



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

Secretaries: VdW & Co  
PO Box 868, Ferndale 2160  
Telephone: (011) 061 5000  
Fax: (086) 688 7005  
E-mail: [ameuservices@vdw.co.za](mailto:ameuservices@vdw.co.za)  
Web: [www.ameu.co.za](http://www.ameu.co.za)

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

### **SPONSORSHIP PACKAGE A : R150 000 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
- Logo included on AMEU website linked to your company website
- Logo included on all AMEU marketing emails linked to your company website
- Elite Social Media Package (*to be discussed in more detail*)

*\* Other benefits available depending on items sponsored*

### **SPONSORSHIP PACKAGE B : R80 000 to R149 999**

**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
- Logo included on AMEU website linked to your company website
- Logo included on all AMEU marketing emails linked to your company website
- Deluxe Social Media Package (*to be discussed in more detail*)

*\* Other benefits available depending on items sponsored*

### **SPONSORSHIP PACKAGE C : R20 000 to R79 999**

**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
- Logo included on AMEU website

- Logo included on all AMEU marketing emails
- Standard Social Media Package (to be discussed in more detail)

\* Other benefits available depending on items sponsored

#### **SPONSORSHIP PACKAGE D : Up to R19 999**

**Companies that fall within package D receives the following publicity:**

- Logo shown on continuity slides
- Logo on printed programme
- Logo included on AMEU website
- Logo included on all AMEU marketing emails
- Basic Social Media Package (to be discussed in more detail)

\* Other benefits available depending on items sponsored

#### **Items reserved / sponsored**

<b>LOGISTICAL SUPPLY:</b>		
Convention Lanyards	Co-branded by sponsor company (including AMEU logo)	R 30 000.00
Memory Sticks	Co-branded by sponsor company (including AMEU logo)	R 90 000.00
Convention Satchels/bags	Co-branded by sponsor company (including AMEU logo)	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 co-branded t-shirt of sponsors company including AMEU logo)	R 150 000.00
Convention Venue	Maximum exposure – to be discussed	R 300 000.00
Speakers' gifts	Co-branded by sponsor company (including AMEU logo)	R 15 000.00
Gift for Minister/s	Co-branded by sponsor company (including AMEU logo)	R 5 000.00
Delegate gifts	Co-branded by sponsor company (including AMEU logo)	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, host city and AMEU	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 sponsor company / branding to be discussed	R 30 000.00
Venue	Branding on tables, sponsor 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

#### **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 (Category B 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 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

<b>SPORTS DAY: GOLF</b>		
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
<b>SPORTS DAY: TEN-PIN BOWLING</b>		
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
<b>SPORTS DAY: HIKE</b>		
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

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

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