

SPONSORSHIP DOCUMENT

2ND BIENNIAL ACCESS CONFERENCE AND EXHIBITION



A D E C A D E O F D E M O C R A C Y
Achievements, Practices, Challenges & Partnership

presented by



Provincial
Administration
Western Cape



"Making Human Rights your Right"
"Maak Menseregte, jou Reg"
"Ukwenza amaLungelo oLuntu,
iLungelo lakho"

in conjunction with



Sponsorship proposal for **The 2nd ACCESS Conference and Exhibition 2004**

The 2nd ACCESS Conference and Exhibition will attract persons from all spheres of life that have an interest in improving the lives of the disabled, these will vary from high level government officials, the corporate sector, NGOs, professionals, companies that provide services to the disabled sector to individuals with disabilities.

It is estimated that 10 – 15% of the South African population either lives or is in daily contact with disability (and this figure excludes the aged and AIDS sufferers). The Government has highlighted the disabled sector as a specific area in terms of delivery.

Disability is not an onerous employment equity task, shrouded in myth, but rather a significant economic partner with huge potential. This is illustrated by taking figures from overseas examples:

- Of 49 million Americans with Disabilities who are employed, earnings total more than US\$1 Trillion; disposable income of US\$250 Billion!
- American Tourists with Disabilities spend US\$4.8 Billion annually!

4.5 – 5 Million people with disability in South Africa are becoming aware of their situation; their potential; the barriers facing them and their rights: business would ignore them at their own loss.

The 2nd ACCESS Conference and Exhibition offers a wide range of opportunities to obtain exposure amongst this diverse audience as well as ensure that your company is seen to take the issue of Disabled Employment Equity and Social Responsibility seriously. Sponsorships can be structured to suit specific marketing objectives and budgets. Options can be added or subtracted to create a package that will best meet the needs of your company. We welcome alternative concepts developed by your organisation that are suitable to the exhibition environment and in keeping with the purpose of the **2nd ACCESS Conference and Exhibition**.

Appointed Sponsorship Broker:

Sponsorship Broker

BOOM
ROOM

Zoe Christodoulou
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Benefit Summary

Target Market & Brand Building

Access 2004 is a National event presented by the Western Cape Provincial Administration in conjunction with the Service Seta and endorsed by Premier Ebrahim Rasool. The conference offers direct marketing and brand building to the following audiences: -

- Government (National and Local)
- Academics & Academic Institutions
- Wide range of NGO's, Associations, Societies, Foundations, etc
- Large Companies that support the disabled sector
- Healthcare professionals
- Suppliers to the Sector (services, technology, medicines, etc)

Direct Marketing - Exhibition Site and Product/Service Promotion

As a sponsor you will have direct promotion of your company products and services at the 2nd Access Conference and Exhibition as well as have the exclusive opportunity to make brief presentations to Exhibition 2004 visitors.

Advertising Value

One of the major objectives is to use the conference and World Disability Day (which falls on the 3rd December) as leverage to create a lot of awareness around the many issues surrounding Disabilities. With this in mind the conference organiser is in the process of negotiating to obtain media partners in TV, print and radio. They will also ensure that relevant issues receive editorial/ airtime leading up to the conference. With the Western Cape Premier opening the conference and many high profile politicians (national and local) contributing, together with the relevance of subject matter leading up to World Disability Day, the organisers are hoping generate significant coverage during the event.

The organisers will make all efforts (including working closely with your marketing departments) to ensure that the sponsors maximise their advertising and brand building opportunities prior to and during the conference.

Acknowledgment

As a sponsor of the **2nd ACCESS Conference and Exhibition** you will be included in promotional material: brochures, final program, web page and also be offered the opportunity to place corporate collateral into exhibitor and visitor packs. The sponsors will also receive acknowledgment from the podium during the plenary session.

Signage

A prominent display of company signage at the venue.

Corporate Hospitality

Your company will receive complimentary entrance to the conference and its social events.

Name of Conference:	<p>The 2nd ACCESS Conference and Exhibition</p> <p>A biennial series that started in 2002. This year's theme is "Achievements, Practices, Challenges and Partnerships"</p> <p>The conference will explore the effect democracy has had on people with disability especially in terms of access to ensure equal participation in and benefit from mainstream society.</p> <p>Relevant presentations and exhibitions complimented by vibrant discussion and debate will be attended by government and decision makers, sector professionals, academics and institutions the corporate sector and by the disabled community.</p>
Date of event:	30 November – 2 December 2004
Venue:	Cape Town International Convention Centre and Sheraton Grand Hotel
Number of delegates:	500
Gala Dinner	2 nd December (High Level attendance including Premier, Ministers and Director Generals, both Provincially and Nationally)
Delegate Profile:	All levels of Government, influential persons within NGOs and organizations that support the sector, service & technology suppliers, academics and institutions and the corporate sector.
Ratio:	<p>National: 40%</p> <p>Local: 60%</p>
Conference website:	www.access2004.co.za
Presented By:	in conjunction with



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Sponsorship Opportunities

Item	Value	Opportunities
Platinum		
Plenary Sessions (CTICC Ballroom)		
Plenary Sessions	R50 000	<ul style="list-style-type: none"> > Branding alongside WC Government and Service Seta in main conference venue (supplied by sponsor) > Display table and 2 chairs at entrance to main conference venue > Logo on all promotional material (website, conference program, newsletters & promotional material) > 2 representatives to attend the conference > A4 insert into the conference pack > Acknowledgment in the conference program and from the podium
Gala Dinner (CTICC Ballroom)		
Gala Dinner (2 nd December)	R50 000	<ul style="list-style-type: none"> > Branding at the event (supplied by sponsor) > 5 minute introduction to address the guests > Display table and 2 chairs at dinner registration > Recognition in Conference Programme, menu & from the podium > Logo on all promotional material (website, conference program, newsletters & promotional material) > A4 insert into the conference pack > Free attendance for a table of 8 persons > Logo on the VIP invites
Gold		
Lunches		
Lunch - Day 1 Lunch - Day 2 Lunch - Day 3	R30 000 per lunch (alternatively R75 000 for all three lunches)	<ul style="list-style-type: none"> > Exclusive branding at the lunch (supplied by sponsor) > Display table and 2 chairs at entrance to lunch > 5 minute introduction and welcome to lunch > Logo on all promotional material (website, conference program, newsletters & promotional material) > A4 insert into the conference pack > 2 Representatives to attend the conference
Delegate Bags		
Delegate Bags	R30 000	<ul style="list-style-type: none"> > Company logo on the delegate bag > Display table and 2 chairs in reception area on opening day > Branding at the registration area on opening day > Logo on all promotional material (website, conference program, newsletters & promotional material) > A4 insert into the conference pack > 2 representatives may attend the conference
Bronze Sponsors		
Wine Sponsors for Gala Dinner		
Wine Sponsor	R20 000 or 400 bottles of Red & White mixed.	<ul style="list-style-type: none"> > Display table and 2 chairs at entrance to ballroom > Logo on all promotional material (website, conference program, newsletters & promotional material) > A4 insert into the conference pack > Recognition in the conference program, menu and from podium
Stationery		
Delegate Stationery Delegate Lanyards Program Printing	R20 000	<ul style="list-style-type: none"> > Stationery / Lanyards will be branded with sponsors logo > Logo on all promotional material (website, conference program, newsletters & promotional material) > 1 representative may attend the conference > A4 insert into the conference pack
Sponsorship of Delegates		
Disadvantaged Delegates	R1500 per delegate	Numerous potential delegates have disabilities and are from previously disadvantaged communities. Despite doing excellent work in their communities they are unlikely to be able to afford to attend the conference. Hence sponsorship is sought for deserving delegates. Sponsors will receive recognition in the Conference Program

We look forward to welcoming you as a sponsor and are confident that you will be satisfied with the return and exposure you receive at the Access 2004 Conference and Exhibition.

All sponsorship related inquiries are to be directed to the Boom Room (Access 2004 appointed sponsorship brokers) or alternatively to the Access 2004 Conference Secretariat.

Contact Details:

Sponsorship Broker	Boom Room Zoe Christodoulou	Tel: +27-21-409 7919 Fax: +27-21-409 7050 Email: zoe@boomroom.co.za
Conference Secretariat	Fastfunction Keith Burton	Tel: +27-21-6836470 Fax: +27-21-6830816 Email: access@fastfunction.co.za