



Sponsorship Policy

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1 PURPOSE

To develop and maintain a policy that will define the sponsorship packages that SAAMA offers.

2 SCOPE

The policy will apply to all activities related to the sponsorships made available by SAAMA.

3 ABBREVIATIONS AND DEFINITIONS

SAAMA – Southern African Asset Management Association

4 EXTERNAL INFLUENCES AND REFERENCES

None.

5 POLICY

SAAMA will issue the following numbers and types of sponsorships:

- 1 Diamond
- 1 Platinum
- 4 Gold
- 6 Silver
- 12 Bronze

These sponsorships will provide the following benefits to the sponsors:

- General exposure
- Exposure at the SAAMA conference
- Exposure at the SAAMA awards

In addition, SAAMA will offer the following exclusive sponsorship opportunities:

- SAAMA Breakfasts
- Opportunities linked to the annual SAAMA conference, including:
 - Meet and greet networking function
 - Lunch
 - SAAMA Colloquium
 - SAAMA ½ day workshop at SAAMA conference
 - SAAMA Exhibition
 - Formal Dinner
 - Coffee stand
 - Branded USB sticks

- Conference bag inserts

The cost of all of the above sponsorship opportunities will be reviewed annually and circulated to SAAMA members.

Sponsorships will be renewed annually on the 1st of July and be valid for 12 months. Sponsors who sign up during the course of a financial year will pay a pro rata portion of the applicable fees. Due to the fact that most of the exposure to sponsors occur at the Conference which is held in June of every year this month will carry a weight of 60% of the annual sponsorship with the balance based upon a pro rate portion of the fees due based upon the date joined.

The SAAMA council will consider proposals for contributions in kind on the following basis:

- The contributions must support the constitution of SAAMA.
- The proposals must be supported by detailed budgets to be evaluated by the SAAMA council.
- The budgets will be used to determine the sponsorship category applicable.
- A majority vote of Council will be required for the approval of any individual proposal.

The latest schedule of costs and benefits are included in Appendix A of this policy.

Appendix A – Schedule of benefits and costs (Updated May 2017)

Diamond (Exclusive X 1) R500 000 and above

1. General Exposure
 - a. First/top listed logo and 300 word company profile and link on the SAAMA website
First/top listed logo on the SAAMA newsletter (**Needs to be sent at least quarterly**).
 - b. First/top logo on SAAMA sponsorship banner that is used at all SAAMA functions / events
 - c. First/top logo on the SAAMA sponsorship slide that is displayed at all SAAMA functions / events
 - d. First/top logo on SAAMA LinkedIn page
2. SAAMA Conference
 - a. First listed logo and 300 word company profile and link on the SAAMA Conference website
 - b. First listed sponsor logo on venue banner
 - c. Delegate bag and Lanyard co-branded with the SAAMA brand
 - d. 10 Free delegate passes
 - e. Logo on continuity slides
 - f. Logo on conference marketing brochure
 - g. Logo on email marketing
 - h. Full page advert in delegate booklet
 - i. Branding on one panel section of the SAAMA exhibition stand wall
 - j. Present one key note speaker slot
 - k. Present one general workshop/session
 - l. Branding in the central plenary venue - provide 4 pull up banners.
 - m. Branding one workshop plenary for the duration of a workshop session – provide up to four pull up banners.
 - n. 300 word company profile on the conference proceedings memory stick **branded with Platinum sponsor logo**.
 - o. Satchel insert – company to provide marketing brochure/pamphlet or promotional item
Access to the conference data base
 - p. MC for four sessions
3. SAAMA Awards (Status of Awards)
 - a. First/top listed logo on the Awards marketing brochure
 - b. First/top listed logo on the SAAMA awards programme
 - c. Four pull up banners in the Awards venue
 - d. Logo on the continuity slides
4. SAAMA Online Knowledge Management centre
 - a. Publish 10 case studies annually

Platinum (Elite X 1 available) R200 000

1. General Exposure
 - a. Second listed logo and 200 word company profile and link on the SAAMA website
 - b. Second listed logo on the SAAMA newsletter
 - c. Second listed logo on SAAMA sponsorship banner that is used at all SAAMA functions / events
 - d. Second listed logo on the SAAMA sponsorship slide that is displayed at all SAAMA functions / events
 - e. Second/top logo on SAAMA LinkedIn page
2. SAAMA Conference
 - a. Second listed logo and 300 word company profile and link on the SAAMA Conference website
 - b. Second listed sponsor logo on venue banner
 - c. Delegate bag and Lanyard co-branded with the SAAMA brand
 - d. Five free delegate passes
 - e. Logo on continuity slides
 - f. Logo on conference marketing brochure

- g. Logo on email marketing
 - h. Half page advert in delegate booklet
 - i. Branding on one panel section of the SAAMA exhibition stand wall
 - j. Present one speaker session
 - k. Present one general workshop
 - l. Branding in the central plenary venue – provide 2 pull up banners.
 - m. Branding one workshop plenary for the duration of a workshop session – provide 4 pull up banners.
 - n. 300 word company profile on the conference proceedings memory stick
 - o. Satchel insert – company to provide marketing brochure/pamphlet or promotional item
 - p. Access to the conference data base
 - q. MC for two sessions
3. SAAMA Awards
 - a. Second listed logo on the Awards marketing brochure
 - b. Second listed logo on the SAAMA awards programme
 - c. Two pull up banners in the Awards venue
 - d. Logo on continuity slides
 4. SAAMA Online Knowledge Management centre
 - a. Publish 7 case studies annually

Gold (Distinctive X 4 available) R100 000

1. General Exposure
 - a. Logo and 100 word company profile and link on the SAAMA website
 - b. Logo on the SAAMA newsletter
 - c. Logo on SAAMA sponsorship banner that is used at all SAAMA functions / events
 - d. Logo on the SAAMA sponsorship slide that is displayed at all SAAMA functions / events
 - e. Logo on SAAMA LinkedIn page
2. SAAMA Conference
 - a. One free delegate pass and 50% off a further two delegate passes to attend the conference
 - b. Logo on the sponsorship banner in the SAAMA conference plenaries
 - c. Logo shown on continuity slides
 - d. Logo on conference marketing brochure
 - e. Logo on email marketing
 - f. Quarter page advert in delegate booklet
 - g. Satchel insert – company to provide marketing brochure/pamphlet or promotional item
 - h. Logo on one panel section of the SAAMA exhibition stand wall
 - i. MC for one session
3. SAAMA Awards
 - a. Logo on the Awards marketing brochure
 - b. Logo on the SAAMA awards programme
 - c. One pull up banner in the Awards venue
 - d. Logo on continuity slides
4. SAAMA Online Knowledge Management centre
 - a. Publish 5 case studies annually

Silver (Bullion X 6 available) R50 000

1. General Exposure
 - a. Logo and 100 word company profile and link on the SAAMA website
 - b. Logo on the SAAMA newsletter
 - c. Logo on SAAMA sponsorship banner that is used at all SAAMA functions / events
 - d. Logo on the SAAMA sponsorship slide that is displayed at all SAAMA functions / events
 - e. Logo on SAAMA LinkedIn page
2. SAAMA Conference
 - a. One free delegate pass and 50% off a further two delegate passes to attend the conference
 - b. Logo on the sponsorship banner in the SAAMA conference plenaries
 - c. Logo shown on continuity slides

- d. Logo on conference marketing brochure
 - e. Logo on email marketing
 - f. Quarter page advert in delegate booklet
 - g. Satchel insert – company to provide marketing brochure/pamphlet or promotional item
 - h. Logo on one panel section of the SAAMA exhibition stand wall
3. SAAMA Awards
 - a. Logo on the Awards marketing brochure
 - b. Logo on the SAAMA awards programme
 - c. One pull up banner in the Awards venue
 - d. Logo on continuity slides
 4. SAAMA Online Knowledge Management centre
 - a. Publish 1 case study annually

Bronze (Normal X 12 available) R25 000

1. General Exposure
 - a. 50 word profile and link to sponsor on SAAMA website
 - b. Logo on bottom of sponsorship banner at SAAMA Functions and Events
 - c. Logo on the SAAMA newsletter
 - d. Logo on the SAAMA sponsorship slide that is displayed at all SAAMA functions / events
 - e. Logo on SAAMA LinkedIn page
2. SAAMA Conference
 - a. 50% discount for two delegates to attend the conference
 - b. Logo on Conference marketing brochure
 - c. Business card size advert in delegate booklet
 - d. Satchel insert as per silver class
3. SAAMA Awards
 - a. Logo on the Awards marketing brochure
 - b. Logo on the SAAMA awards programme
 - c. One pull up banner in the Awards venue
 - d. Logo on continuity slides
4. SAAMA Online Knowledge Management centre
 - a. Publish 1 case study annually

Exclusive Sponsorship Opportunities

1. General Exposure
 - a. SAAMA Breakfast – guest speaker sponsor valued at R20 000.
 - i. Four banners in the venue
 - ii. Logo on the programme
 - iii. Safety moment and introduction to sponsor company
2. SAAMA Conference
 - a. Meet and greet networking function – valued at R15 000 (two sponsorships available)
 - i. Four banners in the venue -
 - ii. Public announcement
 - iii. Logo in the delegate booklet next to meet and greet networking item
 - b. Lunch – valued at R5 000 (three sponsorships available)
 - i. Four banners in the venue
 - ii. Logo in the delegate booklet next to meet and greet networking item
 - c. SAAMA Colloquium at SAAMA conference – R20 000 X 2
 - i. Four banners in the venue
 - ii. Public announcement and safety moment
 - iii. Logo on the programme
 - d. SAAMA ½ day workshop at SAAMA conference – R20 000 X 2
 - i. Four banners in the venue
 - ii. Public announcement and safety moment
 - iii. Logo on the programme
 - e. SAAMA Exhibition – R20 000 X 10
 - i. 2 x 2 stand
 - ii. Logo on the programme
 - f. Formal Dinner (to cover speaker costs – R30 000)
 - i. Public announcement
 - ii. Banners
 - iii. Logo on the programme
 - g. Coffee stand (R40 000 – get actual cost from supplier)
 - i. Branded station
 - ii. Branded coffee cups
 - h. Branded USB sticks (R7500 and the branded USB sticks)
 - i. Conference bag inserts (R5000 and the single insert per bag)