



SPONSORSHIP **PROPOSAL**

SANEA LEADERSHIP CONFERENCE AND CENTENARY CELEBRATION

On **6 and 7 November 2024**, SANEA will proudly host its inaugural Leadership Conference in Johannesburg, South Africa, marking the organization's 100th-year anniversary and uniting leaders across the energy and related sectors for transformative change. The Conference will bring together industry pioneers, policymakers, executives, experts, and young talent providing a platform for collaboration and innovation.

SANEA, established in 1924, is dedicated to fostering resilient and ethical leadership within South Africa's energy landscape, paving the way for a sustainable future.

The Conference will centre around the theme:

“Transformative Leadership for a Sustainable Energy Future”



The purpose of SANEA's Leadership Conference is to commemorate SANEA's **100th-year anniversary** and to serve as a pivotal platform for reflection, collaboration, and innovation within South Africa's energy sector. By bringing together industry leaders, policymakers, and experts, the conference aims to celebrate past achievements, confront current challenges, and chart a course towards a sustainable energy future.

The primary objective of the Conference is to **inspire transformative change and foster collaboration** among stakeholders to address the sector's unprecedented challenges. Through insightful discussions, workshops, and networking opportunities, the conference seeks to promote stable and ethical leadership, and drive innovation within the energy sector. Ultimately, the goal is to highlight leadership trends that will contribute to shaping a brighter, more sustainable future for South Africa's energy landscape grounded in resilience, innovation, and shared prosperity.

● Why be a Partner

The benefit of sponsoring SANEA's Leadership Conference lies in the opportunity to align your brand with a prestigious event that celebrates SANEA's centenary and raises the leadership skills necessary to enable reflection, collaboration and revolutionary innovation within South Africa's energy sector.

By supporting this Conference, sponsors can showcase their commitment to sustainability, ethical leadership, and innovation, while gaining visibility among industry leaders, policymakers, and experts. Sponsors will have the chance to be part of inspiring transformative change that revolutionises collaboration opportunities to address the sector's unprecedented challenges.

Additionally, sponsors will benefit from networking opportunities, thought leadership platforms, and exposure to new business prospects, ultimately contributing to shaping a brighter, more sustainable future for South Africa's energy landscape. At the discretion of the sponsor, the option to either contribute to a panel discussion or present a keynote address is available.



The packages outlined refer to the sponsorship of the SANEA Leadership Conference 6 - 7 November 2024:



Branding & Exposure Opportunities

Below, is the list of comprehensive packages tailored to meet the branding and exposure needs for each Sponsorship package.

Package/Benefit	GIGAJoule	MEGAJoule	KILOJoule
SANEA Website & Social media: Brand visibility on the official conference webpages and social media paltforms.	YES	YES	YES
Media wall signage: Logo placement on media wall/ screens for brand visibility	YES	YES	NO
Press conference participation	YES	NO	NO
Logo placement on the official conference programme	YES	YES	YES
Registration stand logo placement	YES	YES	NO
Logo on stage background	YES	YES	NO
Banner at main entrance	YES	NO	NO
Provision of own marketing collateral (eg. gifts, brochures)	YES	YES	YES
Branding on event communication	YES	YES	YES
Sponsor provided advert (video or presentation) for airing during a break	YES	NO	NO

Knowledge & Thought Leadership Opportunities

We also offer comprehensive packages meticulously designed to cater to your knowledge and thought leadership branding and exposure needs.

Package/Benefit	GIGAJOULE	MEGAJOULE	KILOJOULE
VIP Passes (full conference attendance is mandatory)	6	4	2
Keynote speaker opportunities at conference	1	NO	NO
Participation as panelist at conference	4	3	2
Invitation to write an Opinion Piece for circulation to SANEA database	YES	YES	NO
Broadcast Media Partner: Thought leadership through interviews and message amplification via media partners	YES	NO	NO
Opportunity for limited editorial content in the event programme	YES	YES	NO

Package Costs

GIGAJOULE	MEGAJOULE	KILOJOULE
R 200 000	R 120 000	R 75 000

Fees quoted exclude Value Added Tax at 15%.



SANEA Energy Awards Partners

We are pleased to present a distinguished sponsorship package for the SANEA awards. The awards will take place during the Leadership Conference. There will be 9 external and 1 internal award categories, covering a range of services and focus areas in the energy sector. The 10 award categories cover a range of services, projects, and initiatives within the energy sector.

Potential sponsors will have the exclusive opportunity to sponsor one or more awards category where value is derived through a range of benefits as shown below. Each category will be awarded a trophy that will prominently display both the SANEA and sponsor company's logos, and an additional benefit will be the option to customize the category trophy so that it best aligns with your company's ethos and mission[1]. SANEA Energy Awards are allocated annually to highlight achievements in the energy industry. Ideally SANEA will seek to secure sponsorship for a 3-year period, payable annually prior to the awards.

Package - R 20 000 per award category	TROPHY
Exclusive award branding	YES
Prominent logo placement on all award-related materials, including nomination forms, promotional materials, and signage at the award ceremony	YES
Speaking opportunity to announce the award winner during the ceremony	YES
Recognition in press releases, social media posts, and event communications as the title sponsor of the award category	YES
VIP seating and hospitality at the award ceremony for sponsor representatives.	YES
Participate in the award category adjudication panel	YES

Fees quoted exclude Value Added Tax at 15%.

[1] This cost is additional to the sponsorship package cost.

