

Venue: Montecasino,
Johannesburg, SOUTH AFRICA

SUSTAINABLE DEVELOPMENT CONFERENCE, 15-17 MARCH 2004

SPONSORSHIP BRIEF

Bembani Sustainability Training (Pty) Ltd

Your Support Partner Towards Sustainability



Sustainability represents the greatest challenge facing business, government and communities in the 21st Century. This challenge affects every organisation, be it a family, a clan, a nation, a non-profit organisation, a private or public corporation, and everything under the sun. All these organisations and individuals have potentials to influence the attainment of sustainability.

Bembani Sustainability Training (Pty) Ltd, in collaboration with the Centre for Environmental Management, will be hosting a Sustainable Development Conference from the 15th to 17th March 2004. The Conference takes place just over a year after the World Summit on Sustainable Development (WSSD), and coincides with the first decade of the celebration of freedom in South Africa. It will look at, among other things, the progress that some organisations have made or are making towards the achievement of goals and aspirations that form the WSSD Outcomes, and those that are intrinsically linked to the outcomes.

The Conference will look at instituting actions towards sustainability by both reminding participants of the commitments made, and sharing with them case studies from those organisations that have taken the challenge into account during their strategic planning and boardroom sessions.

Sponsorship Categories Available are:

- **Partner / Principal Sponsor;**
- **Gala Dinner Sponsor;**
- **Reception Cocktail Sponsor;**
- **Session Sponsor; and**
- **Logistics Sponsor.**

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CEM
Centre for Environmental Management

INTRODUCTION

Sponsorship is a type of marketing that many leading corporations have taken advantage of. Sustainable development is a global challenge that requires all institutions and individuals to work together through partnerships to improve the standards of living on earth while maintaining the ecological carrying capacities of the life support systems.

Sponsorship is one of the key sustainable development enablers, which could be achieved through partnerships. The need for partnership, and for sponsorship to achieve the goals of sustainable development have been articulated during the WSSD as follows: -

“We recognise that the implementation of the outcomes of the Summit should benefit all, particularly women, youth, children and vulnerable groups. Furthermore, the implementation should involve all relevant actors through partnerships, especially between Governments of the North and South, on the one hand, and between Governments and major groups, on the other, to achieve widely shared goals of sustainable development. As reflected in the Monterrey Consensus, such partnerships are key to pursuing sustainable development in a globalizing world” (WSSD Plan of Implementation, 2002:1).

From the above citation, it is clear that sponsorships are key in the journey towards sustainability, which many nations seek to achieve. Sponsorship marketing associated with the conference of this nature could bring a wealth of benefits including:

- Reputation and Image building;
- Increased Visibility during and after the event;
- Corporate Social Responsibility;
- Exhibitions and Advertising;

SPONSORSHIP PACKAGES

The Conference is targeted at high-level executives and decision makers from all parts of Africa, with the majority hailing from South Africa. About 350 people are expected to attend the proceedings of the conference. Below are details of sponsorships sought.

CATEGORY 1: Partner Sponsor (R350 000)

The Partner Sponsorship will be utilised for the payment of venue, which is estimated to be around R290 000. The balance of the fee will assist in pre-event marketing and procurement of specialist services necessary to ensure a successful event.

BENEFITS

A partner sponsor will accrue benefits associated with a high profile event of this magnitude. Amongst the specific and measurable benefits are that:

- Sponsor's name will be included on the title of the conference during announcement, marketing and in documentation.
- The partner sponsor's logo will be included in all conference brochures, proceedings documentation, folders, and all media advertisements.
- The partner sponsor will select a representative to chair the morning session of Day 1 of the Conference where high profile speakers and VIP's will set the scene for addressing sustainability challenges in Africa.
- The Partner Sponsor will be acknowledged in a welcoming letter and during suitable slots in the conference.
- The Partner Sponsor will be entitled to include their company profile on the proceedings documentation.
- The Partner Sponsor will be entitled to exhibit their products and services, including literature and reading materials for the duration of the conference.
- The Partner Sponsor will be entitled to send five (5) delegates to attend the conference.
- The Partner Sponsor will be entitled to make corporate address to the delegates during lunch in one of the conference's days of their choice. The address should have relevance to the conference.
- The Partner Sponsor will be entitled to a gala dinner table for 10 and unlimited networking opportunities.
- The Partner Sponsor's logo will appear on the conference website with hyperlinks to their home page.
- Title branding on conference AV Video.

CATEGORY 2: Gala Dinner Sponsor (R200 000)

The Gala Dinner will be held at the end of Day 1 of the conference. The Gala Dinner Sponsor will, over and above other benefits, nominate a representative to make a presentation about their organisation during the gala dinner evening. It could be used to inform our delegates of the Sponsor's products and services.

The Gala Sponsorship will go directly to service providers for the services necessary to ensure a successful, networking-laden gala dinner. This will comprise venue hire for gala dinner, decorations, food and beverages, and entertainment.

BENEFITS

- The Gala Dinner Sponsor's logo will be included in all conference brochures, proceedings documentation, folders, and all media advertisements.
- The Gala Dinner sponsor will select a representative to address the delegates during the gala proceedings.
- The Gala Dinner Sponsor will be acknowledged in welcoming letter and during suitable slots in the conference.
- The Gala Dinner Sponsor will be entitled to include their company profile on the proceedings documentation.

- The Gala Dinner Sponsor will be entitled to exhibit their products and services during the gala evening.
- The Gala Dinner Sponsor will be entitled to send two (2) delegates to attend the conference.
- The Gala Dinner Sponsor will be entitled to a gala dinner table for 10 and unlimited networking opportunities.
- Title branding on conference AV Video.
- The Gala Dinner Sponsor's logo will appear on the conference website, and hyperlinks to their home page.

CATEGORY 3: Reception Cocktail Sponsor (R75 000)

Reception Cocktail will be on Sunday evening prior to the commencement of the conference. The Reception Sponsor will, over and above other benefits, nominate a representative to make a presentation about their organisation during the Reception session. It could be used to inform our executive delegates of the Sponsor's products and services.

The Reception Cocktail Sponsorship will go directly to service providers for the services necessary to ensure a warm welcome and networking prior to the event. This will comprise venue hire for the reception cocktail as well as beverages.

BENEFITS

- The Reception Sponsor's logo will be included in all appropriate conference brochures, proceedings documentation, folders, and all media advertisements.
- The Reception Sponsor will select a representative to address the delegates during the Reception Session.
- The Reception Sponsor will be acknowledged in welcoming letter.
- The Reception Sponsor will be entitled to exhibit their products and services during the Reception evening.
- The Reception Sponsor will be entitled to send two (2) delegates to attend the conference.
- The Reception Sponsor will be entitled to send 10 representatives of their organisation to the reception cocktail and unlimited networking opportunities.

CATEGORY 4: Session Sponsor (R25 000)

The Session Sponsorship will assist in the production of session materials both during the conference and the post event publications.

The following sessions are available for sponsorship, namely:

- Poverty and Health;
- Sustainability Strategies and Local Levels;
- Policy and Legislation for Sustainable Development;
- Water and Sanitation;
- Biodiversity and Community-based Natural Resources Management; and
- Sustainable Energy.

BENEFITS

- The Session Sponsor's logo will be included in their respective session's proceedings and documentation.
- The Session Sponsor will select a representative to chair the session that they are sponsoring, and to have their representative in the discussion panel.
- The Session Sponsor will be entitled to exhibit their products and services at the venue of their respective sessions.
- The Session Sponsor will be entitled to send one (1) delegate to attend the conference.

CATEGORY 5: Logistics Sponsor

A logistics Sponsor will have a choice to sponsor any of the logistics categories entirely. The Logistics Sponsorship will go directly to service providers, if not provided in kind. The conference organizers do not need to handle money associated with logistics, but would rather prefer confirmation that logistics are taken care of.

Logistics sponsor comprises:

- Transportation for Speakers (esp. overseas speakers);
- Production of Conference and Post Conference Materials;
- Media coverage; and
- Accommodation for Speakers.

Transportation for Speakers

Transportation Logistics Sponsorship includes the purchase of Speakers' Air Tickets from their departure airports through all connecting flights to the destination ground transportation.

Production of Conference and Post Conference Materials

Production Sponsor should procure or provide technological and materials requirements for the publication of conference proceedings and post conference production of materials and presentations.

This conference is aligned to the "Greening the Conference" concept, and no extensive presentations materials will be made available in hard copies. All presentations will be made available in CD's, and the production sponsor should be able to take care of production costs.

Media Sponsor

The Media Sponsor or Partner will take care of Media coverage, including but not limited to:

- Limited Television Advertisements;
- Radio Advertisements; and
- Limited Print Advertisements.

Media Sponsor will be regarded as Media Partner as they will take care of all aspects of advertising and marketing as outlined above. Specifications negotiations will be

commenced as soon as a potential media partner has shown interests.

Accommodation for Speakers

The number of speakers who will be staying throughout the duration of the conference has not yet been established. The accommodation sponsor will take care of Speakers' Accommodation expenses for the duration of the conference. This will include breakfast costs, but excludes laundry and communication costs such as telephone and internet access.

Accommodation for South African Speakers from Gauteng will not be paid for as they are expected to commute on a daily basis or make alternative arrangements. Accommodation expenses for South African Speakers outside Gauteng will be paid for one night preceding the day of their presentations. All overseas Speakers will be accommodated from Sunday, 14 March to Wednesday, 17 March 2004. Any prolonged stays will be to their accounts.

BENEFITS

All Logistics Sponsors will be afforded similar benefits as outlined below.

- The Logistics Sponsor's logo will be included in all conference brochures, proceedings documentation, folders, and all media advertising.
- The Logistics Sponsor will be acknowledged in welcoming letter and during suitable slots in the conference.
- The Logistics Sponsor will be entitled to include their company profile on the proceedings documentation.
- The Logistics Sponsor will be entitled to exhibit their products and services for the duration of the conference.
- The Logistics Sponsor will be entitled to send two (2) delegates to attend the conference.
- The Logistics Sponsor will be entitled to a gala dinner table for 10 and unlimited networking opportunities.
- The Logistics Sponsor's logo will appear on the conference website, and hyperlinks to their home page.

ENDORSEMENTS

The Conference has been endorsed by the following Sustainable Development Key Stakeholders:



CONCLUSION

The benefits associated with sponsoring this event are enormous, and some can only be realized through participation. High profile business executives, political leaders, and development think tanks from many parts of Africa will attend the Conference. If you want to take advantage of marketing during this event, please complete the leaflet below and send it back to us at Bemani details provided on the cover page.

Having been personally involved in helping world-class corporations in moving towards sustainability, I feel confident that the packages outlined above are worthwhile and will ensue more than the stated benefits. Sponsorship categories and benefits could be negotiated to meet potential sponsors needs within certain parameters.

We hope that you find this deal acceptable and worthy. We would like to make an oral presentation to relevant teams within your organization, during which you will be afforded an opportunity to seek clarity.

Sincerely,

Titus Baloyi
Conference Organizer and Managing Director
Bemani Sustainability Training (Pty) Ltd