



# Brand Advertising Value Proposition

Numerous opportunities exist for MBA members and industry related companies to promote their business brands through the various industry events and functions arranged by the MBA each year throughout the Southern and Eastern Cape.



Companies seeking to take advantage of these opportunities in 2022 are therefore invited to partner with the MBA through the following events based on the details and packages listed below.



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Executive Director: G B Steele

## EVENTS

### 1. Golf Days



Our MBA Golf Days are held in collaboration with the QACCS Golf Association. Some of the days are earmarked as charity events and attract the usual golf day sponsorship opportunities of tees, greens, clubhouse, etc.



Notices in respect of these events are issued as and when they occur and sponsorship opportunities of between R 500 and R 5000 are usually available.



## **2. Cocktail Events / General Meetings (AGM's)**



The MBA holds "Annual" General Meetings in its main three branches namely Port Elizabeth, Southern Cape and Border Kei, each year. These events incorporate cocktail functions which serve as useful networking platforms for members and guests.

Sponsorship Opportunities of between R 1500 (Secondary) and R5000 (Primary) are usually available for these events.

## **3. Annual Dinners**



The MBA holds 6 Annual Awards Dinners/Banquets across the region each year. These events are the highlight of the year in each region and are well attended by members, building industry decision makers as well as prominent industry guests such as Industry Clients, Professionals, Business Representatives and Government Officials.

The events provide a platform for the presentation of Industry Awards and a unique opportunity for Brand Advertising to a captive audience.



Sponsorship opportunities range from Silver to Platinum and are more fully described below.



#### **4. Regional Meetings/Socials**



There are also numerous other networking and advertising opportunities in all the regions through member meetings and socials which are ideal for product launches, technical talks and updates on industry and related issues. These events are usually arranged on an ad-hoc basis throughout the year.

## MBA ANNUAL DINNERS PACKAGES

### 1. Platinum



- Company's name will be PROMINENTLY included on the membership invitations.
- Company logo will appear on the function programme as well as the overhead slide presentation for the duration of the evening.
- Your promotional/advertising material such as banners or advertising boards, etc. may be placed in designated outside/foyer areas as well as within the main venue.
- You will also receive verbal acknowledgement at the function.
- You will have an opportunity to promote your company's products and services.
- Scrolling sponsors logo show throughout the evening commensurate with advertising value;
- Podium time for a representative to promote the company;
- Free advertising package for the MBA Website and Weekly MBA Bulletin during the course of the year.
- 10 x Complimentary tickets (1 Table) to attend the function.

### 2. Gold



- Company's name will be included on the membership invitations.
- Company logo will appear on the function programme as well as the overhead slide presentation for the duration of the evening.
- Your promotional/advertising material such as banners or advertising boards, etc. may be placed in designated outside/foyer areas as well as within the main venue.



- You will also receive verbal acknowledgement at the function.
- You will have an opportunity to promote your company's products and services.
- Scrolling sponsors logo show throughout the evening commensurate with advertising value;
- Free advertising package for the weekly MBA Bulletin for the full sponsorship year.
- Complimentary tickets to attend the function.

### 3. Silver



- Company logo will appear on the function programme as well as the overhead slide presentation for the duration of the evening.
- Your promotional/advertising material such as banners or advertising boards, etc. may be placed in designated outside/foyer areas as well as within the main venue (Venue dependent).
- You will also receive verbal acknowledgement at the function.
- Scrolling sponsors logo show throughout the evening commensurate with advertising value;

Sponsorship of all MBA opportunities do not include VAT and will be clearly invoiced as such.

MBA Annual Dinners and Functions are well attended by members of the Association as well as local invited VIP guests. Your participation as a Brand Sponsor will provide a great opportunity for you to profile your company brand.

**Join this winning team?**



**Greg Steele**

Executive Director

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