



The Association of Municipal Electricity Utilities (Southern Africa)

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Dear AMEU Member

ASSOCIATION OF MUNICIPAL ELECTRICITY UTILITIES (AMEU) OF SOUTHERN AFRICA: 27TH TECHNICAL CONVENTION, 13 – 16 OCTOBER 2019, HOSTED BY THE CITY OF CAPE TOWN

The City of Cape Town is honoured to be hosting the 27th Technical 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 Cape Town International Convention Centre from Sunday, 13 October to Wednesday, 16 October 2019.

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
- Brochures permitted on marketing stands in convention hall
- 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:

- Brochures permitted on marketing stands in convention hall
- 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:

- Brochures permitted on marketing stands in convention hall
- 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

LOGISTICAL SUPPLY:		
Convention Lanyards	Branded by sponsor company	R 30 000.00
Memory Sticks	Branded by sponsor company	R 90 000.00
Convention Satchels	Branded by sponsor company	R 170 000.00
Convention Décor	Sponsors banners (2 pull up banners) displayed in convention hall	R 15 000.00
Convention Opening Act	Sponsors banner (1 pull up banner) on stage for duration of opening session – day 1 only	R 10 000.00
Convention Audio visual	Onsite technical team to wear branded t-shirt of sponsors company	R 150 000.00
Convention Venue	Maximum exposure – to be discussed	R 300 000.00
Speakers gifts	Branded by sponsor company	R 15 000.00
Gift for Minister/s	Branded by sponsor company	R 5 000.00
Delegate gifts	Branded by sponsor company	R 30 000.00

Branding table	Brochures to be placed on tables in convention hall / exhibition hall	R 6 000.00
Student participation	Student to wear branded t-shirts / caps	R 45 000.00
Helpers T-shirts	Branded by sponsor company and host city	R 20 000.00

CONVENTION CATERING – DAY 1:

Arrival tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed around serving stations	R 30 000.00
Midmorning tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 30 000.00
Lunch	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 90 000.00
Afternoon tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 30 000.00

CONVENTION CATERING – DAY 2:

Arrival tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 30 000.00
Midmorning tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 30 000.00
Lunch	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 90 000.00
Afternoon tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 30 000.00

CONVENTION CATERING – DAY 3:

Arrival tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 30 000.00
Midmorning tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 30 000.00
Lunch	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 90 000.00

SPORTS DINNER:

Welcome drink	Serving station branded to sponsor company specification	R 20 000.00
Catering	Serving station branded to sponsor company specification	R 150 000.00
Bar	Serving station branded to sponsor company specification	R 50 000.00
Wine	Branded by sponsor company	R 15 000.00

Décor	Sponsors banners (2 pull up banners) displayed on stage	R 50 000.00
Entertainment	AMEU President to announce that 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 50 000.00
Audio-visual	On site technician to wear branded t-shirt of sponsor company	R 50 000.00
Lucky draw	Branding ideas to be discussed	R 10 000.00

COCKTAIL PARTY:

Invitation	Branded with sponsor company logo (HTML on website)	R 10 000.00
Catering	Branding to be discussed	R 100 000.00
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 10 000.00

GALA DINNER:

Invitation	Branded with sponsor company logo (HTML on website)	R 15 000.00
Programme & Menu	Branded with sponsor company logo	R 20 000.00
Venue	Branding to be discussed, maximum exposure	R 150 000.00
Catering	Branding to be discussed, maximum exposure	R 250 000.00
Arrival drinks	Serving station to be branded by sponsor company	R 30 000.00
Drinks / Bar	Serving station to be branded by sponsor company	R 50 000.00
Wine	Branded with sponsor company logo	R 25 000.00
Décor	Sponsors banners (2 pull up banners) displayed on stage	R 150 000.00
Entertainment	Branding to be discussed	R 50 000.00
MC	Branding to be discussed	R 50 000.00
DJ	Branding to be discussed / Pull up banner on DJ stage	R 50 000.00
Audio-visual	Onsite technician to wear branded t-shirt by sponsor company	R 150 000.00

NEW GALA DINNER: AMEU PRESIDENT'S LEGACY AWARDS

Top performing metropolitan municipality (Category A municipality)	Sponsor to assist in handing over the award, certificates / cheque to be co-branded with sponsor and AMEU logo. Sponsor banners (2 pull up banners) displayed in venue.	R 50 000.00
Top performing local municipality	Sponsor to assist in handing over the award, certificates / cheque to be co-branded with	R 50 000.00

(Category B municipality)	sponsor and AMEU logo. Sponsor banners (2 pull up banners) displayed in venue.	
Top performing Woman in Electricity (participating utility municipalities only)	Sponsor to assist in handing over the award, certificates / cheque to be co-branded with sponsor and AMEU logo. Sponsor banners (2 pull up banners) displayed in venue.	R 50 000.00
Top supporting Affiliate company (> ZAR 50million turnover)	Sponsor to assist in handing over the award, certificates / cheque to be co-branded with sponsor and AMEU logo. Sponsor banners (2 pull up banners) displayed in venue.	R 50 000.00
Top supporting Affiliate company (< ZAR 50million turnover)	Sponsor to assist in handing over the award, certificates / cheque to be co-branded with sponsor and AMEU logo. Sponsor banners (2 pull up banners) displayed in venue.	R 50 000.00

SPORTS DAY: GOLF		
Golf: Venue	Branding of registration area	R 20 000.00
Golf: Water hole	Branded to sponsors specification	R 5 000.00
Golf: Lunch	Catering area branded to sponsors specification	R 20 000.00
Golf: Lucky draw	Branding ideas to be discussed	R 5 000.00
Golf: Caps	Branding ideas to be discussed	R 10 000.00
Golf: Prizes	Branded with sponsor logo	R 5 000.00
SPORTS DAY: TEN-PIN BOWLING		
Ten-Pin Bowling: Venue	Branding of registration area	R 15 000.00
Ten-Pin Bowling: Lunch	Catering area branded to sponsors specification	R 15 000.00
Ten-Pin Bowling: Caps	Branded with sponsor logo	R 7 000.00
Ten-Pin Bowling: Bar	Bar branded to sponsors specification	R 10 000.00
Ten-Pin Bowling: Prizes	Branded with sponsor logo	R 5 000.00
SPORTS DAY: HIKE		
Hike: Venue	Branding of registration area	R 15 000.00
Hike: Caps	Branded with sponsor logo	R 10 000.00
Hike: Kitbags	Branded with sponsor logo	R 15 000.00
Hike: Transport	Branding to be discussed	R 10 000.00

PARTNERS PROGRAMME:	
Partners Programme - Day 1	R 90 000.00
Partners Programme - Day 2	R 90 000.00

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

We look forward to a very exciting convention hosted by The City of Cape Town this year!

Yours faithfully,

Refilwe Mokgosi
AMEU PRESIDENT