



## The Association of Municipal Electricity Utilities (Southern Africa)

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13 February 2017

Dear AMEU Member

### **ASSOCIATION OF MUNICIPAL ELECTRICITY UTILITIES (AMEU) OF SOUTHERN AFRICA: 66<sup>TH</sup> CONVENTION, 8 - 11 OCTOBER 2017, HOSTED BY NELSON MANDELA BAY MUNICIPALITY**

Nelson Mandela Bay Municipality is honoured to be hosting the 66<sup>th</sup> Convention of the Association of Municipal Electricity Utilities (AMEU). Municipalities who are members, Eskom, the electrical suppliers and international visitors are among the attendees of this highly interactive and informative networking event.

The convention will be held at The Boardwalk Convention Centre in Port Elizabeth from Sunday, 8 October to Wednesday, 11 October 2017.

Over and above the formal convention proceedings, a programme of sporting events, social outings and entertainment is being arranged, together with a programme for the delegates' partners.

You will appreciate that arranging a convention such as the AMEU involves substantial costs. As president of the AMEU, I have the pleasure of offering you the opportunity to bring your products/services to the attention of our members and affiliates by way of sponsorship.

You can sponsor or partially sponsor one or more of the below mentioned lists of activities or items of which we require financial assistance at the convention. Effective coverage will be given to all sponsors at the convention, as done in the past and branding ideas can be discussed with the secretariat.

Sponsorship is available in the following tiers and publicity will be allocated as per below mentioned packages:

#### **SPONSORSHIP PACKAGE A : R150 000 – 00 or more**

##### **Companies that fall within package A receives the following publicity:**

- 2 minute video clip
- Satchel insert
- Banner in the AMEU convention registration foyer
- Two company delegates to attend the convention at no charge
- A4 advert in programme
- Logo shown on continuity slides
- Logo on printed programme

\* Other benefits available depending on items sponsored

**SPONSORSHIP PACKAGE B : R80 000 – 00 and R149 999 - 00****Companies that fall within package B receives the following publicity:**

- Satchel insert
- One company delegate to attend the convention at no charge
- A4 advert in programme
- Logo shown on continuity slides
- Logo on printed programme

\* Other benefits available depending on items sponsored

**SPONSORSHIP PACKAGE C : R20 000 – 00 and R79 999 - 00****Companies that fall within package C receives the following publicity:**

- Satchel insert
- Logo shown on continuity slides
- Logo on printed programme

\* Other benefits available depending on items sponsored

**SPONSORSHIP PACKAGE D : Up to R19 999 - 000****Companies that fall within package D receives the following publicity:**

- Logo shown on continuity slides
- Logo on printed programme

\* Other benefits available depending on items sponsored

The AMEU would be more than willing to put sponsorship packages together for companies who are interested.

**Items reserved / sponsored**

| <b>LOGISTICAL SUPPLY:</b> |  |              |
|---------------------------|--|--------------|
| Convention Lanyards       | Branded with sponsor logo  | R 30 000.00  |
| Memory Sticks             | Branded with sponsor logo  | R 90 000.00  |
| Convention Satchels       | Each convention delegate to receive a convention satchel branded by sponsor company                                      | R 150 000.00 |
| Convention Décor          | Décor in convention hall, x 2 sponsor banners to be displayed inside convention hall                                     | R 10 000.00  |
| Convention Opening Act    | Opening act – AMEU President to announce that the opening act is sponsored by sponsor company / Branding to be discussed | R 10 000.00  |
| Convention Audio visual   | Onsite technical team to wear branded t-shirt of sponsors company  | R 100 000.00 |
| Speakers gifts            | Branded by both the AMEU and sponsor company   | R 10 000.00  |
| Gift for Minister/s       | Branded by both the AMEU and sponsor company   | R 2 000.00   |
| Delegate gifts            | Branded by the sponsor company   | R 25 000.00  |
| Satchel inserts           | Brochure to be included in the convention satchels   | R 6 000.00   |
| Student participation     | Branding to be discussed   | R 45 000.00  |
| Helpers T-shirts          | Branded by sponsor company and host city   | R 20 000.00  |

| <b>CONVENTION CATERING – DAY 1:</b> |   |             |
|-------------------------------------|---|-------------|
| Arrival tea                         | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 20 000.00 |
| Midmorning tea                      | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 20 000.00 |
| Lunch                               | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 60 000.00 |
| Afternoon tea                       | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 20 000.00 |

| <b>CONVENTION CATERING – DAY 2:</b> |   |             |
|-------------------------------------|---|-------------|
| Arrival tea                         | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 20 000.00 |
| Midmorning tea                      | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 20 000.00 |
| Lunch                               | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 60 000.00 |
| Afternoon tea                       | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 20 000.00 |

| <b>CONVENTION CATERING – DAY 3:</b> |   |             |
|-------------------------------------|---|-------------|
| Arrival tea                         | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 20 000.00 |
| Midmorning tea                      | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 20 000.00 |
| Lunch                               | Serving stations branded to the sponsor company specification – sponsor company banners to be displayed | R 60 000.00 |

| <b>SPORTS DINNER:</b> |  |              |
|-----------------------|--|--------------|
| Welcome drink         | Serving station branded to sponsor company specification   | R 20 000.00  |
| Catering              | Serving station branded to sponsor company specification   | R 120 000.00 |
| Bar                   | Serving station branded to sponsor company specification   | R 50 000.00  |
| Wine                  | Branded with sponsor company logo  | R 15 000.00  |
| Décor                 | X 2 sponsor company banner can displayed   | R 40 000.00  |
| Entertainment         | AMEU President to announce that the entertainment was sponsored by sponsors company / branding to be discussed | R 30 000.00  |
| Venue                 | Branding on tables, sponsors company logo to be displayed – table tents  | R 30 000.00  |
| Audio-visual          | On site technician to wear branded t-shirt of sponsor company  | R 20 000.00  |
| Lucky draw            | Branding ideas to be discussed   | R 15 000.00  |

| <b>COCKTAIL PARTY:</b> |  |              |
|------------------------|--|--------------|
| Invitation             | Branded with sponsor company logo                              | R 15 000.00  |
| Catering               | Branding to be discussed                                       | R 120 000.00 |
| Bar                    | Serving station to be branded to sponsor company specification | R 50 000.00  |
| Audio-visual           | Onsite technician to wear branded t-shirt of sponsor company   | R 20 000.00  |
| Music                  | AMEU President to announce sponsor                             | R 10 000.00  |
| Entertainment          | Branding ideas to be discussed                                 | R 20 000.00  |
| Lucky draw             | Branding ideas to be discussed                                 | R 15 000.00  |

| <b>GALA DINNER:</b> |  |              |
|---------------------|--|--------------|
| Invitation          | Branded with sponsor company logo                            | R 20 000.00  |
| Programme & Menu    | Branded with sponsor company logo                            | R 20 000.00  |
| Catering            | Branding to be discussed                                     | R 150 000.00 |
| Arrival drinks      | Serving station to be branded by sponsor company             | R 30 000.00  |
| Drinks              | Serving station to be branded by sponsor company             | R 50 000.00  |
| Wine                | Branded with sponsor company logo                            | R 25 000.00  |
| Décor               | X 2 sponsor company logos to be displayed                    | R 100 000.00 |
| Entertainment       | Branding to be discussed                                     | R 30 000.00  |
| MC                  | Branding to be discussed                                     | R 20 000.00  |
| DJ                  | Branding to be discussed                                     | R 40 000.00  |
| Audio-visual        | Onsite technician to wear branded t-shirt by sponsor company | R 80 000.00  |
| Lighting            | Branding to be discussed                                     | R 20 000.00  |

| <b>SPORTS DAY:</b>        |                                |             |
|---------------------------|--------------------------------|-------------|
| Golf Venue:               | Branding ideas to be discussed | R 10 000.00 |
| Golf Watering Holes:      | Branding ideas to be discussed | R 2 500.00  |
| Golf Catering:            | Branding ideas to be discussed | R 5 000.00  |
| Golf Prize:               | Branding ideas to be discussed | R 2 500.00  |
| Hike Kitbag:              | Branding ideas to be discussed | R 6 000.00  |
| Hike Transport:           | Branding ideas to be discussed | R 10 000.00 |
| Hike Prize:               | Branding ideas to be discussed | R 2 500.00  |
| Ten-Pin Bowling Venue:    | Branding ideas to be discussed | R 15 000.00 |
| Ten-Pin Bowling Catering: | Branding ideas to be discussed | R 5 000.00  |
| Ten-Pin Bowling Prize:    | Branding ideas to be discussed | R 2 500.00  |

| <b>PARTNERS PROGRAMME:</b> |  |             |
|----------------------------|--|-------------|
| Partners Programme – Day 1 |  | R 90 000.00 |
| Partners Programme - Day 2 |  | R 90 000.00 |
| Partners Programme - Day 3 |  | R 45 000.00 |

Please contact Melindi Bosch at the AMEU Secretariat to discuss sponsorship opportunities and possible publicity for your company on (011) 061 5000 or email [melindi@vdw.co.za](mailto:melindi@vdw.co.za)

We look forward to a very exciting convention hosted by Nelson Mandela Bay Municipality this year!

Yours faithfully,

**Moferefere Tshabalala**  
**AMEU PRESIDENT**