

# BPESA GBS & BPO CONFERENCE & ALCHEMY AWARDS 2023

TOGETHER WE **RISE** IN EXCELLENCE



## INTRODUCING OUR SPONSORSHIP OPPORTUNITIES

Join us at the upcoming Annual BPESA GBS & BPO Conference and Alchemy Awards 2023 and take advantage of a powerful platform to amplify your brand, connect with industry professionals, and establish your organization as a leader in the field. This premier event offers unparalleled opportunities for networking, knowledge sharing, and showcasing your solutions to influential executives in the South African GBS & BPO sector.

## WHY SPONSOR OR EXHIBIT

- **Boost Your Brand Visibility:** Gain increased exposure to a highly targeted audience of professionals, decision-makers, and industry experts.
- Showcase your brand, products, and services to key stakeholders in the industry.
- **Networking:** Unlock valuable networking opportunities by connecting with potential clients, industry influencers, and decision-makers.
- Forge meaningful relationships that can lead to collaborations, partnerships, and business growth.
- **Establish Thought Leadership:** Position your organization as a thought leader through speaking engagements, panel discussions and sessions. Share your expertise, insights, and innovative solutions, elevating your brand's reputation and credibility.
- **Access Targeted Audience:** Reach a precise audience GBS & BPO professionals actively seeking solutions in the field.
- Directly showcase your offerings to potential customers who are seeking your products, services and expertise.
- **Align with Excellence:** Associate your brand with industry excellence by partnering BPESA at the reputable Annual BPESA GBS & BPO Conference and Alchemy Awards.
- Demonstrate your commitment to continual growth and sustainability of the South African GBS sector.
- **Gain Market Insights:** Participate in discussions, attend sessions, and stay up-to-date with the latest trends, challenges, and opportunities in the GBS & BPO landscape. Benefit from valuable market insights to inform your strategic decision-making.

## WHAT'S IN IT FOR YOU?

- Connect with prospective clients and partners.
- Engage in face-to-face meetings to foster meaningful relationships.
- Promote and establish your brand as a GBS & BPO leader and industry influencer.
- Showcase your products to decision-makers and industry leaders.
- Engage and make an impact on potential customers.

## HOW TO GET INVOLVED:

To ensure your brand, service, solutions, and offerings are on display, please contact one of the Regional Executives or Project Team to assist in supporting you. Package / Sponsorship Bookings will be allocated on a first response system.

- **Yogan Naidoo:** +27 (0)84 565 9693 / yogan@bpesa.org.za
- **Lynn Davis:** +27 (0) 83 200 8352 / lynn@bpesa.org.za
- **Nazley Salie:** +27 (0) 66 336 6483 / nazley@bpesa.org.za
- **Traci Freeman:** +27 (0)83 657 3112 / traci@bpesa.org.za

# SPONSORSHIP OPPORTUNITIES



Sponsorship and exhibition opportunities are now open for this highly anticipated event. Don't miss your chance to enhance brand visibility, connect with industry leaders, and make a lasting impact on potential clients and partners. Join us from 7th to 9th November for an unforgettable experience.

PARTNERSHIP PACKAGES			BPESA MEMBER	NON-MEMBER
Headline Partner	1		845,000.00	Not Available
Platinum Partner	2		585,000.00	Not Available
Gold Partner	3		428,000.00	578,000.00
Silver Partner	4		320,000.00	428,000.00
THEMED PARTNERSHIP PACKAGES				
People Partner	1		120,000.00	240,000.00
Technology Partner	1		120,000.00	240,000.00
Connectivity Partner	1		120,000.00	240,000.00
Professional Shared Services Partner	1		120,000.00	240,000.00
Digital / ITO Partner	1		120,000.00	240,000.00
BPO Partner	1		120,000.00	240,000.00
Knowledge Partner	1		120,000.00	240,000.00
STAND ALONE PARTNERSHIPS				
Event Prize Partner	5	*Excl. Value of Prize - Partner to provide prize valued at no less than R3 000. Database of entrants shared with partner.	70,000.00	140,000.00
Welcome Gifts	5	This partnership package excludes the cost of the gifts. Partner to provide 300 - 380 gifts - TBC	20,000.00	40,000.00
Exhibition Stand	Multiple		32,000.00	50,000.00
REGIONAL PARTNERSHIPS				
Regional Partnerships		Exclusive to Provinces / Cities & IPA's & Formal Social Partners	395,000.00	Not Applicable
AWARDS PARTNERSHIPS				
Entertainment Partner	1	At closing Gala Dinner & Awards Event - Includes Entertainment cost.	120,000.00	220,000.00
Wine Partner	1	Includes Branded White & Red Wine / table at Awards Banquet	35,000.00	55,000.00
Event Prize Partner	1	This partnership package excludes the value of prizes - Partner to provide prize valued at no less than R5 000. Database of raffle entrants shared with partner	70,000.00	140,000.00
Individual Awards Prize Partner	Multiple	R5000 opportunity cost (Members) / R15 000 opportunity cost (non members), and R10000 prize award. The cash prize will be split between 1st, 2nd and 3rd place. Any branded prizes will be over and above the cash prize.	15,000.00	25,000.00
Company Awards Prize Partner	Multiple	R15000 opportunity cost (members) / R25000 (non members). *Excl. Value of Prize - Partner to provide prizes for Awards. Framed certificate, in Gold, Silver and Bronze.	15,000.00	25,000.00

# EVENT SCHEDULE & TICKET SALES



The event schedule affords both Investors and Domestic Stakeholders an opportunity to network, share knowledge and celebrate the top performing talent in South Africa

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
AM	Guests Arrive	Conference	Conference	Conference - Close	Closed Brunch Session
MID-DAY		Conference Workshops	Conference Workshops	Workshops	
PM	Closed Meet & Greet Cocktails	Opening Cocktails Function & Award Finalist Announcements	Executive Dinner - By Invite Delegate Networking Cocktails	Closing Banquet Dinner & Awards	

		BPESA MEMBER RATE	NON MEMBER RATE
<b>EARLY BIRD TICKET RATES (ends 16.10.23)</b>			
Opening Cocktail Ticket	Ticket only	350.00	650.00
Closing Awards Banquet Ticket	Ticket only	750.00	1,280.00
Conference Delegate Ticket	Delegate Seat	1,550.00	2,850.00
Package: Opening Cocktails / Conference Seat / Closing Banquet	Per Package Ticket	2,250.00	4,500.00
Closing Banquet Table	Table of 10	6,250.00	12,800.00

<b>STANDARD TICKET RATES (17 October onwards)</b>			
Opening Cocktail Ticket	Ticket only	450.00	750.00
Closing Banquet Ticket	Ticket only	850.00	1,500.00
Conference Delegate Ticket	Delegate Seat	1,750.00	3,250.00
Package: Opening Cocktails / Conference seat / Closing Banquet	Per Package Ticket	2,500.00	5,200.00
Closing Banquet Table	Table of 10	6,800.00	13,500.00



## HEADLINE PARTNER

R 845 000.00 | BPESA MEMBER RATE

1 PACKAGE AVAILABLE

- Branding / Logo on various Event Communications
- Branding on various Social Media and Digital Communications
- Branding at Welcome Cocktail
- Branding at Closing Banquet
- Branding at Executive Dinner (**Dinner Host**)
  
- 3min Advert Flighted at Conference Day 1, 2 and 3
- 1min Advert Flighted at Gala Dinner
- 1 Branded White Paper on BPESA website
- 2 Features in BPESA Newsletter over the next 12 months
- Recognition on minimum 2 Press Releases
  
- 10 Tickets for Welcome Cocktails
- 10 Seats at Executive Dinner
- 10 Tickets for Networking Gathering
- 20 Seats (2 tables) at the Closing Banquet
- 10 Conference Delegate Seats
  
- Partner Mention / Recognition at all Events
  - o Branding / digital / print & verbal
- Speaker Opportunity on Day 1 – max 45min session with pre-agreed topic
- Speaker Opportunity / Panellist Seat on Day 1, 2 or 3 on pre-agreed topic
- Optional Hosting of 1 Workshop / Masterclass Afternoon on Day 1, 2 or 3 on pre-agreed topic
- Exhibition Stand at Conference
- Gifts included in welcome pack (for partners own cost)



## PLATINUM PARTNER

R 585 000.00 | BPESA MEMBER RATE

2 PACKAGES AVAILABLE

- Branding / Logo on various Event Communications
- Branding on various Social Media and Digital Communications
- Branding at Welcome Cocktail
- Branding at Closing Banquet
- Branding at Executive Dinner
  
- 2min Advert Flighted at Conference Day 1, 2 and 3
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
- Recognition on minimum 2 Press Releases
  
- 7 Tickets for Welcome Cocktails
- 5 Seats at Executive Dinner
- 7 Tickets for Networking Gathering
- 10 Seats (1 table) at the Closing Banquet
- 8 Conference Delegate Seats
  
- Partner Mention / Recognition at all Events
  - o Digital / print &/or verbal
- Speaker Opportunity on Day 2 – max 45min session with pre-agreed topic
- Speaker Opportunity / Panellist Seat on Day 1, 2 or 3 on pre-agreed topic
- Optional Hosting of 1 Workshop / Masterclass Afternoon on Day 1, 2 or 3 on pre-agreed topic
- Exhibition Stand at Conference
- Gifts included in welcome pack (for partners own cost)



## GOLD PARTNER

R 428 000.00 | BPESA MEMBER RATE

R 578 000.00 | NON-BPESA MEMBER RATE

### 3 PACKAGES AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- Branding at Welcome Cocktail
- Branding at Closing Banquet
- Branding at Executive Dinner
  
- 1min Advert Flighted at Conference Day 2, 3
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
- Recognition on minimum 2 Press Releases
  
- 5 Tickets for Welcome Cocktails
- 3 Seats at Executive Dinner
- 5 Tickets for Networking Gathering
- 7 Seats at the Closing Banquet
- 5 Conference Delegate Seats
  
- Sponsor Mention / Recognition at all Events
  - o Digital / print & / or verbal
- Speaker Opportunity / Panellist Seat on Day 1, 2 or 3
- Optional Hosting of 1 Workshop / Masterclass Afternoon on Day 1, 2 or 3 on pre-agreed topic
- Exhibition Stand at Conference
- Gifts included in welcome pack (for partners own cost)





## SILVER PARTNER

R 320 000.00 | BPESA MEMBER RATE

R 428 000.00 | NON-BPESA MEMBER RATE

4 PACKAGES AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communication
- Branding at Welcome Cocktail
- Branding at Closing Banquet
- Branding at Executive Dinner
  
- 1min Advert Flighted at Conference Day 2, 3
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
- Recognition on 1 Press Release
  
- 3 Tickets for Welcome Cocktails
- 2 Seats at Executive Dinner
- 2 Tickets for Networking Gathering
- 5 Seats at the Closing Banquet
- 3 Conference Delegate Seats
  
- Partner Mention / Recognition at all Events
  - o Digital / print &/or verbal
- Speaker Opportunity / Panellist Seat on Day 1, 2 or 3 on pre-agreed topic
- Optional Hosting 1 Workshop / Masterclass Afternoon on Day 1, 2 or 3 on pre-agreed topic
- Exhibition Stand at Conference
- Gifts included in welcome pack (for partners own cost)



## PEOPLE PARTNER

R 120 000.00 | BPESA MEMBER RATE

R 240 000.00 | NON-BPESA MEMBER RATE

### 1 PACKAGE AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
  
- 2 Tickets for Welcome Cocktails
- 2 Seats at Network Gathering
- 2 Seats at the Closing Banquet
- 2 Conference Delegate Seats
  
- Speaker Opportunity / Panellist Seat on Day 2 or 3 on a pre-agreed topic
- Gifts included in welcome pack (for partners own cost)

## TECHNOLOGY PARTNER

R 120 000.00 | BPESA MEMBER RATE

R 240 000.00 | NON-BPESA MEMBER RATE

### 1 PACKAGE AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
  
- 2 Tickets for Welcome Cocktails
- 2 Seats at Network Gathering
- 2 Seats at the Closing Banquet
- 2 Conference Delegate Seats
  
- Speaker Opportunity / Panellist Seat on Day 2 or 3 on a pre-agreed topic
- Gifts included in welcome pack (for partners own cost)





## CONNECTIVITY PARTNER

R 120 000.00 | BPESA MEMBER RATE

R 240 000.00 | NON-BPESA MEMBER RATE

### 1 PACKAGE AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
  
- 2 Tickets for Welcome Cocktails
- 2 Seats at Network Gathering
- 2 Seats at the Closing Banquet
- 2 Conference Delegate Seats
  
- Speaker Opportunity / Panellist Seat on Day 2 or 3 on a pre-agreed topic
- Gifts included in welcome pack (for partners own cost)

## PROFESSIONAL SHARED SERVICES PARTNER

R 120 000.00 | BPESA MEMBER RATE

R 240 000.00 | NON-BPESA MEMBER RATE

### 1 PACKAGE AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
  
- 2 Tickets for Welcome Cocktails
- 2 Seats at Network Gathering
- 2 Seats at the Closing Banquet
- 2 Conference Delegate Seats
  
- Speaker Opportunity / Panellist Seat on Day 2 or 3 on a pre-agreed topic
- Gifts included in welcome pack (for partners own cost)



## DIGITAL / ITO PARTNER

R 120 000.00 | BPESA MEMBER RATE

R 240 000.00 | NON-BPESA MEMBER RATE

### 1 PACKAGE AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
  
- 2 Tickets for Welcome Cocktails
- 2 Seats at Network Gathering
- 2 Seats at the Closing Banquet
- 2 Conference Delegate Seats
  
- Speaker Opportunity / Panellist Seat on Day 2 or 3 on a pre-agreed topic
- Gifts included in welcome pack (for partners own cost)

## BPO PARTNER

R 120 000.00 | BPESA MEMBER RATE

R 240 000.00 | NON-BPESA MEMBER RATE

### 1 PACKAGE AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
  
- 2 Tickets for Welcome Cocktails
- 2 Seats at Network Gathering
- 2 Seats at the Closing Banquet
- 2 Conference Delegate Seats
  
- Speaker Opportunity / Panellist Seat on Day 2 or 3 on a pre-agreed topic
- Gifts included in welcome pack (for partners own cost)



## KNOWLEDGE PARTNER

R 120 000.00 | BPESA MEMBER RATE

R 240 000.00 | NON-BPESA MEMBER RATE

1 PACKAGE AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
  
- 2 Tickets for Welcome Cocktails
- 2 Seats at Network Gathering
- 2 Seats at the Closing Banquet
- 2 Conference Delegate Seats
  
- Speaker Opportunity / Panellist Seat on Day 2 or 3 on a pre-agreed topic
- Gifts included in welcome pack (for partners own cost)

## REGIONAL PARTNER EXCLUSIVE PACKAGE

R 395 000.00

1 PACKAGE AVAILABLE

This partnership opportunity is exclusive to Provinces / Cities & IPA's & Formal Social Partners

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- Branding at Welcome Cocktails
- Branding at Closing Banquet
  
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
- Exhibition Stand at Conference
- Advert Flighted Location Workshop Day 1
- Host 30-minute presentation on Day 1 of Conference
- Recognition in minimum 1 Press Release
  
- 4 Tickets for Welcome Cocktails
- 2 Seats at Executive Dinner
- 4 Seats at the Closing Banquet
- 4 Conference Delegate Seats



## ENTERTAINMENT PARTNER

R 120 000.00 | BPESA MEMBER RATE

R 220 000.00 | NON-BPESA MEMBER RATE

### 1 PACKAGE AVAILABLE

- This partnership package applies to the entertainment and the closing Gala Dinner and Awards Event and includes entertainment costs.
- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- Branding at Welcome Cocktail
- Branding at Closing Banquet
- 1min Advert Flighted at Opening Cocktails and Gala Dinner
  
- 2 Tickets for Welcome Cocktails
- 10 Seats (1 table) at the Closing Banquet
- 2 Conference Delegate Seats

## EVENT PRIZE PARTNER

R 70 000.00 | BPESA MEMBER RATE

R 140 000.00 | NON-BPESA MEMBER RATE

### 5 PACKAGES AVAILABLE

This partnership package excludes the value of prizes – Partner to provide prize valued at no less than R5 000. Database of raffle entrants shared with partner. Branding / Logo on Limited Event Communications

- Branding / Logo on Limited Event Communications
- Branding on Social Media and Digital Communications
- Branding at Welcome Cocktails
- Branding at Closing Banquet
- 2 Tickets for Welcome Cocktails
- 2 Seats at the Closing Banquet
- 1 Conference Delegate Seats
- Draw winners on Day 3 of Conference



## INDIVIDUAL AWARD PRIZE PARTNER

R 15 000.00 | BPESA MEMBER RATE

R 25 000.00 | NON-BPESA MEMBER RATE

**MULTIPLE PACKAGES AVAILABLE**

R5000 opportunity cost (Members) / R15 000 opportunity cost (non-members), and R10 000 prize award. The cash prize will be split between 1st, 2nd and 3rd place. Any branded prizes will be over and above the cash prize. Branding / Logo on Limited Event Communications

- Branding on Social Media and Digital Communications
- Branding at Welcome Cocktails
- Branding at Closing Banquet
  
- 1 Branded White Paper on BPESA website
- 1 Feature in BPESA Newsletter over the next 12 months
- Exhibition Stand at Conference
- Advert Flighted Location Workshop Day 1
- Host 30-minute presentation on Day 1 of Conference
- Recognition in minimum 1 Press Release
  
- 4 Tickets for Welcome Cocktails
- 2 Seats at Executive Dinner
- 4 Seats at the Closing Banquet
- 4 Conference Delegate Seats

## COMPANY AWARD PRIZE PARTNER

R 15 000.00 | BPESA MEMBER RATE

R 25 000.00 | NON-BPESA MEMBER RATE

**MULTIPLE PACKAGES AVAILABLE**

R15000 opportunity cost (members) / R25000 (non-members). \*Excl. Value of Prize - Partner to provide prizes for Awards. Framed certificate, in Gold, Silver and Bronze. Branding / Logo on Limited Event Communications

- Branding on Awards Communications
- Branding on Social Media and Digital Communications
- Branding at Welcome Cocktails
- Branding at Closing Banquet



## WELCOME GIFTS

R 20 000.00 | BPESA MEMBER RATE

R 40 000.00 | NON-BPESA MEMBER RATE

5 PACKAGES AVAILABLE

This partnership package excludes the cost of the gifts. Partner to provide 300 - 380 gifts – TBC

- Branding on Social Media and Digital Communications
- Gift in Welcome Packs

## EXHIBITION STANDS

R 40 000.00 | BPESA MEMBER RATE

R 62 000.00 | NON-BPESA MEMBER RATE

LIMITED STANDS AVAILABLE

- Branding / Logo on Limited Event Communications
- 2 Tickets to Welcome Cocktails
- 2 Seats at Closing Banquet
- 2 Conference Delegate Seats

**The Exhibition Stand includes the below. Should these items not be required, the pricing remains the same;** The space (Stand / Shell Scheme / Walls / Facia Board with company name / Carpet (included in venue) / 1 x Power Point / 1 x Light

**Exclusions:** Branding / Furniture / LED Screens / Plants / Water Coolers / Etc.

## WINE SPONSOR – AWARDS BANQUET

R 35 000.00 | BPESA MEMBER RATE

R 55 000.00 | NON-BPESA MEMBER RATE

1 PACKAGE AVAILABLE

- Branding / Logo on Limited Event Communications
- Branding on social media and digital communications
- Branding and announcement on 10th of November at the awards
- 1 bottle of White Wine and 1 bottle of Red White per table
- Branding of wine bottles – Printed label with logo and message
- 1 Feature in the BPESA Newsletter over the next 12 months
- 2 Seats at the Awards Gala Dinner
- Sponsor Mention / Recognition - Digital / Print and/or Verbal