

# ANNUAL SPONSORSHIP PROPOSAL

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Event Details, Levels, and Marketing Benefits

## PRINTING SA

575 LUPTON DRIVE  
HALFWAY HOUSE  
MIDRAND

**printing**  
 **sa**  
Federation of Printing, Packaging,  
Signage & Visual Communication

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## INTRODUCTION

Printing SA is pleased to present our 2020/21 Annual Sponsorship opportunities which outline the many sponsorships and marketing avenues available to promote and advertise our members & stakeholders businesses. In order for Printing SA to continue to grow and better serve the membership and its various stakeholders, we seek your active participation in our programs and events. Through a shared effort between the Federation and our members and stakeholders, we can continue to increase our membership services and provide additional marketing opportunities for you. Printing SA continually strives to earn the support of our members and stakeholders to make the Federation a viable investment.

### **Mission Statement**

We Confer, Consult, Campaign and Train for the well-being of the visual communications sector, including:

- Design
- Publishing
- Media
- Advertising and Communications
- Prepress
- Printing
- Packaging
- Print finishing
- Signage

### **Keys to Success**

The key to our success is You! As a member and stakeholder of Printing SA, your virtual, financial, and physical involvement keep the Federation running so we are able to achieve our mission. With your support, we are able to create new programs and events that drive community, leadership, business and personal development.

## Event Structure

Our new initiatives started in 2019 will continue in 2020/21 (CEO's Business Breakfasts, Business Networking Breakfast Forums, Conferences, Expos, Careers Fairs, Foundational Learning Program, Screen Printing Entrepreneurial Development Program, Awards, Golf Days, Community Outreach Programs). These programs proved to be a tremendous success and work in unison to create better benefits for our members and the industry. While we classify events in one category, each event is connected by providing growth and economic success for our community and members.

## Development Areas

### BUSINESS

- Regional Annual Industry Dinner & Awards
- Networking Breakfasts & Luncheons
- New Member Orientation
- Business & Education Forums
- Trade Exhibitions
- Young Professionals Network
- International Trade Missions

### TRAINING

- Personal & Professional Seminars & Workshops
- Technical & Non Technical Training
- Quality Council & Trades Occupations Development of training material

### COMMUNITY

- Ecological efficiencies and environmental Sustainability
- Youth Development
- SMME Development with a focus on women & youth

## Annual Sponsorships

Limited sponsorships will be offered at each level, thereby highlighting your business. Participation allows companies to plan programming and sponsorships for the next 12 months and be billed with a single invoice.

For an annual investment of **R 70 000** or more, your company will receive advertising beyond any publicity directly connected to your selected special events.

**NB: Tailor made packages available on request**

### Branding Benefits at All Levels

#### Table A

#### Premium Level Benefits – Only 4 available (inclusive of table D benefits)

<p><b>Commitment of R 150 000</b></p> <ul style="list-style-type: none"> <li>• Annual conference and Gala Dinner tickets (Up to 5 representatives)</li> <li>• Logo on Sponsor Board displayed at Every Event Invaluable</li> <li>• Logo on Sponsor Board displayed in Chamber window Invaluable</li> <li>• Website banner ads, 12 months (Premium Tile Spot, Banner ad)</li> <li>• Premium website listing</li> <li>• Listed on all Chamber event marketing materials</li> <li>• Top Sponsor Business Description in Printing SA brochures</li> <li>• Weekly E-Newsletter Listing in Sponsor Area</li> <li>• 10 tickets to Events (networking breakfasts, forums, expos)</li> <li>• Invitation to write or be featured in Sign Africa and Africa Print</li> <li>• Includes one of the Top Sponsors of Printing SA Awards</li> <li>• Access to Proud Sponsor Federation logo for marketing purposes Invaluable</li> </ul> <p style="text-align: right;"><b>Total additional value more than</b></p>	<p>R5 500</p> <p>Invaluable</p> <p>Invaluable</p> <p>R25 600</p> <p>R18 000</p> <p>R24 000</p> <p>R15 000</p> <p>R10 000</p> <p>R10 000</p> <p>R25 000</p> <p>R30 000</p> <p>Invaluable</p> <p><b>R163 100</b></p>
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#### Table B

#### Gold Level Benefits – Only 6 Available

<p><b>Commitment of R 85 000</b></p> <ul style="list-style-type: none"> <li>• Annual conference and Gala Dinner tickets (Up to 5 representatives)</li> <li>• Logo on Sponsor Board displayed at Every Event Invaluable</li> <li>• Logo on Sponsor Board displayed in Chamber window Invaluable</li> <li>• Website banner ads, 8 months (Premium Tile Spot, Banner ad)</li> <li>• Listed on all Chamber event marketing materials</li> <li>• Top Sponsor Business Description in Printing SA brochures</li> <li>• Weekly E-Newsletter Listing in Sponsor Area</li> <li>• Invitation to write or be featured in Sign Africa and Africa Print</li> <li>• Access to Proud Sponsor Federation logo for marketing purposes Invaluable</li> </ul> <p style="text-align: right;"><b>Total additional value more than</b></p>	<p>R5 500</p> <p>Invaluable</p> <p>Invaluable</p> <p>R18 600</p> <p>R24 000</p> <p>R15 000</p> <p>R10 000</p> <p>R25 000</p> <p>Invaluable</p> <p><b>R98 100</b></p>
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**Table C**

Silver Level Benefits – Only 6 available

<b>Commitment of R 70 000</b>		
• Annual conference and Gala Dinner tickets (Up to 2 representatives)		R2 750
• Logo on Sponsor Board displayed at Every Event Invaluable		Invaluable
• Logo on Sponsor Board displayed in Chamber window Invaluable		Invaluable
• Website banner ads, 8 months (Premium Tile Spot, Banner ad)		R18 600
• Listed on all Chamber event marketing materials		R24 000
• Top Sponsor Business Description in Printing SA brochures		R15 000
• Weekly E-Newsletter Listing in Sponsor Area		R10 000
• Invitation to write or be featured in Sign Africa and Africa Print		R25 000
• Access to Proud Sponsor Federation logo for marketing purposes Invaluable		Invaluable
<b>Total additional value more than</b>		<b>R95 350</b>

**Table D****Media & Events**

		<b>Sponsorship Value (excluding VAT)</b>
<b>A</b>	<b>Communications such as electronic mailers, videos, content</b>	
1.	To be sent to individuals and 490 Printing SA member companies	R15 000
<b>B</b>	<b>Database access</b>	
1.	Indirect access to Printing SA's members via communication platforms along with the contact details for anyone registering to Webinars	R10 000
<b>C.</b>	<b>Branding exposure on the Printing SA website and Social Media platforms</b>	
1.	Digital banners, posts and articles	R10 000
2.	Facebook	R20 000
3.	Instagram	R10 000
4.	LinkedIn	R15 000
5.	Website Banner	
6.	Youtube	R10 000
<b>D</b>	<b>Webinars - Access to Printing SA's members via communication platforms</b> along with the contact details for anyone registering to Webinars	R25 000
<b>E</b>	<b>Collateral including brochures and flyers</b> - Subject to Printing SA hosting face to face events. Should this not be possible, budget will be reallocated to another campaign as agreed with Printing SA.	R15 000
<b>F</b>	<b>Corporate gifts and pull up banners in the event of hosting face to face events in the future</b> - Subject to Printing SA hosting face to face events. Should this not be possible, budget will be reallocated to another campaign as agreed with Printing SA.	R30 000
<b>Total</b>		<b>R160 000</b>