

## 2021 SAFMA Hybrid Event Sponsorship Opportunities

The SAFMA Board and management are very pleased to announce that the 2021 Virtual Event Sponsorship packages are now available.

Kindly see sponsor packages below.

**The Platinum main sponsorship package:** R 35 000 excluding VAT – **No Longer Available**

### Prior to event

Your branding will be displayed under Platinum status on SAFMA's media channels which includes:

- Display of your corporate logo as the Platinum sponsor in the following media:
  - SAFMA social media platforms
  - All marketing emailers sent to our database in regards to the conference and Golf day
  - Hyperlinked banner to your booth on virtual platform home page
- We will manage your invitees list, thus increasing your profile.

### During event

- 3 x free access to sponsor representatives for the virtual platform
- Branding on homepage of the virtual conference platform linked to your virtual exhibition booth
- AI matchmaking feature to assist you in scheduling meetings with attendees pre, during and post the conference on the platform
- Air your short promotional video during lunch break
- 1 x Branded sponsor booth which includes:
  - An unlimited number of one-to-one video meetings with your target audience
  - CRM lead generator
  - Marketing video in sponsor booth (max 2 min)
  - Social media links of your company

### Post event

- Host a pre-recorded webinar / 'TED Talk' style session post the conference
- 1 x virtual roundtable discussion – You will be able host 100 attendees and select them from the attendee list
- Live event data analytics to measure your ROI
- 360-day exposure on the virtual platform – continue networking with delegates post the conference
- Branding included on thank you mailers

**The Gold sponsorship package: R 15 000 excluding VAT - Available**

**Prior to event**

Your branding will be displayed under Gold status on SAFMA's media channels which includes:

- Display of your corporate logo as the Gold sponsor' in the following media:
  - SAFMA social media platforms
  - All marketing emailers sent to our database in regards to the conference and Golf day
  - Hyperlinked banner to your booth on virtual platform home page
- We will manage your invitees list, thus increasing your profile.

**During event**

- 2 x free access to sponsor representatives on the virtual conference platform
- Branding on homepage of the virtual conference platform linked to your virtual exhibition booth
- AI matchmaking feature to assist you in scheduling meetings with attendees pre, during and post the conference on the platform
- 1 x Branded sponsor booth which includes:
  - An unlimited number of one-to-one video meetings with your target audience
  - CRM lead generator
  - Marketing video in sponsor booth (max 2 min)
  - Social media links of your company

**Post event**

- Host a pre-recorded webinar / 'TED Talk' style session post the conference
- Live event data analytics to measure your ROI
- 360-day exposure on the virtual platform – continue networking with delegates post the conference
- Branding included on thank you mailers

**The Silver sponsorship package: R 7 500 excluding VAT - Available**

**Prior to event**

Your branding will be displayed under Platinum status on SAFMA's media channels which includes:

- Display of your corporate logo as the Headline sponsor' in the following media:
  - SAFMA social media platforms
  - All marketing emailers sent to our database in regards to our conference and Golf day
  - Hyperlinked banner to your booth on virtual platform home page
- We will manage your invitees list, thus increasing your profile.

### **During event**

- 1 x free access to sponsor representatives for the Virtual platform
- Branding on homepage of the virtual conference platform linked to your virtual exhibition booth
- AI matchmaking feature to assist you in scheduling meetings with attendees pre, during and post the conference on the platform
- 1 x Branded sponsor booth which includes:
  - An unlimited number of one-to-one video meetings with your target audience
  - CRM lead generator
  - Social media links of your company

### **Post event**

- Live event data analytics to measure your ROI
- 360-day exposure on the virtual platform – continue networking with delegates post the conference
- Branding included on thank you mailers

### **Lunch & Refreshment Host: R 15 000 excluding VAT (1 opportunity available)**

This sponsorship refers to the hosting of the conference lunch & other refreshment breaks per day.

Package includes the following:

- Recognition as the lunch & Refreshment Host sponsor for that day
- Exclusive branding rights of the lunch serving areas for that day – branding to be provided by the sponsor
- Sponsor logo on the SAFMA website & conference communication
- Sponsor logo on conference screens
- 1 x Delegate folder flier insert

### **Notepads & Pens: R 15 000 excluding VAT (1 opportunity available)**

Distributed via the delegate Folder, the notepads and pens are items which will see continuous use throughout the conference and beyond.

The sponsor to supply notepads and pens with their branding on it.

Package includes the following:

- Co-branding to appear on the front of the note books together with the SAFMA Logo
- Exclusive branding to appear on the pens, supplied by sponsor
- Sponsor logo on the SAFMA website & conference communication
- Sponsor logo on conference screens
- 1 x delegate folder flier insert

**Conference Folder: R 25 000 excluding VAT (1 opportunity available)**

This is a high profile, much sought after sponsorship item. The sponsoring company logo will appear on the conference folder which will be handed out to delegates.

The sponsor to supply logo, and the conference organizer to source and manage production.

Package includes the following:

- Sponsor logo on the SAFMA website & conference communication
- Sponsor logo on conference screens
- 1 x delegate folder flier insert
- 1 x delegate registration

**Delegate Name Badge & Lanyard: R 20 000 excluding VAT (1 opportunity available)**

Conference delegates will be required to wear their issued lanyard and badge in order to gain access into the sessions as well as the networking lounges.

The sponsor to supply their logo, and the conference organizer to source and manage production of the lanyards & badges.

Package includes the following:

- Branding to appear on the lanyard together with conference logo
- Co-branding to appear on the badge with the SAFMA logo
- Sponsor logo on the SAFMA website & conference communication
- Sponsor logo on conference screens
- 1 x delegate folder flier insert

**Conference Platform sponsorship: R25 000 excluding VAT (1 opportunity available)**

The 2021 Conference Platform sponsorship will be designed to enhance the experience of the participants before, during and after the Conference by providing Conference related information at the tip of the attendees fingers.

Package includes the following:

- Creating platform and uploading conference content
- Sponsor logo on the SAFMA website & conference communication
- Sponsor logo on conference screens
- 1 x delegate folder flier insert
- 2 x delegate registration

**Conference Streaming Video Production: R 25 000 excluding VAT (1 opportunity available)**

The 2021 Hybrid Conference event will feature various highlight videos. This includes videos coverage of the event of the Conference on the day, it will be streamed live from the Virtual platform, This is a key sponsorship to make the Hybrid Conference is successful

Package includes the following:

- Exclusive recognition as the event video sponsor
- Co-branding rights with the SAFMA logo on all photographs.
- Sponsor logo on the SAFMA website & conference communication
- Sponsor logo on conference screens
- 1 x delegate folder flier insert
- 1 x delegate registration

**Conference Photography R 20 000 excluding VAT (1 opportunity available)**

The 2021 Hybrid Conference event will feature various highlight photos. This includes photo coverage of the event of the Conference on the day, it will be streamed live from the Virtual platform, This is a key sponsorship to make the Hybrid Conference is successful

Package includes the following:

- Exclusive recognition as the event video sponsor
- Co-branding rights with the SAFMA logo on all photographs.
- Sponsor logo on the SAFMA website & conference communication
- Sponsor logo on conference screens
- 1 x delegate folder flier insert
- 1 x delegate registration

Promotional and advertising material to be supplied by client:

If you would like to take advantage of this wonderful opportunity to market to our members please contact Marianne Botes [marianne@safma.co.za](mailto:marianne@safma.co.za) or Segga Modupo [sega@safma.co.za](mailto:sega@safma.co.za) or alternatively contact us on 011 568 5010

Kind regards

SAFMA