

## **Sponsorship Packages for SARA Rail 2011**

We offer a powerful range of sponsorship packages designed for **sponsors to comprehensively market their products and services to the SARA network** in a high-profile international setting. They provide **wide exposure and interaction with decision makers as well as full recognition in conference materials** as detailed below. **The packages are negotiable and can be customised to suit the needs of sponsors.** The benefits associated with each package are outlined below.

### **GOLD SPONSORS: PACKAGE PRICE – R500 000**

1. Logo on all SARA Rail Conference materials including the cocktail and dinner programmes
2. Company banner in the plenary room for duration of the event
3. Access to a complete electronic database of delegates after the event
4. Company banner in cocktail function room
5. Acknowledged as a Gold Sponsor in the keynote address
6. Acknowledged as a Gold Sponsor in the Conference magazine
7. 3 free delegate passes for duration of the Conference
8. Company logo on website with link to own website
9. Exhibition booth measuring 18 m<sup>2</sup>
10. Half page advertorial in the conference magazine
11. 10 delegates for the gala dinner
12. 5 delegates for cocktail

### **SILVER SPONSORS: PACKAGE PRICE – R350 000-00**

1. Logo on all SARA Rail Conference materials including the cocktail and dinner programmes
2. 2 free delegate passes for duration of the Conference
3. Company banner in the plenary venue for duration of the event
4. Company logo on website with link to own website
5. Acknowledged as a Silver Sponsor in the keynote address
6. Acknowledged as a Silver Sponsor in the Conference magazine
7. Specially designed Exhibition booth measuring 9 m<sup>2</sup>
8. Quarter page advertorial in the final conference programme
9. 10 delegates for the gala dinner
10. 3 delegates for cocktail

## **SPONSORSHIP PACKAGES FOR SPECIFIC ACTIVITIES AND FUNCTIONS**

### **LUNCH SPONSORS: PACKAGE PRICE – R75 000.00 PER LUNCH**

1. Acknowledgement of your company support in the press conference and conference programme
2. Inclusion of your company logo on the official event website and the conference programme,
3. Prominent branding space in exhibition area where lunches will be served
4. 2 free passes for the Cocktail reception

### **NETWORKING COCKTAIL SPONSOR: PACKAGE PRICE – R80 000**

1. Exclusivity as the Cocktail reception sponsor
2. Acknowledgement of your company support in the press conference and conference programme
3. Inclusion of your logo on the official event website and the cocktail menu
4. Prominent branding space at the cocktail dinner
5. 3 free invites for the Cocktail reception

### **GALA DINNER SPONSOR PACKAGE PRICE – R 250 000**

1. Exclusive display of company banner in the function room
2. Acknowledgement of your company support in the press conference and marketing materials
3. Inclusion of your company logo on the official event website and gala dinner menu
4. Prominent branding space at the dinner
5. Opportunity to distribute your marketing materials and/or corporate gifts at the Gala Dinner
6. 5 free invites for the Cocktail reception
7. Opportunity for a senior company representative to address the guests at the Gala Dinner

### **CONFERENCE PACKAGE SPONSOR: PACKAGE PRICE R 150 000.00**

1. Acknowledged as a Sponsor in the keynote address
2. Acknowledged as a Sponsor in the Conference magazine
3. Company logo on Conference website with hot link to own website
4. Mention in all media releases and newsletters (including logo)
5. Dedicated sponsor banner in cocktail function and gala dinner venues
6. 2 free delegate passes for duration of the Conference
7. 5 free invites for the Cocktail reception
8. 5 free invites for the gala dinner

### **CONFERENCE MAGAZINE ADVERTISING**

We further offer an opportunity to place advertisements in the printed conference programme, which will be distributed to all conference delegates at the event and will also be available for downloading from the event website.

**Full page (A4) Colour – 297 x 210mm**

**Price – R10 000.00**

**Half Page (A5) Colour – 148.5 x 210mm**

**Price – R7 000**

**Quarter Page Colour – 99 x 210mm**

**Price – R4, 000**