

Dear SAPA Member

### **SAPA Conference 2018 – Sponsorship**

The Directors of the South African Payroll Association are excited to announce the SAPA Conferences 2018, scheduled for 10<sup>th</sup> and 11<sup>th</sup> September in Johannesburg, 13<sup>th</sup> September in Cape Town and 14<sup>th</sup> September in Durban.

The theme of this year's conference is "**Payroll Power!**" We will be discussing issues around legislation impacting payroll, compensation and benefits, payroll processing and accounting, compliance and governance, technology and The Payroll Professional.

SAPA will be inviting members interested in sponsoring items for the delegates at the conference. Any company who sponsors items for the conference will receive acknowledgement of their contribution at the conference.

Sponsorship is available in the following three tiers and exposure will be allocated accordingly:

#### **PLATINUM SPONSOR – R50 000 and more**

Companies that are Platinum sponsors will get the following exposure:

- Satchel insert
- Banner in the conference registration area
- Two Company Delegates to attend the conference at no charge
- Free exhibition space
- Logo shown on continuity slides
- Logo on Programme/ app
- 2 minute introduction video clip (to be supplied by sponsor)

#### **GOLD SPONSOR – R20 000 to R49 999**

Companies that are Gold sponsors will get the following exposure:

- One Company Delegate to attend the conference at no charge
- Logo shown on continuity slides
- Logo on Programme/ app

#### **SILVER SPONSOR – up to R20 000**

Companies that are Silver sponsors will get the following exposure:

- Logo shown on continuity slides
- Logo on Programme/ app

We are looking for the following items to be sponsored for the Conference:

<b>SPONSORSHIP OPPORTUNITY</b>	<b>BRANDING</b>	<b>AMOUNT</b>
Conference bags	Branded with sponsor logo and SAPA logo	R50 000.00
Lanyards and name tags	Branded with sponsor logo and SAPA logo	R30 000.00
A5 Notepads and Pens	Branded with sponsor logo and SAPA logo	R20 000.00
Speakers Gifts	Branded with sponsor logo and SAPA logo	R 6 000.00
Audiovisual	On site technicians to wear sponsor logo shirts	R75 000.00
Lucky draw prizes	x 2 tablets – sponsor company to assist in draw and handing out to winners	R15 000.00
Memory sticks	Branded with sponsors logo and SAPA logo	R40 000.00
Satchel insert	Company brochure / branded delegate gift to be included in the conference bags	R 5 000.00
Cash Sponsorship	To be discussed with Secretariat	
<b>JOHANNESBURG</b>		
Day 1 - Arrival Tea break	Serving stations branded to the sponsor company specification – sponsor banners to be displayed in serving area	R30 000.00
Day 1 - Mid-morning Tea break	Serving stations branded to the sponsor company specification – sponsor banners to be displayed in serving area	R30 000.00
Day 1 - Lunch	Serving stations branded to the sponsor company specification – sponsor banners to be displayed in serving area	R60 000.00
Day 1 - Afternoon Tea break	Serving stations branded to the sponsor company specification – sponsor banners to be displayed in serving area	R30 000.00
Day 2 - Arrival Tea break	Serving stations branded to the sponsor company specification – sponsor banners to be displayed in serving area	R30 000.00
Day 2 - Mid-morning Tea break	Serving stations branded to the sponsor company specification – sponsor banners to be displayed in serving area	R30 000.00
Day 2 - Lunch	Serving stations branded to the sponsor company specification – sponsor banners to be displayed in serving area	R60 000.00
Day 2 - Afternoon Tea break	Serving stations branded to the sponsor company specification – sponsor banners to be displayed in serving area	R30 000.00

- Note that the sponsorship items provide wonderful marketing opportunities.
- Teas and lunches proven to be a very effective marketing opportunity.
- Other sponsorship items that have not been covered above may be discussed with the SAPA Secretariat (gifts, etc).
- Kindly note that sponsorship will need to be paid in full no later than 14 days after confirmation.
- The SAPA secretariat will be responsible for all sourcing and branding of sponsorship items.

Should you wish to sponsor any item, please contact Charlene Wightman, at the SAPA Secretariat, at [charlene@vdw.co.za](mailto:charlene@vdw.co.za) or (011) 061-5000 to discuss the sponsorship opportunities.

We look forward to hearing from you. Thank you for your ongoing support and we trust that this will be a worthwhile event which will support our mission to promote excellence in the payroll profession.

Yours faithfully

James McKerrell  
SAPA Chairman