



The Association of Municipal Electricity Utilities (Southern Africa)

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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 : 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

LOGISTICAL SUPPLY:		
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	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

PARTNERS PROGRAMME:

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