



SAVCA PE CONFERENCE 2024

SYNERGY

WITH COLLABORATION

**SPONSORSHIP
OPPORTUNITIES**

SAVCA PE Conference 2024 | 27-28 February 2024 | Cavalli Estate Stellenbosch

WHAT TO EXPECT

2 days of premium content

Networking



Social function



Meet industry players such as investors, fund managers, regulators, advisors and the media



Hear insights from industry leaders



WHY SPONSOR?

Brand visibility



Build relationships

Maximise your exposure



Generate new and valuable leads.

Engage with your target audience



Showcase thought leadership

ATTENDANCE STATS FROM THE 2023 CONFERENCE



Service Providers: **29%**

Fund Managers: **32%**

Institutional Investors: **22%**

Other: **17%**



MESSAGE FROM OUR SAVCA CEO

Dear potential SAVCA sponsor,

We are delighted that you are considering partnering with us on the highly anticipated SAVCA Private Equity Conference 2024!

As we reflect on the past year, and take courageous strides into the future, we recognise the amplified value that synergistic collaborations create. Our willingness and appetite to combine our efforts with those of others around a common agenda, is what will drive the impact that we seek as an industry. The Conference offers an invitation to dream with us, and contribute towards building a future where our private markets take up more space alongside other asset classes in diversified portfolios, continue to play a key role in the growth of local businesses and direct capital into critical economic activities.

The Conference promises to deliver moments of inspiration, connection, an appreciation of the abundant opportunities for collaboration around us, and quality content that our attendees have come to value.

You will be happy to hear that we are reverting to the preferred February date! So as to ensure a balance of robust in-plenary engagement and networking, please take note of the changes to the structure of the Agenda.

We will maintain the format of a single plenary room, which facilitates wider reach and visibility to the audience, with the ability to hold more personalised engagements in the networking pods.

Tshepiso Kobile
CEO: SAVCA



PROGRAMME OUTLINE

Day 1: Tuesday, 27 February 2024

08h00 – 09h30	Registration, Arrival Snacks and Networking
09h30 – 14h00	Conference Proceedings
14h00 – 15h00	Lunch and Networking
15h00 – 17h00	Conference Proceedings

Day 2: Wednesday, 28 February 2024

08h30 – 09h30	Registration and Arrival Snacks LP Breakfast
09h00 – 10h30	LP Only Breakfast, followed by Plenary from 10h30
09h30 – 13h20	Conference Proceedings for all Non-LP Delegates
13h20 – 14h20	Lunch and Networking
14h20 – 16h30	Conference Proceedings
16h30 – 18h00	Social Function



TIER 1 - LEAD SPONSOR

**SOLD
OUT!**

No. of packages
available:

3

aka "Anchor Investor" package

Price per package:
R265 000



Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 250-word write up on sponsor's page
- Logo on conference marketing mailers.
- Dedicated social media post profiling the sponsor.
- Mentions on SAVCA social media posts related to the conference.
- Invitation to speak at events related to the build up of the conference, including media engagements.
- Promotional video (provided by sponsor) posted on SAVCA's social media and conference website.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 250-word write up.
- Full page advert in the printed conference programme book A4 size.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 250-word write up.
- Logo displayed on screen in plenary (in primary position).

- Promotional video (provided by sponsor) played at the start of the plenary session on day 1 and 2 of the conference.
- Participation by CEO or senior company representative in the plenary programme.
- Marketing material can be provided to delegates (in pack brochures, pamphlets, magazines etc.)
- 2 x teardrop banners along the venue driveway.
- 2 x banners displayed at the conference.
- 1 x complimentary meeting pod.
- Complimentary passes: 6 x in-person.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one month prior to the conference and an updated list one week before and one week after the conference.

TIER 2 - CO SPONSOR

**SOLD
OUT!**

No. of packages
available:

3

Price per package:
R175 000



Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 150-word write up on sponsor's page.
- Logo on conference marketing materials.
- Dedicated social media post profiling the sponsor.
- Mentions on SAVCA social media posts related to the conference.
- Promotional video (provided by sponsor) posted on SAVCA's social media.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 150-word write up.

Half page advert in the printed conference programme book, A5 size.

- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 150-word write up.
- Logo displayed on screen in plenary (in secondary position).
- Promotional video (provided by sponsor) played at the start of each refreshment break and lunch in the plenary.
- 2 x banner displayed at the conference.
- 1 x meeting pod at 50% discount (optional).
- Complimentary passes: 4 x in-person.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

TIER 3 - SUPPORTING SPONSOR

ONLY
1 LEFT

No. of packages
available:

3

Price per package:
R95 000



Pre-conference exposure and benefits

- Pre-conference exposure and benefits
- Exposure on SAVCA website: Company name, logo, website and 100-word write up on sponsor's page.
- Logo on conference marketing mailers.
- Dedicated social media post profiling the sponsor.
- Mentions on SAVCA social media posts related to the conference.
- Promotional video (provided by sponsor) posted on SAVCA's social media.
- Logo displayed on screen in plenary (in tertiary position).
- Promotional video (provided by sponsor) played at the end of the day 1 and 2 programme in the plenary.
- 1 x banner displayed at the conference.
- Complimentary passes: 2 x in-person.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 100-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 100-word write up.
- Choose to sponsor ONE of the following packages at a 20% discounted rate: mobile app, notebooks and pens or delegate bags.
- Branded clothing for the registration staff: R10 000.
- Directional signage: R10 000

Tier Package Optional Extras

INSTITUTIONAL INVESTORS BREAKFAST

SOLD OUT!

No. of packages available:

1

Price per package:
R110 000

Impress the investors by sponsoring this invite-only breakfast!



Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 100-word write up on sponsor's page.
- Logo on conference marketing materials.
- Mentions on SAVCA social media posts related to the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 100-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 100-word write up.
- Logo displayed on screen in plenary.
- Branding, banners at breakfast.

Complimentary passes: 2x in-person.

- Speaking/Host opportunity at the breakfast.
- The décor and colour scheme of the lunch will be aligned to the corporate colours of the company.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.
- Company logo on the electronic invitations to LP's.
- Logo on printed menus.
- Opportunity for sponsor to provide thank you gifts for guests. (additional cost).
- Logo on thank you mailer to LP breakfast attendees.

HOSPITALITY SPONSOR

ONLY
1 LEFT

No. of packages
available:

2

Price per package:
R100 000



New
Package!

Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 100-word write up on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference.
- Logo on menu signage
- Opportunity for sponsor to brand (serviettes, coasters, aprons etc. additional cost).
- Complimentary passes: 2 x in-person.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 100-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 100-word write up.
- Logo displayed on screen in plenary.
- 2x teardrop banners and 2 pull-up banners

WI-FI

**SOLD
OUT!**

No. of packages
available:

1

Price per package:
R75 000



Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 50-word write up on sponsor's page.
- Logo on conference marketing materials.
- Mentions on SAVCA social media posts related to the conference.
- Sponsor's logo to be included wherever the Wi-Fi information is shown.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 50-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 50-word write up.
- Logo displayed on screen in plenary.
- Name password for the dedicated conference Wi-Fi.

**Enjoy high-profile
brand exposure
while giving
attendees the
necessary service
of Wi-Fi**

CONFERENCE PACK

Price per package:
R52 000

No. of
packages
available:

1



**SOLD
OUT!**

Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 50-word write up on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 50-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 50-word write up.
- Logo displayed on screen in plenary.
- Logo on Conference PPE Pack which will include sanitizer, disposable masks, and lotion in a sealed bag (certain items will be branded).
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

CHARGING STATION

Price per package:
R45 000

No. of
packages
available:

2



Every delegate has a device they need to charge, and your brand can sponsor this important service!

**ONLY
1 LEFT**

Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 50-word write up on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 50-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 50-word write up.
- Logo displayed on screen in plenary.
- Branded charging locker / charging cocktail tables.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

COFFEE BAR

Price per package:
R65 000

No. of
packages
available:

2



**SOLD
OUT!**

Pre-conference exposure and benefits

- Acknowledgement on conference website: company logo, 100 word write up and website link.
- Acknowledgement in marketing material (mailers) distributed prior to the conference: company logo which links to company website.
- Acknowledgement on SAVCA social media platforms used to market the conference using company handles.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: company logo, 100 word write up and website link.
- Acknowledgement on mobile app: company logo, 100 word write up and website link.
- Logo placement on the screen in the plenary venue.
- Branded coffee bar, cup sleeves and aprons for the barista.
- Professional photographs of conference branding and presence, which can be used by the company post the conference as part of its own media campaign.
- Access to delegate list one month prior to the conference and an updated list one week after the conference.

WATER

Price per package:
R70 000

No. of
packages
available:

1



Keep the
conference
attendees
hydrated with
branded water
bottles!

**SOLD
OUT!**

Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 50-word write up on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 50-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 50-word write up.
- Logo displayed on screen in plenary.
- Branded water coolers and water bottles including "recycling points" for the bottles.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

NETWORKING PODS

Price per package:
R35 000

No. of
packages
available:

5

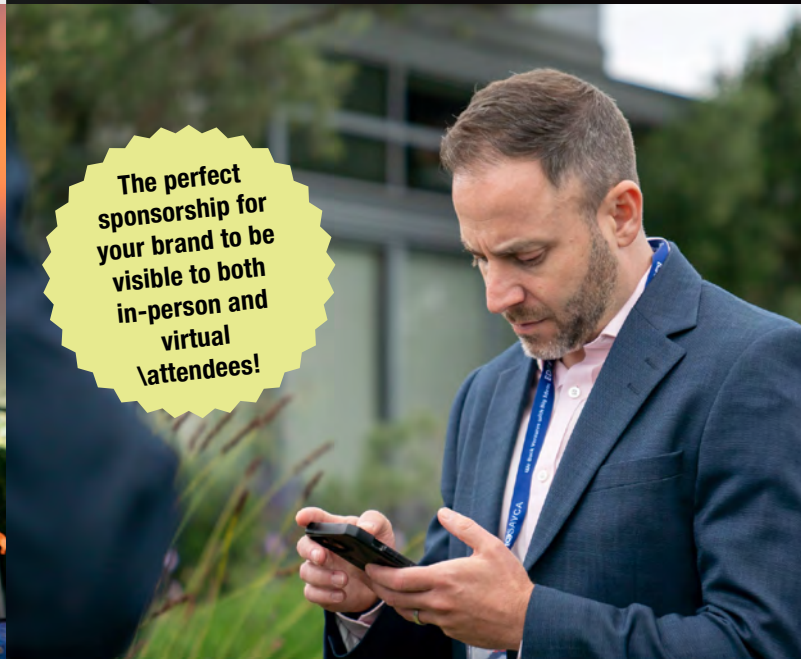


MOBILE APP

Price per package:
R85 000

No. of
packages
available:

1



Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo and website on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 50-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 50-word write up.
- Logo displayed on screen in plenary.
- 1 x meeting pod area consisting of lounge or cocktail furniture in the venue. Sponsor to provide banners, additional décor and marketing material for their meeting pod.

Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 50-word write up on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 50-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 50-word write up.
- Logo displayed on screen in plenary.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.
- Advert on the mobile app.
- Brochure on the mobile app.
- Logo on the mailer to all attendees.
- Stats after the conference.
- 1 Alert message on the App during the conference.

DELEGATE BAGS

Price per package:
R125 000

No. of
packages
available:

1



Each delegate will be gifted a high-quality bag with the conference logo and sponsor's logo!

Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo and website on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 100-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 100-word write up.
- Logo displayed on screen in plenary.
- Complimentary passes: 1 x in-person.
- Delegate bag with sponsor logo and conference logo.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

PENS & NOTEBOOKS

Price per package:
R85 000

No. of
packages
available:

1



Something every attendee uses and takes home after the conference!

SOLD OUT!

Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 50-word write up on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 50-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 50-word write up.
- Logo displayed on screen in plenary.
- Logo on notebooks and pens. Notebooks and pens will be provided by SAVCA and will be co-branded with SAVCA and the sponsor logos.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

LANYARDS

Price per package:
R23 000

No. of
packages
available:

1



**SOLD
OUT!**

Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo and website on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference.

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 50-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 50-word write up.
- Logo displayed on screen in plenary.
- Logo on lanyards.

Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

DELEGATE BAG INSERTS

Price per package:
R10 000

No. of
packages
available:

LIMITED



Pre-conference exposure and benefits

- Exposure on SAVCA website: Company name, logo, website and 50-word write up on sponsor's page.
- Logo on conference marketing mailers.
- Mentions on SAVCA social media posts related to the conference

Exposure and benefits at the conference

- Acknowledgement in printed conference programme book: Company name, logo, website and 50-word write up.
- Acknowledgement on mobile app on sponsor's page: Company name, logo, website and 50-word write up.
- Logo displayed on screen in plenary.
- Access to delegate list (name, surname, position, organisation name and email where consent has been given) one week before and one week after the conference.

CONTACTS

TO SECURE A SPONSORSHIP PACKAGE OR
FOR FURTHER ASSISTANCE, CONTACT:



Theodore van der Merwe

Research & Communications Manager
SAVCA

Email: theodore@savca.co.za

