

Crafting the unpolished Diamonds

SAPA NATIONAL CONFERENCE 2022

8 - 10 SEPTEMBER

MITTAH SEPEREPERE CONVENTION CENTRE, KIMBERLEY



SAPA Northern Cape President 0832675071 / 0834546592 · lebmalgas@gmail.com · Secretariat 0720634618 / 0724739666

Conference Coordinator · Alta van Heerden · alta@sunlands.co.za · Conference Company · XL Millennium · sponsors@sapaconference.co.za

Dear Sponsor

We are excited to announce that after two years of being held 'hostage' by the Covid Pandemic, The South African Principals' Association (SAPA) will be hosting the **NATIONAL SAPA CONFERENCE** at the **MITTAH SEPEREPERE CONVENTION CENTRE** in the **NORTHERN CAPE** Province from **8th – 10th SEPTEMBER 2022**.

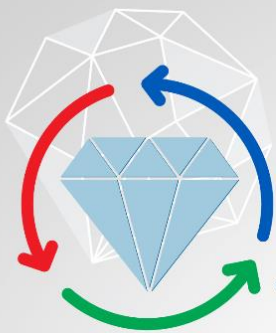
Our National and Provincial teams have hosted many conferences with great success and delegates, sponsors and presenters always comment on the excellent organisation, administration, programme, etc. We are eager to continue our good track record and hope to build on the successes of the past, as we host our NATIONAL conference in **Kimberley this year**.

The theme for this conference is "**CRAFTING THE UNPOLISHED DIAMONDS**". We have brought in fresh ideas and a great line-up of presenters. We are hoping to attract many principals, deputy principals and other educationists from across South African to this conference. We are forecasting a delegate total of between 500 and 800 delegates attending the conference.

We would like to invite you to be part of this exciting event as a sponsor or exhibitor of the conference. As SAPA is a non-profit organisation, it depends on companies, who are passionate about education or those who recognize the importance of their social responsibility to assist us financially. With your support we can ensure the success of this conference and in so doing contribute to bringing about the change needed in schools across South Africa.

Please review the following conference packages and let us know if you would like to participate in this exciting National conference as an exhibitor or sponsor.

Exhibition Stands	Cost	Free Stand representatives, including meals	Exhibition Stand Size	Marketing Material and Samples in Conference Bag	Banners in foyer of auditorium	Rolling Advert in Plenary Sessions	Advert in Conference book	Speaker slot in the Plenary
Platinum Package	R150 000.00	Up to 4	6mx4m	Yes	Yes	Yes	Full page	10 min
Gold Package	R100 000.00	Up to 3	5mx3m	Yes	Yes	Yes	Half page	5 min
Silver Package	R80 000.00	Up to 3	4mx3m	Yes	Yes	Yes	No	No
Bronze Package	R60 000.00	2	4mx2m	Yes	No	Yes	No	No
Standard Package	R40 000.00	2	3mx2m	No	No	Yes	No	No



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All exhibition packages include

- Exhibition space
- 01 x Trestle table, 2 chairs + 1 plug point
- Rolling advert before breaks/during/after breaks
- Meals and conference passes for stand representatives as indicated
- Attendance at the Welcome Cocktail

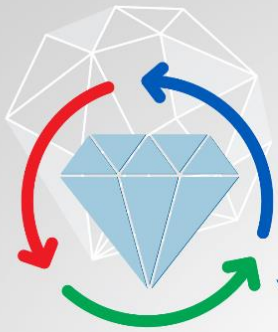
Development of Conference Programme	Cost	Description
Development of Digital Programme	R10 000	Full Page advertising in programme – material to be provided by sponsor Sponsor's logo on each page of the digital programme

Conference Collateral	Cost	Description
Conference Bags	R75 000.00	Benefits same as Silver Package. Sponsors logo printed on Conference Bag, along with Conference branding. Bag type (size, colour, branding, etc.) to be approved by Conference Organising Committee.
Lanyards	R10 500.00	Sponsors logo printed on lanyards, along with Conference branding. Lanyard type (size, colour, branding, etc.) to be approved by Conference Organising Committee.

Advertising	Cost	Description
Advertising on Conference website	R8 500.00	A hyperlink banner on the Home page of the website.
Marketing material in Conference Bag	R10 000.00	Pamphlets and samples only (We require 500)
Advertising in Conference Programme	R5 000.00	Full page – Material to be provided by advertiser
	R3 500.00	Half page – Material to be provided by advertiser
	R3 000.00	Quarter page – Material to be provided by advertiser

Sponsorship is also requested for the following:

- Pens, notepads, bottles of water, anything novel and useful for principals



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If you are interested in any of the options above, please feel free to contact us on sponsors@sapaconference.co.za.

Looking forward to a positive response and working with you.

Kind Regards

LEBOGANG MALGAS (SAPA Northern Cape President)
SAPA National Conference 2022 Organising Committee