

SPONSORSHIP SALES

YEAR	MILLIONS OF RANDS		
	DIRECT	LEVERAGING	TOTAL
2004	R1 884 mil	R1 629 mil	R3 513 mil
2005	R2 217 mil	R1 849 mil	R4 066 mil
2006	R2 613 mil	R2 207 mil	R4 820 mil
2007	R3 064 mil	R2 466 mil	R5 530 mil
2008	R3 503 mil	R2 539 mil	R6 042 mil
2009	R3 928 mil	R2 440 mil	R6 368 mil

The table above illustrates the 2009 local sponsorship market (BMI, 2010)

SPONSORSHIPS IN SOUTH AFRICA – (BMI Sport Info, 2010)

- Despite a noticeable slowdown in 2009, growth continues to outpace most regions in the world
- SA came in above expectations with year-on-year increase of 5.2%
- Growth in sponsorship spend has far outpaced traditional advertising spend
- 2009's leverage ratio was just above 60 cents. Since 2006, the leverage ratio has fallen more than 25%

THE SALES PROCESS

IDENTIFYING POTENTIAL SPONSORS

- Relevance of the exhibition to their business/sector
- Cash or budget relieving

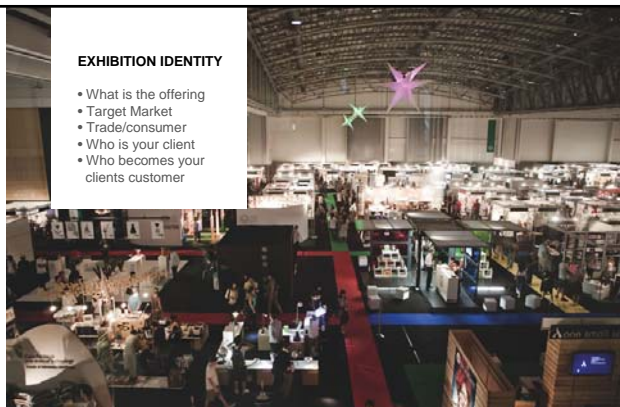
INITIAL APPROACH

- Identify relevant manager/director
- Request meeting, providing a short concise overview and potential collaboration ideas

THE PROPOSAL WHAT ARE YOU SELLING?

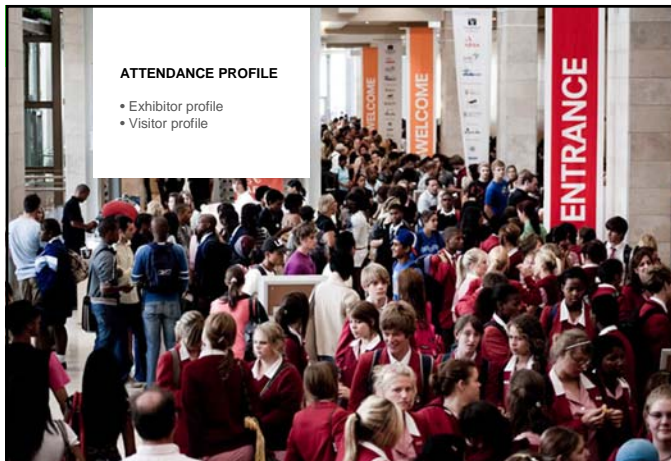
EXHIBITION IDENTITY

- What is the offering
- Target Market
- Trade/consumer
- Who is your client
- Who becomes your clients customer



ATTENDANCE PROFILE

- Exhibitor profile
- Visitor profile



THE EVENT'S MARKETING MIX

- Media Partners
- Advertising
- Social Platforms
- Publicity



SPONSORSHIP ARCHITECTURE

- Tiers
- Available products

SPONSORSHIP TIERS

- Different models
- Sponsors
- Development partners
- Suppliers
- Associates
- Media Partners



SPONSORSHIP BRANDING RIGHTS PRE EVENT INCLUDING

- Exclusivity within territories
- Promotional Elements with logo visibility and weighting
- Logo placements
- Listings



EVENT BRANDING

- Venue branding
- Visitors guides
- Buyers guides
- Ticketing



SPONSORSHIP DURATION

- Ideally three years to extract maximum benefits

QUALITY OF THE OPPORTUNITY

ONCE THE SALE'S BEEN MADE:

ONCE THE SALE'S BEEN MADE



SPONSORSHIP LEVERAGING

- Bespoke leverage opportunities

DESIGN INDABA PRODUCTS	COSTS	RIGHTS VALUE	ROI
DESIGN INDABA* (Conference and Expo)			
Official Sponsor	R1 500 000.00	R50 872 426.00	1.34
DESIGN INDABA* CONFERENCE			
Official Supplier/ Media Partner	R200 000.00	R16 751 452.00	1.34
Associate Supplier	R250 000.00	R3 965 235.00	1.12
Young Designers Simulcast	R200 000.00	R2 562 743.00	1.10
DESIGN INDABA* EXPO			
Development Partner (Emerging Creatives)	R600 000.00	R22 716 100.00	1.29
Sector Sponsor	R750 000.00	R22 624 886.00	1.28
Official Supplier	R500 000.00	R16 685 741.00	1.34
Associate Supplier	R200 000.00	R2 746 320.00	1.11
DESIGN INDABA* WORKSHOP SERIES 2019			
Official Sponsor	R150 000.00 (per workshop)	R374 596.00	1.9
7.50 x 10 HOUSING PROJECT (CIN PROJECT)			
Official Sponsor	R3 000 000.00	R3 876 684.00	1.1
TOTAL	R7 000 000.00	R130 673 169.00	1.18

**SPONSORSHIPS RIGHTS
INVENTORY ASSESSMENT**

- Independently audited
- ROI
- Branding
- PR
- Sales
- New Markets