



## **SPONSORSHIP BROCHURE**

### **2010 Africa SMME Conference**

#### **Theme:**

**South African Economy and the Role of  
SMMEs**

**&**

**SMME Awards**

**Date : 21 October 2010**

**Venue : TBC**

*It is our business to help your business...*



Dear Sir / Madam

Africagrowth Institute will host the annual **South Africa SMME Conference and Awards** on the (Date to be confirmed). The theme of the conference will be: **South African Economy and the Role of SMMEs**. The conference will discuss success stories, best practices and key challenges that face South Africa's SMMEs in the global market.

The 2010 conference will once again host the South Africa SMME Awards Banquet, during which the top SMMEs in Africa will be honoured. To ensure the success of this event, partnerships, financial support and key stakeholder's involvement are very important. We therefore take great pleasure to invite you to partner with us and be part of this prestigious event. Below is a table of opportunities that may assist you to partner with us and support this unique and wonderful South Africa initiative.

We shall be grateful if you could take a few minutes of your time to look at the sponsorship opportunities enclosed and generously support this unique and vital initiative. We look forward to discussing the partnership opportunities between your company and look forward to working with you to promote South Africa's entrepreneurial spirit.

Yours sincerely

N Biekpe  
**Professor Nicholas Biekpe**  
President : Africagrowth Institute

*DPotgieter*  
**Dina Potgieter**  
Manager : SMME Project

*Board of Directors : Professor Jimnah Mbaru (Kenya); Mr. Phil Molefe (South Africa); Ms. Vuyo Mahlati (South Africa); Mr. Mumba Kapumpa (Zambia); Dr. Mohammed Jahed (South Africa); Dr. Agatha Biekpe (UK); Professor Nicholas Biekpe (South Africa)*

# **2010 SOUTH AFRICA SMME CONFERENCE AND SMME AWARDS**

SMMEs play a crucial role in the economy of South Africa. It is estimated that the sector, excluding government, provides more than 90% of the workforce in the country and contributes significantly to the GDP of the economy. In a nutshell the sector is the heart that pumps the economic blood to the vital organs of the South Africa's economy. Even big businesses rely on the SMME sector for growth!

To acknowledge and appreciate the important role the sector plays in promoting wealth and prosperity in the country, Africagrowth Institute, in partnership with Central and Provincial governments, Municipal Administrations, private sector institutions and other SMME Support Agencies, is pleased to introduce the 2010 South Africa SMME Conference and Awards. The idea behind the Awards is to identify and recognise the best performing SMMEs in the country. The Award ceremony showcases the country's best SMMEs in the trade, services and industrial sectors. The overall winner will receive the South African SMME of Year Award. The Awards ceremony will take place on the (date to be confirmed).

The 2010 South Africa SMME Awards ceremony aims to recognise the success and vitality of the South Africa SMME sector. This unique annual awards program has been established specifically to acknowledge, encourage and celebrate excellence amongst South African SMMEs by giving them the opportunity to gain valuable exposure and well-deserved recognition for their national and global expansion ambitions. The Awards are the highest honours that can be bestowed to SMME owners in the country. The main goal of the Award program is, therefore, to help the South Africa SMME business sector grow and prosper, and to market South Africa as an investment destination for the rest of the world.

## **Aims and Objectives of Conference and Award Ceremony**

- To showcase South Africa's successful SMMEs;
- To promote and highlight the role that SMMEs play in economic development of the continent;
- To present case studies and research findings in the SMME sector;
- To present South African SMME sector indices and indicators;
- To bring together governments, development institutions, investors, academics and private sector institutions who are involved in SMMEs in the development of the SMMEs sector;
- To discuss best practices in the SMMEs sector;
- To bring big business and SMMEs together "under one roof";
- To help promote SMMEs Research and development ;

## **The Sponsorship**

The organisers of this important initiative greatly acknowledge and salute your organisation's support and contribution to promoting development in the country and would be very honoured if you could consider sponsoring the event. The event attracts investors, entrepreneurs and high profile speakers and participants from private sector institutions, Government, SMME sector, small and medium enterprise support agencies, and other development institutions throughout the country.

**Benefits to Sponsor:** *(Table of sponsorship options attached)*



## TO SPONSOR THE CONFERENCE

### SPONSORSHIP OPTIONS FOR THE 2010 SOUTH AFRICA SMME CONFERENCE

The table below shows the different sponsorship opportunities available at the 2010 SMME Conference and the benefits that the sponsor will enjoy.

CONFERENCE	Contribution (excl. VAT)	Speaking opportunity on relevant topic	Delegates to attend the Conference and Awards banquet for free	Advertisement in Conference Brochure		Advertisement in Africagrowth Agenda Magazine		Interview with Senior Manager to be published in Africa Growth Agenda Magazine	Display banner and promotional article(s) at conference or banquet	Logo in Conference brochure, on conference website and on presentation screen	Free Subscription to the Africagrowth Growth Publication for 1 year
				Full page (A4)	Half Page (A5)	Full Page (A4)	Half Page (A4)				
Platinum Sponsor	R100 000	√	10	√		√		√	√	√	√
Gold Sponsor	R50 000	√	5		√		√		√	√	√
Silver Sponsor	R30 000		3		√		√		√	√	√
Bronze Sponsor	R20 000		2		√				√	√	√
Speaker Gifts & Conference Bags	R 8 000		2							√	√
Refreshment Break	R 6 000		2							√	

√ Benefits included in package

Note that all amounts are excluding VAT

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# TO SPONSOR THE AWARDS



## SPONSORSHIP OPTIONS FOR THE 2010 SOUTH AFRICA SMME AWARDS

The table below shows the different sponsorship opportunities available at the SMME Awards Banquet and the benefits that the sponsor will enjoy.

SA SMME AWARDS	Contribution (excl. VAT)	Guest Speaker at the SMME Awards	Speaking opportunity on relevant topic at the conference	Delegates to attend the Awards banquet for free	Advertisement in Awards Brochure (A5)		Advertisement in Africagrowth Agenda Magazine		Interview with Senior Manager to be published in Africa Growth Agenda Magazine	Display banner and promotional article(s) at Awards banquet	Logo in Awards brochure, on Awards website and on presentation screen	Company Name printed on Africa SMME Award Trophy
					Full page (A5)	Half Page (A5)	Full Page (A4)	Half Page (A4)				
Ambassador Sponsor	R200 000	√	√	15	√		√		√	√	√	√
All Sector Awards	R180 000		√	10	√		√		√	√	√	√
South Africa SMME of the year award	R50 000		√	5	√		√			√	√	√
Individual & Sector Awards (6)	R30 000			3		√		√		√	√	√
Décor at banquet	R30 000			3		√		√		√	√	√
Table Sponsor	R6 000			8								

Note that these amounts exclude VAT

Sectors: Industrial Sector, Trade Sector, Services Sector:

Individual Awards: Best New Business Award, Most Innovative Enterprise Award, Young Enterprise Award

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