



20 May 2021 | 11h30 - 14h30

SESSION 1: **THINKING GROWTH**

SESSION 2: **CREATING CAPACITY FOR GROWTH**

21 May 2021 | 11h30 - 14h30

SESSION 3: **COLLABORATION TO ACHIEVE GROWTH**

SESSION 4: **ECONOMIC POLICY FOR GROWTH**

CALL FOR SPONSORS

JOIN OUR 2021 VIRTUAL CONFERENCE

About the WCPDF annual conference

The WCPDF's annual conference gathers together thought leaders from the public and private sector involved in fixed capital investment, development and construction, and who are dedicated towards achieving a sustainable built environment sector by tackling the challenges and celebrating the achievements of our collective industries.

Delegates range from large corporations, investment agencies, financial institutions and the legal fraternity to independent consultants, service providers and contractors, as well as political leaders and senior planning authorities across various government tiers.

The event is also well attended by the media, who have come to see it as a reputable indicator of the state of our sector and a valuable source for accurate, informative and well-researched content.

Initiated in 2014, this annual conference has grown substantially in attendance from less than 100 delegates in 2014 to a full house of over 250 at the 2019 conference. In 2020, we took the event online in our In Conversation Series, which had close to 300 attendees. Our target for attendance at our 2021 online conference is 400.

The theme: **Vision for Growth**

Even before Covid-19, South African businesses, and specifically the property development and construction sector, were being severely impacted by our negative economic context, vast political and structural uncertainties as well as endless bureaucratic red tape. The pandemic has resulted in further collapse.

Our key focus at the 2021 conference is to move the current industry debate away from an economic-crisis focus to that of an opportunity for growth. Our goal is to unite the private and public sectors and find ways to unlock the economy and thereby create jobs.

What the conference represents to our sponsors

The annual WCPDF conference has become an important event on the industry calendar at which sponsors can increase brand recognition among key private and public representatives involved in the Western Cape property development and construction sector.

As our 2021 conference will be held online, we also expect participation of delegates from beyond just our provincial borders, and our list of speakers from both the public and private sectors is also being broadened in order to highlight the challenges our industry faces on a national platform.

Together with increasing awareness of your products and services, participation as a sponsor in an event themed specifically towards growth, job creation and unity between the public and private sectors ensures each sponsor is recognised as a supporter of economic development in the property development and construction sector.

Sponsorship opportunities

A limited number of Gold and Silver sponsorship opportunities (see page 2) are available and all sponsors will be clearly identified as one of the most important contributors at the 2021 Vision for Growth conference. The sponsorship packages provide a high degree of flexibility, combining traditional branding elements with value-added opportunities for addressing delegates and communicating your corporate message in a virtual environment.

We look forward to welcoming you on board as a sponsor and working with you to make the event, once again, a valuable and rewarding event for all participants.

Please contact Kim Kilpatrick on 076 721 0135 or admin@wcpdf.org.za to discuss your sponsorship involvement in more detail. For more information about the conference, please visit <https://sbs.co.za/wcpdf2021/>.



VISION FOR GROWTH

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 20 & 21 MAY 2021



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SPONSORSHIP BENEFIT	Gold R45 000 + VAT	Silver R30 000 + VAT
PRE-CONFERENCE BRAND EXPOSURE		
Acknowledgement of sponsorship on pre-conference direct marketing channels.	✓	✓
Special mention in the Chairperson's introduction of the May and June newsletters.	✓	✓
Editorial opinion piece including your company to be written by our communications specialist and which will appear in the May or June newsletter with the possibility of the article being picked up by the media.	✓	-
Sponsor profile on the conference website, including: <ul style="list-style-type: none"> • Company name and logo. • 200-word company bio. • Links to company website and social media platforms. • Additional links to company or product brochures and other relevant company related information. 	✓	✓
IN-CONFERENCE BRAND EXPOSURE		
Primary sponsorship rights of one of our four conference sessions, including: <ul style="list-style-type: none"> • Logo to appear on the top of the conference viewing page. • Logo to appear on the session introduction/holding slide. • Verbal acknowledgement of sponsorship at the start of the session. • Optional pre-recorded 2-minute promotional video to be played as the session begins. 	✓	-
Company logo to appear on the conference viewing page.	✓	✓
Brand exposure during the 30-minute lunch break, including: <ul style="list-style-type: none"> • All sponsors will have the opportunity to provide 2-minute promotional videos to be played during the lunch break. These will be interspersed with holding slides acknowledging all sponsors. 	✓	✓
POST-CONFERENCE BRAND EXPOSURE		
Optional inclusion of a specific call-to-action question to be added to the conference survey and digital CPD register to generate leads. This question will also be added to the sponsor profile on the conference website.	✓	✓
Acknowledgement of sponsorship in the post-conference "thank you" emails.	✓	✓
COMPLIMENTARY CONFERENCE ACCESS		
Complimentary tickets to attend the two-day conference.	8	4