

# LESOTHO

A Cultural Heritage Docu-Series (2026)  
By African Untold Stories foundation



*The African Untold Stories Foundation (AUSF)* is dedicated to preserving Africa's cultural identity through world-class documentary storytelling. Our 2026 flagship series explores Lesotho, the Mountain Kingdom celebrated for its unique traditions, Basotho identity, highland lifestyles, and vibrant cultural heritage.

This pitch deck outlines the concept, objectives, budget, team, and partnership opportunities for investors, sponsors, tourism bodies, and cultural institutions.

## Lesotho Cultural Heritage Docu-Series

**Working Title:** Untold African Stories Lesotho

**Format:** 6 episode documentary series

✦ **Episode Duration:** 180 minutes (30 minutes per episode)

**Series Focus:** Lesotho's culture, heritage, festivals, arts, lifestyle, landscapes, and the Basotho identity.

# Why Lesotho?

**Lesotho** is one of Africa's most culturally distinct nations an enclave country where traditions remain deeply rooted in identity and community.

Key cultural strengths include: - The Basotho blanket tradition and cultural symbolism

- Highland lifestyle shaped by mountains and rural life - Traditional music, dance & crafts

- Pony trekking culture and horsemanship

- Unique festivals such as Moshoeshoes Day & cultural celebrations

- Warm communities preserving deep heritage

Lesotho offers untold stories ready to be showcased to the world.



# Project Objectives

## *Cultural Preservation*

Capture and archive traditions, stories, and artistry of the Basotho people.

## *Tourism Promotion*

Showcase Lesothos authentic heritage to attract global cultural tourists.

## *Community Empowerment*

Collaborate with local custodians, artists, and youth through storytelling & engagement.

## *Authentic African Narratives*

Produce globally marketable content highlighting lesser-known African cultural gems.

# Episode Concepts

**Episode 1: The Mountain Kingdom**  
Basotho identity, the highlands, and life intertwined with nature.

**Episode 2: The Basotho Blanket**  
History, craftsmanship, meaning, and symbolism.

**Episode 3: Festivals & Celebrations**  
Moshoeshoes Day, cultural gatherings, and national pride.

✦ **Episode 4: Music, Dance & Oral Traditions**  
Traditional songs, dances, poetry, and generational storytelling.

**Episode 5: Basotho Pony Culture**  
Horsemanship, rural travel, and cultural value.

**Episode 6: Food, Crafts & Everyday Life**  
Traditional Basotho cuisine, crafts, and community living.

## *Filming Style*

- Cinematic mountain landscapes
- Immersive community-based interviews
- Drone footage showcasing Lesothos highlands
- Story-driven narrative focusing on people, identity, and traditions

## *Production Team (Proposed)*

- Director
- Producer
- Cultural Research Lead
- Videographers & Drone Pilot
- Photographer
- Local cultural guides

# Impact for Partners & Sponsors

## *Brand Visibility*

Showcased on streaming platforms, cultural events, exhibitions, and global marketing.

## *Tourism & Trade Promotion*

Enhanced visibility for Lesothos cultural destinations, businesses, and national identity.

## *Community Impact*

Income opportunities, youth training, and digital preservation of heritage.

## *Legacy Contribution*

Creating long-term cultural archives for future generations.

# Target Audiences

- Cultural tourism travellers
- Diaspora communities
- Global documentary enthusiasts
- Schools & universities
- Cultural ministries
- Media platforms and broadcasters

## Timeline (Proposed)

- *July - August 2026: Pre-production, research & partnerships*
- *November - December 2026: Filming across Lesotho*
- *January - February 2027: Post-production & editing*
- *May - June 2027: Official Launch*

*Executive Director \_Joseph Kafunda*  
Founder of AUSF, leading African cultural documentation projects across the continent.

*Film Director \_Rethabile Stephen Morake AKA Captain Shylock*  
Local Tourist Guide with experience in Basotho cultural narratives and documentary direction.

*Videographer & Drone Pilot \_To be Confirmed*  
Drone pilot and cinematographer capturing aerial and ground footage with DJI Mavic Air 2 and Canon 5D Mark III.

*Cultural Research Lead \_To Be Confirmed*  
Specialist in Lesotho anthropology, heritage studies, and cultural authenticity.

*Production Crew \_Namibia, Ghana, Nigeria, Tanzania & Lesotho*  
A multidisciplinary African creative team collaborating across borders.



***Project:*** Untold African Stories Lesotho (2026)

***Format:*** 6 episode documentary series

***Purpose:*** Cultural preservation, tourism promotion,  
and global visibility for Lesotho

***Why Invest:***

***High cultural value, global distribution potential, strong tourism impact, long-term legacy.***

# Sponsorship Tiers

**BRONZE**  
S P O N S O R

**\$5,000**

- Logo in end credits
- Social media mentions (2 posts)
- Behind-the-scenes access

**SILVER**  
S P O N S O R

**\$10,000**

- All Bronze benefits
- Logo on promotional materials
- Early access to series
- Dedicated social feature

**GOLD**  
SPONSOR

**\$25,000**

- All Silver benefits
- On-screen acknowledgment
- Featured branding at launch events
- Inclusion in festival submissions

**PLATINUM**  
SPONSOR

**\$50,000+**

- All Gold benefits
- Featured partner placement
- Brand integrations across episodes
- Co-hosted cultural outreach events
- VIP access to filming locations

# Conclusion



**Joseph M. Kafunda**  
*Founder \_ AUSF*



**Untold African Stories - Lesotho** aims to preserve the spirit, traditions, and humanity of the Basotho people through authentic documentary storytelling. We invite **partners, investors,** and sponsors to join us in showcasing Lesothos cultural brilliance to the world.



I am a Namibian Traveller, Tourism & Lifestyle Curator with over 20 years of experience in the tourism and creative industries.

I am the Co-Founder of Rafiki Tours and Safaris and African Untold Stories Foundation, where we focuses on promoting responsible travel, community empowerment, and storytelling that celebrates Africa's cultural heritage.

I am a documentary producer and advocate for sustainable tourism development across the continent, and Jury Member, ITFFA 2026.

## Join Us in Reclaiming African Narratives

We invite cultural ministries, corporate sponsors, institutions, and allies of African heritage to partner with us.

### For Sponsorship and Partnership

Joseph M. Kafunda – Director, AUSF

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Our People, Our heritage, Our Stories

THANK YOU

