



# BASSA 2015

BUSINESS ANALYSIS SUMMIT SOUTHERN AFRICA

28-30 September 2015 Hilton, Double Tree Hotel, Woodstock, Cape Town



## BUSINESS ANALYSIS – PUSHING BOUNDRIES

*Presented by SA chapter of IIBA® in association with SBS Conferences*

### CALL FOR SPONSORSHIP

BASSA 2015 provides a platform for all Business Analysts, and the leading organisations that employ them, to come together to debate and understand how the business analysis role can drive out business value, and support strategic business change. Sponsorship proposals are being accepted for BASSA 2015, the forth Business Analysis Summit Southern Africa, to be held in Sandton, specifically focused on the profession of Business Analysis

We are expecting great interest in this IIBA®-SA Conference, as last year we had attendance of over 200 BAs. We therefore invite you to take advantage of an exceptional way to showcase your organisation's involvement with business analysis.

If you would like to take this opportunity, please contact Peter Aspinall the Managing Director of SBS Conferences at [peter@sbs.co.za](mailto:peter@sbs.co.za)

**Submit a proposal to sponsor at BASSA 2015 today!**

#### ENQUIRIES:

The Registrar, SBS Conferences, P O Box 1059, Bellville 7535, South Africa  
Tel: (021) 914 2888 | Fax: (021) 914 2890 | International code (+2721)  
Email: [registrar@sbs.co.za](mailto:registrar@sbs.co.za)

#### SPONSORSHIP GUIDELINES

Various types of commercially viable sponsorship opportunities are available to sponsors for **BASSA 2015**

- Gold, Silver and Bronze sponsorship
- Name branding of functions
- Sponsorship of a variety of specific items
- Media sponsors
- Endorsement sponsors

The following sponsorship packages provide a high degree of flexibility, combining a number of traditional branding elements with added-value opportunities for addressing the conference attendees and communicating a corporate message. Naturally P.R. releases and press coverage around the conference will add further to the value of the package. It is difficult to put a monetary value to such coverage in advance but in the past similar events have been popular with the journals and specialized press.



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## 1. GOLD R60,000 plus vat | SILVER R40,000 plus vat | BRONZE R20,000 plus vat

As a Gold, Silver or Bronze Sponsor of the **BASSA 2015**, YOUR COMPANY will be clearly identified as one of most important contributors through visual branding and clear identification in conference promotional material and documentation. YOUR COMPANY logo will be significantly prominent at the event.

### As a gold, silver or bronze sponsor YOUR COMPANY will receive:

	Gold	Silver	Bronze
<b>Sponsorship Costs:</b>	<b>R60k</b>	<b>R40k</b>	<b>R20K</b>
YOUR COMPANY logo, in colour, on the front of the conference programme and all promotional items where possible	✓	✓	✓
YOUR COMPANY logo on the front cover of the speakers' notes	✓	✓	✓
YOUR COMPANY banner may be placed in the conference venues – (vertical free standing banners only)	✓	✓	✓
YOUR COMPANY banner may be placed on the main room stage – (vertical free standing banner only)	✓	X	X
An advertisement in the speakers' notes	A4 x 2	A4 x 1	A5 x 1
Hot link from the conference web site to YOUR COMPANY web site	✓	✓	✓

In addition YOUR COMPANY will also receive:

<b>Free tickets</b> for delegates to the conference.	3	2	1
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The gold, silver or bronze sponsorship gives YOUR COMPANY substantial direct tangible benefits in terms of free tickets to the social events, free display space and all the added prestige and exposure of being recognized as a major sponsor, plus, the opportunity to further enhance your sponsorship by the distribution of appropriate promotional items to the delegates.

As a gold, silver or bronze sponsor, YOUR COMPANY can gain increased exposure by providing or sponsoring any of the sponsorship items listed under sections 2 and 3 below.

## 2. NAME BRANDING OPPORTUNITIES

Welcome cocktail party including an option to address the delegates;

<b>Pre conference workshop day</b>	<b>R 8,500</b>
<b>Conference day 1</b>	<b>R17,500</b>

## 3. SPONSORSHIP OF SPECIFIC ITEMS

The following items or any other appropriately useful items may be provided or sponsored. (Estimated requirement 250)

<b>Conference bags</b> including company logo est. R100 each	R 25,000
<b>Memory sticks</b> with proceedings & company logo est. R60 each	R 15,000
<b>Conference booklet programme/abstracts</b> est. R50 each	R 12,500
<b>Name Badges</b> including company logo	R 6,000
<b>Pens</b> including company logo est. R20 each	R 5,000
<b>Pads</b> including company logo est. R30 each	R 7,500
<b>Adverts</b> A4 single sided in conference booklet	R 4,500
<b>Inserts</b> - A4 provided by your company Plus R500 per additional A4 page	R 3,000

## 4. MEDIA SPONSORS

To provide free advertising relevant to the promotion of the conference to a minimum value of R12,000.

In return your company logo will be placed on the conference web site with a click through link to your site.

## 5. ENDORSEMENT SPONSORS

For appropriate associations, to promote the conference to their members in return for a 10% discount on the fees for their members.

In return your association logo will be placed on the conference web site with a click through link to your site.

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**IIBA** South Africa  
Chapter

