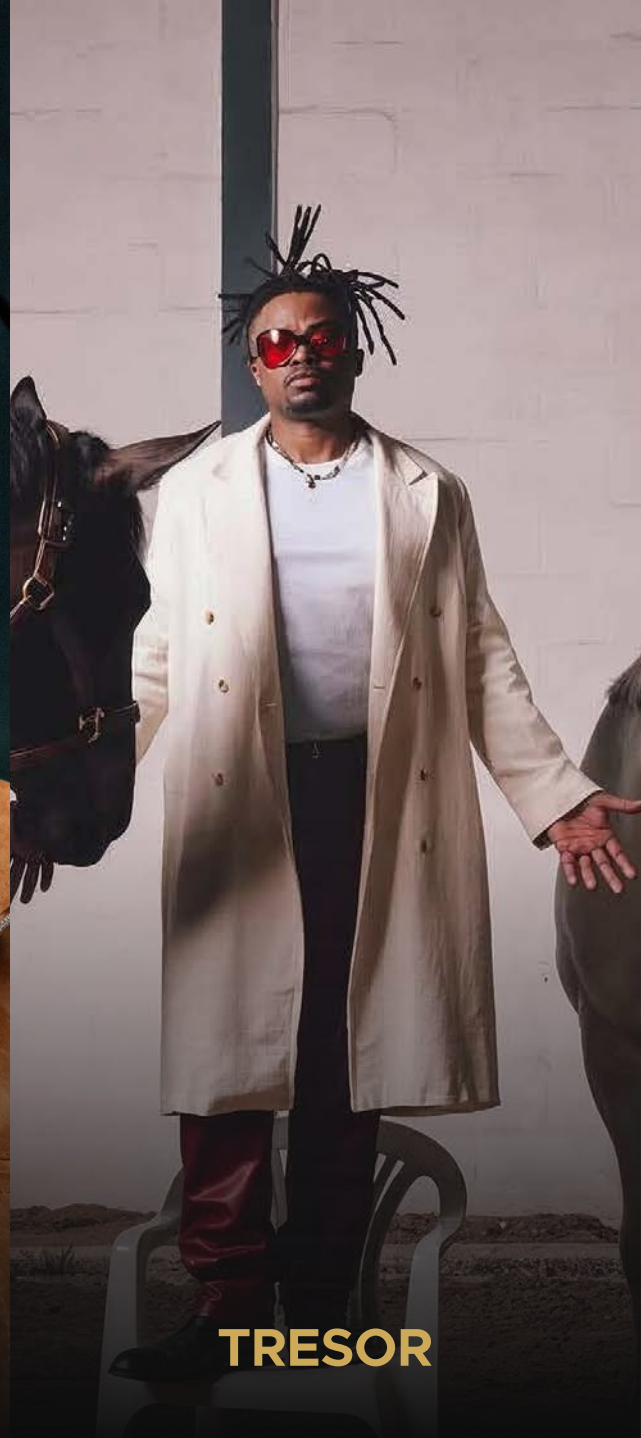
CASSPER **NYOVEST**



SHEKHINAH



ELAINE



TRESOR

The background image is a dark, high-contrast photograph of a large stadium, likely Ascot, filled with spectators. The stands are packed with people, creating a textured, starry effect against the dark background. In the foreground, the silhouette of a person is visible, looking out towards the stadium. The overall mood is mysterious and grand.

THE ASCOTS SOUNDS **BY**



ASVNTE



AKIO

The background of the entire page is a dark, high-contrast image showing the silhouettes of several horses in motion, likely running or galloping. The horses are dark against a lighter, hazy background, creating a sense of speed and energy. The text is overlaid on this image.

THE ASCOTS TICKETS & **TABLE PACKAGES**



THE LAWNS

JOHNNIE WALKER
Blue Label

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THE ASCOTS

AT THE HOLLYWOODBETS DURBAN JULY

R2750.00

1 Racecourse Ticket

1 Ascots Lawns Ticket

Premium Brand Experiences

Prime Front Facing Stage Views

Cocktail Tables

Access To Cash Bars

Access To Food Vendors

Live Entertainment

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BERRY GROVE

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THE ASCOTS

AT THE HOLLYWOODBETS DURBAN JULY

R100 000.00

10 Racecourse Tickets
10 Terrace Lounge Tickets
Reserved Lounge Pocket
Premium Brand Experiences
2 Johnnie Walker Blue
1 Premium Cognac
1 Don Julio Reposado
2 Laurent Perrier Brut
2 Whispering Angel
Waiter Concierge (Bottle Service)
Harvest Table Access
Signature Roaming Meal Service
Live Entertainment

THE TERRACE



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PRESENTS

THE ASCOTS

AT THE HOLLYWOODBETS DURBAN JULY

R150 000.00

- 10 Racecourse Tickets
- 10 Sky Club Tickets
- Reserved Lounge Pocket
- Access to The Ascots Sky club & Terrace Exclusive area
- Premium Exclusive Brand Experiences
- 2 Johnnie Walker Blue
- 1 Premium Cognac
- 1 Don Julio 1942
- 2 Laurent Perrier Brut
- 2 Whispering Angel
- Waiter Concierge (Bottle Service)
- Harvest Table Access
- Signature Roaming Meal Service
- Live Entertainment

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P R E S E N T S

THE ASCOTS

AT THE HOLLYWOODBETS DURBAN JULY

FOR TABLE BOOKINGS

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