



## CONFERENCE SPONSORSHIP OPPORTUNITIES

SAMEA seeks to extend its partnership network in the hosting of the biennial conference, not only as an effort to generate revenue that allows SAMEA to maintain and extend operations, but also because SAMEA believes we should all be invested in the development of the monitoring and evaluation sector in South Africa and our neighbouring countries.

For the 2017 conference, SAMEA has an overall conference budget of R3.8 million, with a fundraising target of R1 million to cover the costs not covered by delegate fees.

Various types of sponsorship opportunities are available because we recognise that not all organisations have the financial flexibility to offer cash sponsorships. While we do need direct cash sponsorships, we have also structured in-kind sponsorships around both strand management support and workshop contributions.

### 1) CASH SPONSORSHIP

At this stage, we have the following cash sponsorship opportunities available<sup>1</sup>:

- **Premium Sponsorship** - R500 000 each or above
- **Select Sponsorship** - R300 000 each
- **Classic Sponsorships** - R100 000 each

These sponsorships will go towards defraying the costs related with hosting the conference (e.g. venue hire, equipment and set-up costs).

#### **Premium Sponsorship**

Premium Sponsorships will be profiled as **co-hosts** of the event (max 2 co-hosts). Prominent profiling of the sponsor's logo and other branding material will be included in all of the conference material, including early marketing such as the first and second conference announcements.

Co-hosts will be permitted to have a stall and popup banners at the event for the entire duration of the week. Co-hosts will also be mentioned in social media marketing and on the SAMEA website. Included in the Premium Sponsorship are registration fees for five delegates from your organisation to attend the conference (excluding accommodation costs and does not apply to conference workshops).

## Select Sponsorships

Select Sponsorship will be profiled. Select Sponsorships will be individually and exclusively branded at the following events:

- Select Sponsorship 1: First Keynote address (Afternoon Day 1)
- Select Sponsorship 2: Second Keynote address (Morning Day 2)
- Select Sponsorship 3: Third Keynote address (Morning Day 3)

Each Keynote address will be the centrepiece of the respective days of the event where the sponsor will have the opportunity to display branding and receive recognition for their contribution.

Keynote addresses will be related to the issue of M&E in South Africa within the context of international M&E developments and where appropriate, Select sponsors may give suggestions and recommendations for input on these addresses. Prominent profiling of the sponsor's logo and other branding material will be included in the conference material. Select sponsors will be permitted to have a pop-up banner and a stall for the three days of the conference.

Select sponsors will also be mentioned in social media marketing and on the SAMEA website. Included in this sponsorship option are registration fees for two delegates from your organisation to attend the conference (excluding accommodation costs and does not apply to workshops).

We have identified the most prominent thought leaders globally for potential keynote speakers and hope to have the funds to bring them to the conference.

## Classic Sponsorships

Up to four (4) Classic Sponsorships will be co-branded in the conference material. Benefits from the classic sponsorships will include prominent placement of the sponsor's logo and branding material in the pre-conference workshop rooms, and profiling in workshop materials.

Classic Sponsorships will also have the option of presenting a stall and pop-up banner for the three days of the conference. Included in the Classic Sponsorship are registration fees for two delegates from your organisation to attend the conference (excluding accommodation costs and does not apply to conference workshops).

## 2) IN-KIND SPONSORSHIP

In terms of in-kind sponsorships, there are two options:

- **Strand Management**
- **Workshop**

Formally acknowledging in-kind sponsorships intends to defray the costs of having to pay for content management and workshop presenters minimising expenses.

### Strand Management

this will be for the full strand management of one of the five (5) strands. This will include commitment to take ownership of the strand, and accept the responsibility for capacity building and skills transfer within the specific Strand of interest. Specifically:

- Review and select abstracts, and make recommendations to the authors as to the type of presentations (paper, panel, poster, round table, etc.)

- Ensure that papers and posters follow guidelines
- Coordinate and mentor presenters who have submitted papers within your Strand to enhance the quality of the presentation

As part of strand management / in kind sponsorship, sponsors will be co-branded in the relevant strand-related material. There will also be a page of relevant logos in the programme and in the scrolling 'holding slides' in the plenary sessions.

Included in the in kind are registration fees for one delegate from your organisation to attend the conference (excluding accommodation costs and does not apply to conference workshops).

## **Workshop**

Traditionally SAMEA has offered stipends to the workshop presenters, however; this year we are proposing to prioritise workshops that are sponsored (provided they meet our quality standards). This means that we believe that it is on all of us involved in South African Monitoring and Evaluation to be investing in the development of the sector. We are encouraging facilitators to offer their workshops for free, and as part of this, logos will be acknowledged in the full programme as well as in the scrolling 'holding slides' in the plenary sessions.

## **3) EVALUATION DEVELOPMENT BURSARIES**

Finally, SAMEA seeks sponsorships for at least 20 Emerging Evaluators, and looks for financial contributions to offer ***Evaluation Development Bursaries***. Evaluation development bursaries will be provided to give students, previously disadvantaged individuals and other deserving individuals without the financial means an opportunity to attend the conference and pre-conference workshops. The costs for sponsoring one individual to attend the conference and the pre-conference workshop is R15, 000.

Sponsors of evaluation development bursaries will be acknowledged in the conference programme and will have the option to participate in the adjudication of bursary applications.

Sincerely

Prof Victor Naidu  
*SAMEA Conference Chair*

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