



## The Association of Municipal Electricity Utilities (Southern Africa)

Secretaries: VdW & Co  
PO Box 868, Ferndale 2160  
Telephone: (011) 061 5000  
Fax: (086) 688 7005  
E-mail: [ameuservices@vdw.co.za](mailto:ameuservices@vdw.co.za)  
Web: [www.ameu.co.za](http://www.ameu.co.za)

22 January 2018

Dear AMEU Member

### **ASSOCIATION OF MUNICIPAL ELECTRICITY UTILITIES (AMEU) OF SOUTHERN AFRICA: 26<sup>TH</sup> TECHNICAL CONVENTION, 7 - 10 OCTOBER 2018, HOSTED BY CITY OF TSHWANE METROPOLITAN MUNICIPALITY**

City of Tshwane Metropolitan Municipality is honoured to be hosting the 26<sup>th</sup> Technical Convention of the Association of Municipal Electricity Utilities (AMEU). Municipalities who are members, Eskom, the electrical suppliers and international visitors are among the attendees of this highly interactive and informative networking event.

The convention will be held at CSIR ICC in Pretoria from Sunday, 7 October to Wednesday, 10 October 2018.

Over and above the formal convention proceedings, a programme of sporting events, social outings and entertainment is being arranged, together with a programme for the delegates' partners.

You will appreciate that arranging a convention such as the AMEU involves substantial costs. As president of the AMEU, I have the pleasure of offering you the opportunity to bring your products/services to the attention of our members and affiliates by way of sponsorship.

You can sponsor or partially sponsor one or more of the below mentioned lists of activities or items of which we require financial assistance at the convention. Effective coverage will be given to all sponsors at the convention, as done in the past and branding ideas can be discussed with the secretariat.

Sponsorship is available in the following tiers and publicity will be allocated as per below mentioned packages:

#### **SPONSORSHIP PACKAGE A : R150 000 – 00 or more**

##### **Companies that fall within package A receives the following publicity:**

- 2 minute video clip
- Satchel insert
- Banner in the AMEU convention registration foyer
- Two company delegates to attend the convention at no charge
- A4 advert in programme
- Logo shown on continuity slides
- Logo on printed programme

\* Other benefits available depending on items sponsored

**SPONSORSHIP PACKAGE B : R80 000 – 00 and R149 999 - 00****Companies that fall within package B receives the following publicity:**

- Satchel insert
- One company delegate to attend the convention at no charge
- A4 advert in programme
- Logo shown on continuity slides
- Logo on printed programme

\* Other benefits available depending on items sponsored

**SPONSORSHIP PACKAGE C : R20 000 – 00 and R79 999 - 00****Companies that fall within package C receives the following publicity:**

- Satchel insert
- Logo shown on continuity slides
- Logo on printed programme

\* Other benefits available depending on items sponsored

**SPONSORSHIP PACKAGE D : Up to R19 999 - 000****Companies that fall within package D receives the following publicity:**

- Logo shown on continuity slides
- Logo on printed programme

\* Other benefits available depending on items sponsored

The AMEU would be more than willing to put sponsorship packages together for companies who are interested.

**Items reserved / sponsored**

<b>LOGISTICAL SUPPLY:</b>		
Convention Lanyards	Branded with sponsor logo	R 30 000.00
Memory Sticks	Branded with sponsor logo	R 90 000.00
Convention Satchels	Each convention delegate to receive a convention satchel branded by sponsor company	R 170 000.00
Convention Décor	Décor in convention hall, x 2 sponsor banners to be displayed inside convention hall	R 10 000.00
Convention Opening Act	Opening Act – AMEU President to announce that the opening act is sponsored by sponsor company / Branding to be discussed	R 10 000.00
Convention Audio visual	Onsite technical team to wear branded t-shirt of sponsors company	R 150 000.00
Convention Venue	Branding to be discussed, maximum exposure	R 300 000.00
Speakers gifts	Branded by both the AMEU and sponsor company	R 15 000.00
Gift for Minister/s	Branded by both the AMEU and sponsor company	R 5 000.00
Delegate gifts	Branded by the sponsor company	R 30 000.00
Satchel inserts	Brochure to be included in the convention satchels	R 6 000.00
Student participation	Branding to be discussed	R 45 000.00
Helpers T-shirts	Branded by sponsor company and host city	R 20 000.00

<b>CONVENTION CATERING – DAY 1:</b>		
Arrival tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 25 000.00
Midmorning tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 25 000.00
Lunch	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 80 000.00
Afternoon tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 25 000.00

<b>CONVENTION CATERING – DAY 2:</b>		
Arrival tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 25 000.00
Midmorning tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 25 000.00
Lunch	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 80 000.00
Afternoon tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 25 000.00

<b>CONVENTION CATERING – DAY 3:</b>		
Arrival tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 25 000.00
Midmorning tea	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 25 000.00
Lunch	Serving stations branded to the sponsor company specification – sponsor company banners to be displayed	R 80 000.00

<b>SPORTS DINNER:</b>		
Welcome drink	Serving station branded to sponsor company specification	R 20 000.00
Catering	Serving station branded to sponsor company specification	R 150 000.00
Bar	Serving station branded to sponsor company specification	R 50 000.00
Wine	Branded with sponsor company logo	R 15 000.00
Décor	X 2 sponsor company banner can displayed	R 50 000.00
Entertainment	AMEU President to announce that the entertainment was sponsored by sponsors company / branding to be discussed	R 30 000.00
Venue	Branding on tables, sponsors company logo to be displayed – table tents	R 50 000.00
Audio-visual	On site technician to wear branded t-shirt of sponsor company	R 50 000.00
Lucky draw	Branding ideas to be discussed	R 15 000.00

<b>COCKTAIL PARTY:</b>		
Invitation	Branded with sponsor company logo	R 15 000.00
Catering	Branding to be discussed	R 150 000.00
Bar	Serving station to be branded to sponsor company specification	R 50 000.00
Audio-visual	Onsite technician to wear branded t-shirt of sponsor company	R 20 000.00
Music	AMEU President to announce sponsor	R 10 000.00
Entertainment	Branding ideas to be discussed	R 20 000.00
Lucky draw	Branding ideas to be discussed	R 15 000.00

<b>GALA DINNER: TOTAL SPONSORSHIP PACKAGE:</b>		
Invitation	Branded with sponsor company logo	R 20 000.00
Programme & Menu	Branded with sponsor company logo	R 20 000.00
Venue	Branding to be discussed, maximum exposure	R 150 000.00
Catering	Branding to be discussed, maximum exposure	R 250 000.00
Arrival drinks	Serving station to be branded by sponsor company	R 30 000.00
Drinks	Serving station to be branded by sponsor company	R 50 000.00
Wine	Branded with sponsor company logo	R 25 000.00
Décor	X 2 sponsor company logos to be displayed	R 150 000.00
Entertainment	Branding to be discussed	R 50 000.00
MC	Branding to be discussed	R 50 000.00
DJ	Branding to be discussed	R 40 000.00
Audio-visual	Onsite technician to wear branded t-shirt by sponsor company	R 150 000.00

<b>SPORTS DAY:</b>		
Amazing Race:	Branding ideas to be discussed	R 60 000.00
Amazing Race Catering:	Branding ideas to be discussed	R 20 000.00
Amazing Race T-Shirts:	Branded with AMEU and sponsors logo	R 20 000.00
Amazing Race Lucky Draw:	Branding ideas to be discussed	R 5 000.00
Amazing Race Prize:	Branding ideas to be discussed	R 2 000.00

<b>PARTNERS PROGRAMME:</b>	
Partners Programme – Day 1	R 90 000.00
Partners Programme - Day 2	R 90 000.00

Please contact Melindi Bosch at the AMEU Secretariat to discuss sponsorship opportunities and possible publicity for your company on (011) 061 5000 or email [melindi@vdw.co.za](mailto:melindi@vdw.co.za)

We look forward to a very exciting convention hosted by City of Tshwane Metropolitan Municipality this year!

Yours faithfully,

**Moferefere Tshabalala**  
**AMEU PRESIDENT**