

EKURHULENI
PUBLIC
PRIVATE
PARTNERSHIP
INVESTOR SUMMIT 2018

PARTNERSHIP PROPOSAL



national treasury
Department:
National Treasury
REPUBLIC OF SOUTH AFRICA



GAUTENG PROVINCE
CO-OPERATIVE GOVERNANCE AND
TRADITIONAL AFFAIRS
REPUBLIC OF SOUTH AFRICA



**City of
Ekurhuleni**



EKURHULENI

PUBLIC PRIVATE PARTNERSHIP

INVESTOR SUMMIT 2018

BACKGROUND

The City of Ekurhuleni is hosting its inaugural Public Private Partnership (PPP) investor summit on 20-21 November 2018 at Emperors Palace, Kempton Park, Gauteng. The EKURHULENI PPP INVESTOR SUMMIT 2018 - Showcasing the City's PPP roll-out plans - is inspired by a desire to see Ekurhuleni taking the lead in economic development, growth and sustainability on the entire continent.

The summit will see the convergence of successful PPP stakeholders from public and private sectors ranging from, the presidency, various ministries, municipal officials, real estate agents, leading developers, builders, architects, financial institutions, consultants, to attorneys and financial global players, who will share insights into working long-term partnerships that lead to sustainable economic growth. With the City's aim to shape a new identity based on futuristic principles of urban design and to lead Africa's new industrial revolution, there are limitless investment opportunities from its strategically identified Ekurhuleni Aerotropolis known as the heart of a broader programme of urban revitalization, its favourable location in the employment catchment, and it being considered a primary driver of economic growth in Gauteng.

The EKURHULENI PPP INVESTOR SUMMIT 2018 - Showcasing the City's PPP roll-out plans is very much in line with the Metropolitan Spatial Development Framework (MSDF) which dovetails with the overarching vision of the city, encapsulated in the Growth and Development Strategy 2055 (GDS 2055), thus the strategic imperative of re-urbanising - to achieve sustainable urban integration.

To take advantage of this first of its kind in the City of Ekurhuleni, you are invite to be a part of our world class event to partner with us in the LIVE, PLAY and INVEST, 'BE A PARTNER' - campaign.

SUMMIT OBJECTIVES

With the Ekurhuleni Department of Real Estate having initiated Public Private Partnerships (PPP's) that will be implemented through the next multi-budget cycle of the municipality, the key objective of the EKURHULENI PPP INVESTOR SUMMIT 2018 - Showcasing the City's PPP roll-out plans - is to introduce the PPPs of the City and the available opportunities in the CoE. Through this summit, the City aims to achieve the following objectives:

- wants to attract Real Estate investors and most importantly promote investments into the growth of the City.
- create awareness regarding the City's PPP programs and plans among the key stakeholders
- stimulate the private investor community as well as demonstrate the City's readiness to engage private investors and other relevant stakeholders in ensuring a successful implementation of the proposed PPP developments





ATTENDEE PROFILE

EKURHULENI
PUBLIC
PRIVATE
PARTNERSHIP
INVESTOR SUMMIT 2018

The EKURHULENI PPP INVESTOR SUMMIT 2018 - Showcasing the City's PPP roll-out plans is poised to be two days of extraordinary deal making sessions and a networking platform attracting the country's best talent in the infrastructural development industry.

THE ATTENDEE'S PROFILES NEED TO BE PACKAGED IN BOXES SIGNIFYING DIFFERENT GROUPS]

- City of Ekurhuleni officials and politicians
 - Executive Mayor
 - Speaker of Council
 - Chief Whip
 - Members of the Mayoral Committee
 - City Manager
 - Group CFO
 - COO
 - All City of Ekurhuleni Heads of departments
- Gauteng's two district and the 6 local municipal managers and their executive mayors.
- Sedibeng and West Rand District municipalities. Emfuleni, Lesedi, Midvaal, Merafong, Mogale and Rand West Local municipalities.
- Gauteng Provincial officials and politicians from Infrastructure, Finance and Economic Clusters
 - Gauteng Premier
 - Members of the Executive Committee for Infrastructure, Finance and Economic Development.
 - HODs from Finance, Economic Development, Infrastructure Development, COGTA and Transport
- National Government Department officials and ministerial representatives from the infrastructure departments, trade and industry and economic development cluster
 - Ministers, Deputy Ministers and/or their representatives from the cluster
 - DGs or DDGs from the cluster
- National Treasury's GTAC and PPP Unit
 - All senior officials managing the PPP value chain, GTAC to guide
- The South African Presidency
 - The President of the Republic of South Africa, his aides and protocol officers

- Officials and politicians from all 7 other metropolitan municipalities in the country.
- Mayors and their City Managers from the following metros:
 - Joburg, Tshwane, Mangaung, Buffalo City, Cape Town, Nelson Mandela Bay and EThekweni
 - Parastatals and states owned enterprises in development finance, infrastructure development and economic development space
 - PIC, DBSA, IDC, NEF, Transnet, PRASA and NEF
 - Commercial Banks and Private Lending institutions
 - Standard Bank, First Rand, Absa, Nedgroup, Capitec etc.
 - Private Equity Funds and Asset Managers
 - Old Mutual, Investec, Liberty, Momentum etc.
 - Listed Property Funds
 - Resilient, Growthpoint, Vukani etc.
 - Private Property Developers
 - Calgro M3, Attacq, Abland etc.
 - Property Management Services Providers
 - Tsebo, Broll, JHI etc.
 - Transaction Advisory and Audit Firms
 - KPMG, Deloitte, Ernst and Young, PWC etc.
 - City of Ekurhuleni Business Incubators (Economic Development Department)
 - Youth Entrepreneurial Businesses from Ekurhuleni
 - International Players
 - World Bank
 - BRICS
 - International banks



WHY PARTNER?

EKURHULENI
PUBLIC
PRIVATE
PARTNERSHIP
INVESTOR SUMMIT 2018

The Summit will attract leaders and deal makers in the industry and offers partners prominent recognition before, during and after the event by partnering with us, you will enjoy the following benefits:

- i. Gain access to senior executives and government officials
- ii. Demonstrate your product offering and services
- iii. Meet decision makers face to face
- iv. Build strong relationships with the CoE
- v. Media coverage (radio, TV, Print media & Social Media)

Partnership options fit a spectrum of budgets, and packages are exclusive opportunism to provide a targeted, creative and directed advertising to maximise exposure and outreach to our audience.

To register as a partner and summit attendee,
email partner@coe-pppinvest.com

WHAT TO LOOK OUT FOR AT THE CONFERENCE

Project Presentation Showcase

- i. Germiston Civic Tower (City's Corporate HQ Building)
- ii. Germiston Knowledge Centre (Offices, Commercial and Retail)
- iii. Germiston Multi-level Parkade (Retail, Parking Garage and Conferencing Facility)
- iv. Kempton Park Multi level Parkade (Offices, Retail and Commercial)

A series of presentations by the City of Ekurhuleni providing valuable insights into current and prospective projects across the City. Listen to economic development corporations, redevelopment authorities, non-profit development agencies, transport authorities from across the country present details on development goals, redevelopment visions and upcoming capital projects. Showcase sessions are designed to provide attendees with insights into current and prospective public private partnership projects by the Department of Real Estate. Each session will include a variety of municipal representatives participating in an open discussion with private sector experts promoting ideas and solutions to stimulate economic development in the City.





THE GALA DINNER

EKURHULENI
PUBLIC
PRIVATE
PARTNERSHIP
INVESTOR SUMMIT 2018

GALA DINNER

We are proposing the following 4 speakers for the gala dinner and lots of entertainment and activities in between the speeches.

1. Executive Mayor
2. City's MMC for Finance
3. Gauteng Premier
4. President of the Republic

With 500 delegates who would have paid for tables this speaking list should generate enough appetite for table sales. We could also have a key person eg. a Minister or so allocated a sit in each of the tables to be sold. In that way each of the tables to be sold will have a key figure that could generate sufficient seat sales for each table.

Platinum Partnership @ R100 000

Platinum Partnership Package will include one of the following:

Breakfast Reception

- Your company acts as lead partner for our breakfast reception held at the conference venue.
- Banners at the breakfast reception promote your company as the partner.
- A reserved table will be set up for company and guests.

Luncheon Reception

- Your company acts as lead partner for our luncheon reception held at the conference venue.
- Banners at the luncheon reception promote your company as the partner.
- A reserved table will be set up for company and guests.

Gala Dinner

- Reserved table for up to 10 people at VIP section.
- Company logos or advertising material displayed on the screens.

Registration Booth

- Have your name seen first by partnering the Registration Booth that welcomes all conference participants.

Exclusivity

- Exclusive partnering rights – thus not being in the same room with your competitor.
- Full page and colour advertisement in the Public Private Partnership Conference Brochure and Website. The brochure will be distributed to all conference attendees .
- Company logo to appear on all marketing platforms (social and printed media)
- Up to ten (10) representatives from the partnering organisation to attend the entire conference and Gala Dinner.
- Your company's corporate logo displayed in ads and materials promoting the conference as well as on signage at the conference that recognises your company as a platinum level partner.
- Includes 2 full wall banners at the stage next to the conference banners.
Art work is submitted by client



PARTNERSHIP OPTIONS

EKURHULENI
PUBLIC
PRIVATE
PARTNERSHIP
INVESTOR SUMMIT 2018

Gold Partnership @ R50 000

Gold Partnership Package will include one of the following:

Conference Tote Bag

- Distributed to all attendees and exhibitors upon arrival at the conference with your marketing and promotional material.

Your Company banner

- Includes 2 pull-up banners to be placed at the entrance of the conference venue. Art work is submitted by client.

Gala Dinner

- Reserved table for up to 5 people at VIP section.
- Half page and colour advertisement in the Public Private Partnership Conference Brochure. The workbook will be distributed to all conference attendees.
- Up to five (5) representatives from the partnering organisation to attend the entire conference and Gala Dinner with the freedom to purchase extra tickets for a table that can be branded.
- Company logo to appear on all marketing platforms (social and printed media).

Silver Partnership @ R25 000

Silver Partnership Package will include one of the following:

Refreshment break

- Signs at the refreshment break to promote your company as the partner.
- Half page and colour advertisement in the Public Private Partnership Conference Brochure. The workbook will be distributed to all conference attendees and exhibitors.
- Up to three (3) representatives from the partnering organisation to attend the entire conference and Gala Dinner with the freedom to purchase extra tickets for a table that can be branded.

Bronze Partnership @ R10 000

Bronze Partnership Package may include one of the followings:

Conference Tote Bag

- Distributed to all attendees and exhibitors upon arrival at the conference with your marketing and promotional material.
- One representative from the partnering organisation to attend the entire conference and Gala Dinner with the freedom to purchase extra tickets for a table that can be branded.

EKURHULENI
PUBLIC
PRIVATE
PARTNERSHIP
INVESTOR SUMMIT 2018

TABLE SALES

Table option	Price
Proximity of RSA presidency	R100 000.00
Proximity of Premiers	R50 000.00
Mayoral proximity	R40 000.00
City Manager's proximity	R35 000.00

RETURN ON INVESTMENT

EKURHULENI
PUBLIC
PRIVATE
PARTNERSHIP
INVESTOR SUMMIT 2018

BENEFITS OF BEING A PARTNER

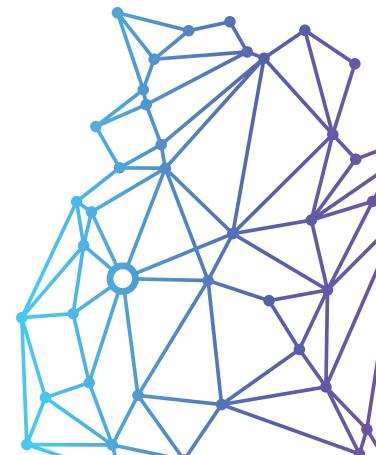
- Create new networks
- Get tickets / table for your company
- Publicity on media on the day of the conference
- Display of company branding material in and outside the venue
- We will run a slide show of all partnering companies on a screen
- A workbook will be produced outlining the programme, menu and listing all partners
- Stationary will have logos of all the partners
- Access to the opt-in attendance register
- Website link from our website
- Increase brand loyalty
- Create awareness of the brand
- Drive retail traffic
- Highlight community responsibility
- Capture sales leads
- Increase sales
- Showcase products and services
- Exposure

It would be a great pleasure for us to have your company as part of this conference and hope to hear from you soon, and for any queries regarding this event please feel free to contact us.

Visit our website on www.coe-pppinvest.com for more information on our previous event.

All partners are required to adhere to the following:

- Partners are considered as such only and only when proof of payment has been received;
- It is the responsibility of the partner to supply us with all relevant information when required or requested to do so;
- No refunds;
- All partners are restricted to mainly enjoy the benefits of the partnership package they would have acquired/ purchased;
- Partnership privileges are not transferable to third parties.



PARTNERSHIP REGISTRATION FORM

EKURHULENI
PUBLIC
PRIVATE
PARTNERSHIP
INVESTOR SUMMIT 2018

Prospective partners to fill in the form below:

Name of Business or Individual: _____

Contact Person: _____

Contact Phone: _____

Complete Address: _____

Postal code _____

Email: _____

Partnership Level:

Partnership Option	Tick	Number of tables	Exhibition option
Platinum partnership			
Gold partnership			
Silver partnership			
Bronze partnership			
Table at Event			
Table at Gala dinner			
Exhibition stand option			
Partnership in kind welcomed			

All payments shall be made electronically to the following account number:

Account holder: CoE PPP Summit

Bank: Standard Bank of South Africa

Account number: 031835198

Branch: Nelspruit

Branch Code : 052852

All proof of payments to be forwarded to Mr Solly Mokoena by email to admin@coe-pppinvest.com