

“ Towards integrated asset  
management for enhanced  
service delivery ”

## SPONSORSHIP PROSPECTUS



**22-23 March 2018**

Southern Sun Elangeni, Durban  
KwaZulu-Natal, South Africa



# SPONSORSHIP PARTNERSHIP PROPOSAL

## Background

You are cordially invited to make an investment in the form of financial assistance, and to have representation at the highly-anticipated Local Government Asset Management Indaba 2018.

Municipalities are custodians of community assets such as roads, waste disposal sites, water and sanitation systems, and public facilities. The Service delivery potential of any Municipality is incumbent on both the availability of key assets required for service delivery and the Municipality's ability to manage these assets in order to stretch their service potential to the community.

It is based on the above backdrop that BONAVEST in collaboration with SALGA KZN and CIGFARO KZN are hosting a two-day conference that shall serve as a starting point for providing thought leadership on implementing cost effective and sustainable asset management solutions.

Chief among the main objectives of the conference, are the following:

- To create a platform for all stakeholders to discuss mechanisms and share success stories of how Municipalities can enhance integration in asset management across departments – finance and admin, technical and engineering services.
- To provide perspective from all stakeholders – engineers and technicians, accountants, municipal leadership, expert consultants.
- To share local and international best practices and experiences on integrated asset management
- To create a platform for the showcasing of asset management solutions available on the market

## Targeted Participants

The conference is expected to draw approximately 450 participants from the following organisations:

- **NATIONAL GOVERNMENT**  
**National Departments of Cooperative Governance and Traditional Affairs; National Treasury; and Water and Sanitation**
  - ✓ Ministers
  - ✓ Directors-General
  - ✓ Deputy Directors-General
- **PROVINCIAL GOVERNMENT**  
**Provincial Departments of Cooperative Governance and Traditional Affairs; and KZN Provincial Treasury**
  - ✓ MEC's
  - ✓ Heads of Departments
  - ✓ Chief Directors
- **LOCAL GOVERNMENT**  
**District and Local Municipalities**
  - ✓ Mayors
  - ✓ Municipal Managers
  - ✓ Chief Financial Officers
  - ✓ Chairpersons of MPAC's
  - ✓ Heads of Departments
  - ✓ Asset Managers
  - ✓ Facility Managers
  - ✓ Engineers
  - ✓ Asset Practitioners



## SPONSORSHIP PARTNERSHIP PROPOSAL

### ■ INDUSTRY STAKEHOLDERS

- ✓ South African Local Government Association (SALGA)
- ✓ Chartered Institute of Government Finance, Audit & Risk Officers (CIGFARO)
- ✓ Office of the Auditor-General (OAG)
- ✓ South African Institute of Chartered Accountants (SAICA)
- ✓ South African Bureau of Standards (SABS)
- ✓ Accounting Standards Board (ASB)
- ✓ Asset Management Forum
- ✓ Institute of Public Works Engineers of Australasia (IPWEA)
- ✓ Institute of Municipal Engineering of Southern Africa (IMESA)
- ✓ ACADEMIA
- ✓ Institute of Internal Auditors South Africa (IIA SA)
- ✓ South African Institute of Professional Accountants (SAIPA)
- ✓ National Energy Regulator of South Africa (NERSA)

## Why sponsor the Conference?

There are various benefits associated with the sponsorship of this Conference and therefore we saw it befitting that your company be involved in this initiative. The conference will provide a range of marketing opportunities for your Brand as well as a platform to achieve some of your company's strategic goals.

Participating as a sponsor of the Conference can take you straight to your target.

The Local Government Asset Management Indaba 2018 will provide your organisation with:

- Maximum exposure at this premier conference devoted to those involved in the asset management fraternity.
- Access to a broad network of industry partners from Government departments to the private sector.
- Time to network with industry colleagues and key decision makers.
- A cost effective way to reinforce your organisation's brand and build brand awareness amongst a relevant audience.
- Increased marketing opportunities associated with distribution of marketing materials.

The sponsorship model allows you to capture delegates' attention in a variety of ways, depending on the specific needs of your business.

We understand that these needs may not necessarily fit into the prescribed levels outlined in this document, and we therefore invite you to discuss with us alternative options available to tailor-make a sponsorship package that best suits your organisation.



# SPONSORSHIP PARTNERSHIP PROPOSAL

## Sponsorship Options

There are a range of sponsorship options available to suit you as detailed below. However, we recognise that one size does not fit all and would welcome negotiating a package to suit your budget and specific needs.

**NB: Sponsors have the privilege of defining topics based on the themes of the Plenary Sessions that they opt to sponsor in line with their chosen sponsorship packages (subject to approval by the Conference Organising Committee).**

Sponsorship packages will contain various levels of exposure and will be offered as follows:

### *i. Levels of Sponsorship*

Our commitment is to give you the maximum returns for your marketing spend.

OPTION 1:	Platinum Sponsor	R (Negotiable)
OPTION 2:	Gold Sponsor	R 85,000
OPTION 3:	Silver Sponsor	R 35,000

### **Platinum Package** *R (Negotiable)*

Platinum sponsorship is the premium sponsorship package on offer and is **limited to one (1) sponsor**.

#### **Exclusive Benefits:**

- Exclusive visibility (branding and verbal recognition) at the Setting the Scene Session, including speaking opportunity.
- Exclusive visibility (branding and verbal recognition) at the Opening Ceremony.
- Exclusive visibility (branding and verbal recognition) at Panel Discussion Session.
- Prime Opportunity for a Senior Executive of your company to participate in a Panel Discussion as a Lead Panelist.
- Opportunity for a Senior Executive of your company to participate in an On-site Live Radio Interview.
- Acknowledgement as Sponsor of selected Plenary Sessions in all Conference literature.
- Co-branding of the Conference Bags distributed to all attendees.
- Co-branding of the Lanyards which will be attached to conference name badges and worn by all delegates, keynote speakers, speakers, organisers, and sponsors..
- Display your organisation banner onstage and main entrance at the selected Plenary Session.
- Distribute promotional material at the Plenary Sessions.

#### **Acknowledgements:**

- Company profile included in Conference Programme; Handbook and Website.
- Company banner at venue entrance.
- Your organisation logo will be placed prominently on the conference website.
- Your organisation's logo will be promoted on all Conference promotions.
- Your organisation logo will appear on the front cover of the Conference Handbook.
- Acknowledgement as Sponsor by the Conference Chair during the Conference programme.
- Advertisements in the Conference Handbook - Full Page (Colour).
- Access to a complete electronic list of attendee names and contact details two (2) weeks post event.
- Five (5) inserts in the Conference Bag (e.g. leaflets, flyers, paraphernalia, USB sticks).

#### **Additional:**

- Ten (10) Complimentary Conference Passes.
- Complimentary Exhibition Booth ( 9m<sup>2</sup> ).
- Specific requests might be accommodated (upon further agreement).



## SPONSORSHIP PARTNERSHIP PROPOSAL

### **Gold Package** *R 85,000*

Gold sponsorship package is a mid-tier sponsorship package on offer and is **limited to six (6) sponsors**.

ONLY 4 LEFT

#### **Exclusive Benefits:**

- Exclusive visibility (branding and verbal recognition) at One Breakaway Session.
- Prime Opportunity to nominate your preferred Session Chairperson to moderate the selected Breakaway Session.
- Prime Opportunity for a Senior Executive of your company to participate in a Panel Discussion (Breakaway Session) as a Lead Panelist.
- Acknowledgement as Sponsor of selected Breakaway Session in all Conference literature.
- Display your organisation banner onstage throughout the selected Panel Discussion Session.
- Distribute promotional material at the Panel Discussion Session.

#### **Acknowledgements:**

- Your organisation logo will be placed prominently on the conference website.
- Your organisation's logo will be promoted on all Conference promotions.
- Your organisation logo will appear on the front cover of the Conference Handbook.
- Acknowledgement as Sponsor by the Conference Chair during the Conference programme.
- Advertisements in the Conference Handbook -  $\frac{3}{4}$  Page (Colour)
- Access to a complete electronic list of attendee names and contact details two (2) weeks post event.
- Four (4) inserts in the Conference Bag (e.g. leaflets, flyers, paraphernalia, USB sticks).

#### **Additional:**

- Five (5) Complimentary Conference Passes.
- Complimentary Exhibition Booth ( 9m<sup>2</sup> ).

### **Silver Package** *R 35,000*

Silver sponsorship is **unlimited**.

UNLIMITED

#### **Acknowledgements:**

- Your organisation logo will be placed prominently on the conference website.
- Your organisation's logo will be promoted on all Conference promotions.
- Your organisation logo will appear on the front cover of the Conference Handbook.
- Acknowledgement as Sponsor by the Conference Chair during the Conference programme.
- Advertisements in the Conference Handbook -  $\frac{1}{2}$  Page (Colour).
- Access to a complete electronic list of attendee names and contact details two (2) weeks post event.
- Three (3) inserts in the Conference Bag (e.g. leaflets, flyers, paraphernalia, USB sticks).

#### **Additional:**

- Three (3) Complimentary Conference Passes.
- Complimentary Exhibition Booth ( 9m<sup>2</sup> ).



# SPONSORSHIP PARTNERSHIP PROPOSAL

## ii. Additional Supporting Sponsorship Options

In addition to the Platinum, Gold, and Silver options, the Conference will provide the following specific additional supporting sponsorship options:

Practical Demonstrations Sponsor	R 10,000
<p><b>DESCRIPTION:</b> One of the great highlights of the conference is the Practical Demonstrations of Innovation and Best Practices of Effective Asset Management. These Practical Demonstrations will be conducted in line with the Finance, Technical, and Leadership and Management aspects, and will take place in 2 different venues within the Conference Venue.</p> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>▪ Prominent brand exposure throughout the practical demonstration.</li> <li>▪ Acknowledgement as Practical Demonstration Sponsor by the Conference Chair during the Conference programme.</li> <li>▪ Your organisation logo will be placed prominently on the conference website.</li> <li>▪ Your organisation's logo will be promoted on all Conference promotions.</li> <li>▪ Your organisation logo will appear on the front cover of the Conference Handbook.</li> <li>▪ Two (2) Complimentary Conference Passes.</li> <li>▪ Advertisements in the Conference Handbook – ¼ Page (Colour).</li> </ul> <p><b>ANTICIPATED AUDIENCE:</b> All attendees.</p>	

Speakers' Gifts Sponsor	R 30,000
<p><b>DESCRIPTION:</b> Help us thank our speakers in style by sponsoring gifts for our esteemed presenters. Each speaker will receive a special gift – courtesy of you! Each gift will have a tag thanking you as the speaker gift sponsor and leaving a lasting impression.</p> <p><b>BENEFITS:</b></p> <ul style="list-style-type: none"> <li>▪ Prominent brand exposure.</li> <li>▪ Acknowledgement as Speaker's Gifts Sponsor by the Conference Chair during the Conference programme.</li> <li>▪ Your organisation logo will be placed prominently on the conference website.</li> <li>▪ Your organisation's logo will be promoted on all Conference promotions.</li> <li>▪ Your organisation logo will appear on the front cover of the Conference Handbook.</li> <li>▪ Two (2) Complimentary Conference Passes.</li> <li>▪ Advertisements in the Conference Handbook – ¼ Page (Colour).</li> </ul> <p><b>ANTICIPATED AUDIENCE:</b> All speakers/presenters.</p>	



## SPONSORSHIP PARTNERSHIP PROPOSAL

Networking Social Function Sponsor

R 75,000

**DESCRIPTION:**

A Networking Social Function will be held in the evening of Conference Day 1. Held in a relaxed environment, attendees will nurture the connections they would have made throughout the conference. This grand finale event includes braai cuisine, music, and entertainment. The Networking Social Function allows sponsors to provide giveaways.

**BENEFITS:**

- Dedicated signage prominently display sponsor branding throughout the venue.
- Opportunity to deliver 5-minute welcoming remarks.
- Logo acknowledgement including text "Sponsored by" wherever the Social Function is mentioned.
- Your organisation logo will be placed prominently on the conference website.
- Your organisation's logo will be promoted on all Conference promotions.
- Your organisation logo will appear on the front cover of the Conference Handbook.
- Two (2) Complimentary Conference Passes.
- Advertisements in the Conference Handbook – ¼ Page (Colour).
- Opportunity to provide a "lucky" door prize and giveaways.
- Opportunity to distribute promotional material.
- Exclusive table reserved for your organisation.
- Seating with/Access to VIP/s and/or delegates.

**ANTICIPATED AUDIENCE:**

Promoted to all attendees, 450 participants.



# SPONSORSHIP COMMITMENT FORM

We would like to be a sponsor of the Local Government Asset Management Indaba 2018

Please select your desired level of sponsorship. You can opt to invest more than the minimum amount stipulated below so that your specific requests can be accommodated upon further agreement.

## Sponsorship Level

### Partnering Sponsor:

- Platinum Sponsor R (Negotiable) R \_\_\_\_\_
- Gold Sponsor R 85,000
- Silver Sponsor R 35,000

### Supporting Sponsor:

- Practical Demonstrations Sponsor (R 10,000)
- Speaker's Gifts Sponsor (R 30,000)
- Networking Social Function Sponsor (R 75,000)

Please print in **BLOCK LETTERS** and return copy, keeping one copy for your file:

Company Name			
Business Address			
Tel		Fax	
Email			
		Postal Code	

- To secure your sponsorship, please complete and return this Sponsorship Commitment Form **no later than Friday, 2 March 2018 at 16h00.**
- Upon receipt of this signed Sponsorship Commitment Form and, the Conference Organising committee will send you a Proforma Invoice, and **payment for your selected sponsorship package must be received within seven (7) days of the signature date.**
- Upon receipt of Proof of Payment, we will send you written acknowledgement of receipt to confirm your sponsorship package.

INITIAL HERE:



# SPONSORSHIP COMMITMENT FORM

## Sponsorship Terms

**Participation:** Upon mutual execution of this first instalment of Local Government Asset Management Indaba 2018 Sponsorship Commitment ("Agreement") and payment of the Sponsorship Fee, Sponsor will participate in the Local Government Asset Management Indaba 2018 ("Event") to be held on 22 and 23 March 2018, in accordance with the terms and conditions set forth herein.

**Payment Terms:** Sponsor agrees to pay the Sponsorship Fee within seven (7) days after signing sponsorship commitment form. The Sponsorship Fee is subject to the cancellation penalties stated in this Agreement. Payment must be made by Electronic Funds Transfer (EFT).

**Sponsor Responsibility:** Sponsor is solely responsible for its own demonstration materials and products, and for insuring its property from all loss or damage. In no event shall the Event Organisers be responsible for any injury, loss or damage that may occur to Sponsor, its property or its employees, representatives, personnel or guests from any cause whatsoever, and Sponsor agrees not to make any claims against the Event Organisers for any such injury, loss or damage.

**Representation:** The Event Organisers make no representations or warranties to Sponsor concerning any Event, including, without limitation, the number of participants who will attend any of the Events, or whether the Event are an effective method of marketing for Sponsor.

**Trademarks:** Sponsor grants to the Event Organisers the limited use of its name, logo and trademarks ("Marks") solely for promoting and administering the Events pursuant to this Agreement, in accordance with Sponsor's then current trademark usage guidelines. Except as expressly stated, this Agreement does not grant the Event Organisers any rights in any Marks owned by Sponsor.

**Event Date(s) or Venue Change:** If the Event Organisers change Event Date(s) or cancel the Event in its entirety, all of which the Trade Show Organisers may do in their sole discretion, the Conference Organisers' sole responsibility and liability to Sponsor shall be to (i) notify in writing Sponsor of such changes or cancellation, and of any rescheduled date(s) or venue(s), If applicable; (ii) refund the Specified Fees as received from Sponsor with respect to that event if the Event is cancelled by the Event Organisers, (iii) refund the Sponsorship Fee as received from Sponsor with respect to that Event.

**Cancellation by Sponsor:** In the event Sponsor cancels all or part of its participation in the Event, the following provisions shall apply: If written notice of cancellation is received by the Event Organisers 60 days prior to the Event, Sponsor shall pay a cancellation fee equal to fifty percent (50%) of the total Sponsorship Fee. If notification is received by the Event Organisers 30 days prior to the Event, Sponsor shall pay a cancellation fee equal to one hundred percent (100%) of the Sponsorship Fee. All cancellation fees are due immediately upon cancellation.

All payments made to the Event Organisers under this Agreement are deemed fully earned and non-refundable and made in consideration for expenses incurred by the Event Organisers and the Event Organisers' lost or deferred opportunity to provide sponsorship opportunity to others, and all cancellation fees that may become due hereunder are acknowledged by Sponsor.

**Governing Laws:** The parties agree to abide by all applicable laws in performing their obligations in connection with this Agreement.

This Agreement constitutes the entire Agreement with respect to the subject matter hereof and may not be modified except by writing signed by both parties.

This Agreement shall be governed by and construed under the laws of the Republic of South Africa, without reference to conflict of law principles, and the parties submit themselves to the non-exclusive jurisdiction of the KwaZulu-Natal High Court, Durban, Republic of South Africa.

INITIAL HERE:



# SPONSORSHIP COMMITMENT FORM

## Acceptance of Terms

*I/we have read and agree to the terms of this Agreement:*

Signed on this ..... day of ..... 2018 at .....

*I am authorized to execute this Agreement for Sponsor:*

Duly Authorised Representative : .....

Name in BLOCK letters

Signature

Capacity of Signatory : .....

Witness (1) : .....

Name in BLOCK letters

Signature

Witness (2) : .....

Name in BLOCK letters

Signature