



SPONSORSHIP PROPOSAL



2015 South Africa SMME Conference & SMME Awards

**Date : 4 June 2015
Venue : Lord Charles Hotel,
Somerset-West**



2 June 2014

Dear Sir/Madam

Small, micro and medium enterprises (SMMEs) are the engine of growth in any economic. The sector creates a very significant portion of the workforce in the country. The significance of the sector has been strengthened by the recent establishment of a Ministry of Small Business. To acknowledge and appreciate the important role the sector plays in promoting wealth and prosperity in the country, Africagrowth Institutes, in partnership with major Private Sector Institutions, NGOs and SMME support agencies will be organising the 2015 South Africa SMME Conference and Awards. The one-day conference and awards ceremony will take place on 4 June 2015 at the Lord Charles Hotel, Somerset-West.

In addition to the conference, successful SMME Entrepreneurs will be acknowledge and awarded for the important role they play for economic development in our country.

To ensure the success of this event Africagrowth Institute is seeking partnerships, financial support and key stakeholder's involvement to support and promote this important and unique event. We, therefore, take this opportunity to invite you to partner with us and be part of this rewarding event. Below is more information on the conference and awards and a table of benefits and opportunities for potential partners and sponsors.

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.

Yours sincerely

N Biekpe

Professor Nicholas Biekpe
President : Africagrowth Institute

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Dina Potgieter
Manager : SMME Project

2015 SOUTH AFRICA SMME CONFERENCE AND SMME AWARDS

1. INTRODUCTION

To acknowledge and appreciate the important role the SMME sector plays in promoting wealth and prosperity in our country, Africagrowth Institutes, in partnership with major Private Sector Institutions, NGOs and SMME support agencies is pleased to introduce the 2015 South Africa SMME Conference and Awards.

Africagrowth Institute will host the **2015 South Africa SMME Conference and Awards** on the 4 June 2015. The conference will address issues including government initiatives aimed at supporting SMMEs, regulatory impact on SMMEs development, access to market, access to finance, importance of Marketing, importance of governance and youth and gender relevance in promoting entrepreneurship.

Aims and Objectives of Conference and Award Ceremony are:

- To showcase South Africa's successful SMMEs;
- To promote and highlight the role that SMMEs play in economic development of South Africa;
- To present case studies and research findings in the SMME sector;
- To bring together government, development institutions, investors, academics and private sector institutions who are involved 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;

3. THE SPONSORSHIP

The 2015 South Africa SMME Awards ceremony aims to recognise the success and vitality of the 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 main goal of the Award program is, therefore, to help the South African SMME business sector grow and prosper, and to market Africa as an investment destination for the rest of the world.

The organisers of this important initiative greatly acknowledge and salute your organisation's support and contribution to promoting development in the continent 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: *(see the attached Table of sponsorship options)*

2015 SOUTH AFRICA SMME CONFERENCE

SPONSORSHIP OPTIONS FOR THE 2015 SOUTH AFRICA SMME CONFERENCE

The table below shows the different sponsorship opportunities available at the 2015 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		Display banner and promotional article(s) at conference or banquet	Logo in Conference brochure, on conference website and on presentation screen
				Full page (A4)	Half Page (A5)		
Platinum Sponsor	R100 000	√	10	√		√	√
Gold Sponsor	R50 000	√	5		√	√	√
Silver Sponsor	R30 000		3		√	√	√
Bronze Sponsor	R20 000		2		√	√	√
Speaker Gifts & Conference Bags	R10 000		2				√
Refreshment Break	R 6 000		2				√

√ Benefits included in package

Note that all amounts are excluding VAT

2015 SOUTH AFRICA SMME AWARDS

SPONSORSHIP OPTIONS FOR THE 2015 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.

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)		Display banner and promotional article(s) at Awards banquet	Logo in Awards brochure, on Awards website and on presentation screen	Company Name printed on Award Trophy
					Full page (A5)	Half Page (A5)			
Platinum	R100 000	√	√	8	√		√	√	√
SA 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					
Entertainment	R15 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