



TELEPHONE
086 1101 475

E-MAIL
info@saaw.co.za

WEB
www.saaw.co.za

March 2014

RE : SOUTH AFRICAN AUTOMOTIVE WEEK (SAAW) SPONSORSHIP OPPORTUNITIES

The following exclusive branding and sponsorship opportunities are available at Africa’s Premier Manufacturing Showcase.

The South African Automotive Week is an international Trade Show which brings together the entire South African automotive supply chain, international delegations and the widest range of government agencies and departments.

Held every two years, it has the active support of all industry bodies including OEMs, NAACAM, NAAMSA , thedti and RMI, among others, as well as government at all levels.

The Week is made up of several components including:
Industry Conference - Workshops x 5 - Trade Show - Match – Making Programme - Site Tours - NAACAM AGM - Gala Networking Dinner - Associate Functions and AGMs

The South African Automotive Week’s target market is interested in:

- Electric Vehicle and Green Energy (alternate fuels + utilities reduction)
- Component Manufacturing,
- Technology and research development
- Logistics and Infrastructure eg Ports, Roads, Rail, IDZs
- IT and ERP systems
- Trade, imports/exports
- Financial services
- Waste management
- Industrial and trade Policy
- Services eg security, health,

The Week is at the forefront of the automotive media over the period with national and international journalists hosted within the business centre at the Show. Visitor and exhibitor profile (7500-10000) represents decision-making individuals with the majority having buying power in excess of R500 000.

We look forward to adding significant value to your brand and message and assure you of great flexibility in accommodating and suggesting areas for your advancement through investment in the Week.

Please contact me at your earliest convenience in order to ensure early marketing benefits are received.

Yours Truly

Andrew Binning
South African Automotive Week
Project Director
Tel: 082 372 9247

CONFIRMED
MAIN SPONSOR



HOSTED BY:



SUPPORTED & ENDORSED BY:



GALLAGHER CONVENTION CENTRE • MIDRAND
JOHANNESBURG • GAUTENG PROVINCE • SOUTH AFRICA

www.saaw.co.za

13 - 17 OCTOBER
2014

GLOBAL OPPORTUNITIES AT THE GATEWAY TO SERVICES AUTOMOTIVE INDUSTRY



TELEPHONE
086 1101 475

E-MAIL
info@saaw.co.za

WEB
www.saaw.co.za

Category sponsorship opportunities:

1. Gala Networking Dinner

As the official reception for international delegations and participants, the Gala Networking Dinner is a highlight of the Week. It treats over 600 VIPs to world-class food and entertainment.

600-700 dignitaries including, national government officials, Ministers of Transport and Industry invited to speak as well as provincial and local officials. All 7 OEM procurement directors expected again to confirm presence along with the "whose who" of the auto and related industry and selected South African celebrities.

Contribution	R225 000 plus VAT
Gala Dinner Evening	
Returns	<ol style="list-style-type: none"> 1. Company speaker shares podium with government speakers (3min) 2. Company branding dominant at venue 3. Company contribution acknowledged at venue 4. Company logo and short message on menu/programme 5. 2x complimentary tables of 8 (16 guests) at Dinner 6. Tasteful branded gift for guests permissible
General Activities of SA Automotive Week	
	<ol style="list-style-type: none"> 1. Large company listing and logo in Visitor's Catalogue 2. Photo of company/ logo in SAAW newsletter 3. 1 x free 3mx3m exhibition booth at Trade Show 4. Company profile and photo in Automotive Business Review (half page) 5. On-going branding in all marketing and advertising of this activity valued at close to R5m, through mainstream national media and publication



GALLAGHER CONVENTION CENTRE • MIDRAND
JOHANNESBURG • GAUTENG PROVINCE • SOUTH AFRICA

www.saaw.co.za

13 - 17 OCTOBER

2014

GLOBAL OPPORTUNITIES AT THE GATEWAY TO AFRICA'S AUTOMOTIVE INDUSTRY

2. Match-Making Programme

The business matchmaking program is incredibly well received by delegates, speakers, sponsors, exhibitors, visitors and high profile government officials.

This is re-iterated through hundreds of positive comments rating the business matchmaking as highly innovative and one of the most important activities in attending business events.

As long as networking remains the key objective in attending an industry event, business matchmaking will continue to be successful.

Naming Sponsor of Business Matchmaking at Oil Africa 2006, 2008, 2010 – Petrotex 2009 and Electra Mining 2010

The Siemens Matchmaking Program is very effective at drawing all the conference delegates as well as other exhibitors to the Siemens stand, thereby exposing the brand and the represented product groups to the largest possible audience at the event. I do not think any other company had the same exposure for the amount spent

Sven Heinechen – Siemens Power Generation Division

Sponsor Mining Indaba 2007, 2008, 2009, 2010 and 2011

I think the Nedbank Capital Business Matchmaking Program at Mining Indaba was a very successful initiative bringing high-profile delegates to the Nedbank Capital lounge - we were very pleased with the results. We look forward to working with you again next year.

Mark Tyler – Head of Nedbank Capital Mining and Resources Division



Contribution	R137 000 plus VAT
Match-making Programme:	
The match-making programme is one of the most used channels at the event. Every participant has free access to the online platform.	
Returns	<ol style="list-style-type: none"> 1. Naming rights to business matchmaking eg. ABSA Business Matchmaking Program at South African Automotive Week. 2. The ABSA Business Lounge, incorporates the ABSA Stand i.e. is the Business Matchmaking Lounge. 3. On-going branding for "ABSA" as the matchmaking team start profiling and matchmaking 6-8 weeks pre-show - by the time the delegates are on site - they know about the ABSA Business Matchmaking Program. 4. Positive brand image - The ABSA Business Matchmaking Program brings huge value to delegates- re-iterated through hundreds of positive comments from delegates. 5. Logo exposure through organiser's website, press releases, online matchmaking technology and branding in match-making lounge. 6. On-going branding for 'ABSA' in all marketing and advertising of this activity valued at close to R5min, through mainstream national media publications. 7. User ability and reporting on participants that used the matchmaking program- ability for post show follow-up and reason to call. 8. Full management of the 'ABSA' Business Matchmaking Lounge on behalf of 'ABSA'.
General Activities of SA Automotive Week	
	<ol style="list-style-type: none"> 9. Large Company Listing and logo in Visitor's Catalogue 10. Photo of company / logo in SAAW newsletter. 11. Complimentary table of 8 at Gala Dinner 12. Company profile and photo in Automotive Business Review (half page)



TELEPHONE
086 1101 475

E-MAIL
info@saaw.co.za

WEB
www.saaw.co.za

3. OEM Suppliers' Workshop

The 7 OEMs eg VWSA, GMSA, Toyota SA, Nissan, Ford, Mercedes and Fiat in South Africa host a Workshop during South African Automotive Week at which common trends and issues are discussed with their suppliers exclusively.

The event is attended by approximately 250 OEM suppliers.

Contribution	R70 000 plus VAT	
OEM Suppliers' Breakfast		
Returns	1. Naming rights to the breakfast e.g. the ABSA OEM suppliers breakfast	
	2. Brand exposure and association through all communication, written, printed and online with this event. Your name always precedes the event name, valued at close to R5m, through mainstream national media and publications.	
	3. Prominent Branding at workshop venue only.	
	General Activities of SA Automotive Week	
	4. Large Company Listing and logo in Visitor's Catalogue	
	5. 1 complimentary table of 8 at Gala Dinner	
	6. Company profile and photo in Automotive Business Review (half page)	

4a. Workshop Naming Rights

Workshops focussing on specific industry segments present sponsors with a prime opportunity to build brand equity and loyalty with a focussed target market of decision-makers.

5 half-day workshops will be hosted as part of the South African Automotive Week:

1. Electric Vehicles, (Between 200 and 250 delegates are expected per Workshop)

Contribution	R80 000 plus VAT
Workshop Naming Rights- Electric Vehicles	
Returns	1. Naming rights to - e.g. ABSA African Trade Workshop at SAAW.
	2. On-going branding for 'ABSA' in all marketing and advertising of this workshop valued at close to R5m, through mainstream national media and publications
	3. Positive brand image- The Workshop brings huge value to delegates.
	4. Logo exposure through organiser's website, press releases, online matchmaking technology and branding in workshop value.
	5. Short message at start of Workshop to participating delegates.
General Activities of SA Automotive Week	
	6. Large Company Listing and logo in Visitor's Catalogue.
	7. Complimentary table of 8 at Gala Dinner.
	8. Company profile and photo in Automotive Business Review (half page)



GALLAGHER CONVENTION CENTRE • MIDRAND
JOHANNESBURG • GAUTENG PROVINCE • SOUTH AFRICA

www.saaw.co.za

13 - 17 OCTOBER
2014
GLOBAL OPPORTUNITIES AT THE OPENWAY TO AFRICA'S AUTOMOTIVE INDUSTRY



TELEPHONE
086 1101 475

E-MAIL
info@saaw.co.za

WEB
www.saaw.co.za

4b. Workshop Naming Rights

Workshops focussing on specific industry segments present sponsors with a prime opportunity to build brand equity and loyalty with a focussed target market of decision-makers.

5 half-day workshops will be hosted as part of the South African Automotive Week:

2. Logistics, (Between 200 and 250 delegates are expected per Workshop)

Contribution	R80 000 plus VAT
Workshop Naming Rights- Logistics	
Returns	1. Naming rights to - e.g. ABSA African Trade Workshop at SAAW.
	2. On-going branding for 'ABSA' in all marketing and advertising of this workshop valued at close to R5m, through mainstream national media and publications
	3. Positive brand image- The Workshop brings huge value to delegates.
	4. Logo exposure through organiser's website, press releases, online matchmaking technology and branding in workshop value.
	5. Short message at start of Workshop to participating delegates.
General Activities of SA Automotive Week	
	6. Large Company Listing and logo in Visitor's Catalogue.
	7. Complimentary table of 8 at Gala Dinner.
	8. Company profile and photo in Automotive Business Review (half page)

4c. Workshop Naming Rights

Workshops focussing on specific industry segments present sponsors with a prime opportunity to build brand equity and loyalty with a focussed target market of decision-makers.

5 half-day workshops will be hosted as part of the South African Automotive Week:

3. Manufacturing Innovation, (Between 200 and 250 delegates are expected per Workshop)

Contribution	R80 000 plus VAT
Workshop Naming Rights-Manufacturing Innovation	
Returns	1. Naming rights to - e.g. ABSA African Trade Workshop at SAAW.
	2. On-going branding for 'ABSA' in all marketing and advertising of this workshop valued at close to R5m, through mainstream national media and publications
	3. Positive brand image- The Workshop brings huge value to delegates.
	4. Logo exposure through organiser's website, press releases, online matchmaking technology and branding in workshop value.
	5. Short message at start of Workshop to participating delegates.
General Activities of SA Automotive Week	
	6. Large Company Listing and logo in Visitor's Catalogue.
	7. Complimentary table of 8 at Gala Dinner.
	8. Company profile and photo in Automotive Business Review (half page)



GALLAGHER CONVENTION CENTRE • MIDRAND
JOHANNESBURG • GAUTENG PROVINCE • SOUTH AFRICA

www.saaw.co.za

13 - 17 OCTOBER

2014

GLOBAL OPPORTUNITIES AT THE OPENWAY TO AFRICA'S AUTOMOTIVE INDUSTRY



TELEPHONE
086 1101 475

E-MAIL
info@saaw.co.za

WEB
www.saaw.co.za

4d. Workshop Naming Rights

Workshops focussing on specific industry segments present sponsors with a prime opportunity to build brand equity and loyalty with a focussed target market of decision-makers.

5 half-day workshops will be hosted as part of the South African Automotive Week:

4. African Trade Opportunity, (Between 200 and 250 delegates are expected per Workshop)

Contribution	R80 000 plus VAT
Workshop Naming Rights-African Trade Opportunity	
Returns	<ol style="list-style-type: none"> 1. Naming rights to - e.g. ABSA African Trade Workshop at SAAW. 2. On-going branding for 'ABSA' in all marketing and advertising of this workshop valued at close to R5m, through mainstream national media and publications 3. Positive brand image- The Workshop brings huge value to delegates. 4. Logo exposure through organiser's website, press releases, online matchmaking technology and branding in workshop value. 5. Short message at start of Workshop to participating delegates.
General Activities of SA Automotive Week	
	<ol style="list-style-type: none"> 6. Large Company Listing and logo in Visitor's Catalogue. 7. Complimentary table of 8 at Gala Dinner. 8. Company profile and photo in Automotive Business Review (half page)

4e. Workshop Naming Rights

Workshops focussing on specific industry segments present sponsors with a prime opportunity to build brand equity and loyalty with a focussed target market of decision-makers.

5 half-day workshops will be hosted as part of the South African Automotive Week:

5. HR & Skills. (Between 200 and 250 delegates are expected per Workshop)

Contribution	R80 000 plus VAT
Workshop Naming Rights- HR & Skills	
Returns	<ol style="list-style-type: none"> 1. Naming rights to - e.g. ABSA African Trade Workshop at SAAW. 2. On-going branding for 'ABSA' in all marketing and advertising of this workshop valued at close to R5m, through mainstream national media and publications 3. Positive brand image- The Workshop brings huge value to delegates. 4. Logo exposure through organiser's website, press releases, online matchmaking technology and branding in workshop value. 5. Short message at start of Workshop to participating delegates.
General Activities of SA Automotive Week	
	<ol style="list-style-type: none"> 6. Large Company Listing and logo in Visitor's Catalogue. 7. Complimentary table of 8 at Gala Dinner. 8. Company profile and photo in Automotive Business Review (half page)



GALLAGHER CONVENTION CENTRE • MIDRAND
JOHANNESBURG • GAUTENG PROVINCE • SOUTH AFRICA

www.saaw.co.za

13 - 17 OCTOBER
2014

GLOBAL OPPORTUNITIES
AT THE
GATEWAY
TO AFRICA'S
AUTOMOTIVE
INDUSTRY

5. Industry Conference Lunch (14 October 2014)

Give your brand exposure by sponsoring a lunch at the South African Automotive Week Industry Conference. The lunch will be attended by 400 to 450 Conference Delegates.

Contribution	R35 000 plus VAT
Industry Conference Lunch	
Returns	1. Mention by Conference Master of Ceremonies of sponsorship.
	2. Marketing literature to be placed on all tables for the lunch.
	3. Positive brand image- all of the conference delegates will be attending the lunch.
	4. Brand exposure- all of the conference delegates will be attending the lunch.



6. Industry Conference Lunch (15 October 2014)

Give your brand exposure by sponsoring a lunch at the South African Automotive Week Industry Conference. The lunch will be attended by 400 to 450 Conference Delegates.

Contribution	R35 000 plus VAT
Industry Conference Lunch	
Returns	1. Mention by Conference Master of Ceremonies of sponsorship.
	2. Marketing literature to be placed on all tables for the lunch.
	3. Positive brand image- all of the conference delegates will be attending the lunch.
	4. Brand exposure- all of the conference delegates will be attending the lunch.



TELEPHONE
086 1101 475



E-MAIL
info@saaw.co.za



WEB
www.saaw.co.za



7. Visitor's Catalogue Profile

Make your brand visible to an extensive audience at South African Automotive Week, by placing either a 1 page advert or a 6 page profile in the Visitor's Catalogue.

The Visitor's Catalogue is distributed to all attendees of South African Automotive Week, ranging from exhibitors, speakers, conference delegates, AGM attendees, sponsors, members of government etc.

Note: All artwork and content to be supplied to South African Automotive Week, in high res images and print ready content.

Contribution	R9500 plus VAT (1 page advert)
	R48000 plus VAT (6 page profile)
Visitor's Catalogue Profile	
Returns	1. Full colour A4 1 page advert or 6 page profile in the South African Automotive Week Visitor's Catalogue.
	2. Brand exposure - Exposure to all attendees, exhibitors, speakers, from the automotive sector locally and internationally as well as members of government and industry leaders.
	3. Positive brand image- all attendees of South African Automotive Week will receive a copy of the Visitor's Catalogue.

8. Restaurant Hosting/Branding

Ensure your brand gets the maximum exposure at South African Automotive Week by branding and naming the Restaurant.

The Restaurant is at the centre of South African Automotive Week, it caters to all delegates, exhibitors, speakers and attendees. It is open for the full duration of South African Automotive Week, ensuring that your brand gets the maximum exposure.

Note: All artwork and content to be supplied to South African Automotive Week, in high res images and print ready content.

Contribution	R85000 plus VAT
Restaurant Hosting/Branding	
Returns	1. You will receive 16x branded umbrella's, to be put up within the Restaurant.
	2. Opportunity to display 6x branded pull up banners within the Restaurant.
	3. Naming rights to the Restaurant.
	4. Brand exposure - Exposure to all attendees, exhibitors, delegates, speakers, from the automotive sector locally and internationally as well as members of government and industry leaders.
	5. Positive brand image- all attendees of South African Automotive Week will be moving in and out of the Restaurant.



GALLAGHER CONVENTION CENTRE • MIDRAND
JOHANNESBURG • GAUTENG PROVINCE • SOUTH AFRICA

www.saaw.co.za

13 - 17 OCTOBER
2014

GLOBAL OPPORTUNITIES AT THE OPENWAY TO AFRICA'S AUTOMOTIVE INDUSTRY



TELEPHONE
086 1101 475



E-MAIL
info@saaw.co.za



WEB
www.saaw.co.za



9. Media Lounge Hosting/Branding

Be at the heart of outside coverage for South African Automotive Week, by branding and naming the Media Lounge.

Note: All artwork and content to be supplied to South African Automotive Week, in high res images and print ready content.

Contribution	R22500 plus VAT
Media Lounge Hosting/Branding	
Returns	<ol style="list-style-type: none"> 1. You will receive 6x branded umbrella's, to be put up within the Media Lounge. 2. Opportunity to display 2x pull up banners within the Media Lounge. 3. Naming rights to the Media Lounge. 4. Brand exposure - Exposure to all media covering South African Automotive Week.

10. Coffee Station Hosting/Branding

Keep all of the attendees of South African Automotive Week buzzing about your brand by hosting/branding the coffee station.

Note: All artwork and content to be supplied to South African Automotive Week, in high res images and print ready content.

Contribution	R22500 plus VAT
Coffee Station Hosting/Branding	
Returns	<ol style="list-style-type: none"> 1. You will receive 6x branded umbrella's, to be put up within the Coffee Station. 2. Opportunity to display 2x pull up banners within the Coffee Station. 3. Naming rights to the Coffee Station. 4. Brand exposure - Exposure to all attendees of South African Automotive Week.



GALLAGHER CONVENTION CENTRE • MIDRAND
JOHANNESBURG • GAUTENG PROVINCE • SOUTH AFRICA

www.saaw.co.za

13 - 17 OCTOBER
2014

GLOBAL OPPORTUNITIES
AT THE
GATEWAY
TO AFRICA'S
AUTOMOTIVE
INDUSTRY