



printing[™]
sa

Federation of Printing, Packaging,
Signage & Visual Communication

ANNUAL

SPONSORSHIP PACKAGES

2023

Printing SA has been on a consistent drive to re-invent itself, in order to ensure that we have kept pace with latest developments in the industry, members needs, both locally and globally, embraced technology, in creating platforms that are more accessible for our members to benefit from the numerous services that we have added to our offering, redefined our culture — and together, we've envisioned a future we can build together.

We have created 37 events in 2023, a first for the federation as we aim to reignite, rebuild and revive the industry. It is said that dreams become reality when great potential finds the right partner. All packages are currently available for a 12-month period from the date of sign up.

Tailor-made packages are also available on request. As a sponsor of Printing SA, your company will gain valuable visibility and association with the Printing SA brand and members. All our sponsorship levels offer the following benefits:

- The company name displayed and listed on all correspondence and in all marketing materials.
- Website link to your firm from the Printing SA web page.
- Complimentary tickets to programs and events.

MEDIA PARTNERS

AFRICA PRINT
WWW.AFRICAPRINT.COM

WEBSITE FOR THE COMMERCIAL DIGITAL PRINT INDUSTRY

SIGN AFRICA
WWW.SIGNAFRICA.COM

WEBSITE FOR THE VISUAL COMMUNICATION INDUSTRIES

MODERN MARKETING
BRANDING | PRODUCTS | TECHNOLOGY

BUILD YOUR ANNUAL SPONSORSHIP PACKAGE!

This tool is designed to personalize your organization's visibility and connections. With Printing SAs Annual Sponsorship, you set your sponsorship budget for the year and the benefits to suit your promotion goals. We offer several opportunities in the areas of live demos, sponsorship, networking, and print and web recognition that can help you increase your exposure and access to Printing SA members.

THE ADVANTAGES OF ANNUAL SPONSORSHIP

Printing SA member organizations prefer to procure their goods and service from other members to ensure the growth of the federation and ultimately the industry. These packages allow you to:

- Put your company name and your representatives in front of the people who make the decisions on where their money is spent.
- Elevate your visibility within and outside the Printing SA membership.
- No surprises – set your annual budget and get the most value for your investment – all year long.
- Position your company as a true industry leader and strategic partner for the future.
- Support the fine work your federation does to advance this industry in ensuring its long-term sustainability.
- Representation at every regional chamber event.

ABOUT THE ANNUAL SPONSORSHIP PACKAGES

Become a 2023 Annual Sponsor and enhance your exposure to over 650 Printing SA member organizations for the entire year. We will interact with over 6500 individuals and companies in 2023 ensuring your brand is physically exposed to this audience.

Simply choose your sponsorship level, all packages have a predetermined set of benefits. Please contact Mr Abisha Katerere – HOD, Marketing at akaterere@printingsa.org or call 011 287 1160 to book your package.

ANNUAL SPONSORSHIP PACKAGES	SPONSOR COST	EVENTS	DIAMOND (2 available)	PLATINUM (3 available)	GOLD (4 available)	SILVER (4 available)	CEO BREAKFAST SERIES (2 available)	Women in Print Series (2 available)
			Diamond Sponsors and Partners are recognized at the highest level of sponsorship.				Exclusive Premier Event sponsor rights to all 4 events nationally	Exclusive Premier Event sponsor rights to all 4 events nationally
Events Presentation/ Live Demo slot	R5 500	33	X	X	X		X	X
Events (advertising - Brochures, marketing)	R1 000	37	X	X	X		X	X
Branding (Sponsor dedicated Banners for events) PSA to provide.	R1 000	37	X	X	X			
FESPA Global Print Expo 2023 - Flights + 3 Nights Accommodation - Munch, Germany (excludes VISA Application)	R35 000	1	X					
Sponsorship of all Signature Events - CEO's x4 Breakfast / x4 Annual Dinners/x4 Women in Print	R120 000	12	X	X	X	X		
Company official to introduce speaker and present awards at one (1) event during the year	R1 000	4	X	X	X		X	X
PSA Annual Gala Dinner (Table of 10)	R5 000	1	X	X	X	X		
Regional PSA Annual Dinners (Table of 10)	R20 000	4	X	X				
PSA Women in Print Luncheons (Table of 10)	R20 000	4	X	X				X (Table of 10 at 4 chamber events)
Tickets to Printing SA Annual Conference (5)	R1 750	1	X	X	X			
Opportunity to collaborate on one conference session**	R10 000	1	X	X				
Tickets to PSA CEO's Breakfast (5per chamber)	R7 000	4	X	X	X		X (Table of 10 at all 4 chamber events)	
Tickets to PSA Business Networking Forum (5per chamber)	R7 000	4	X	X	X			
Opportunity to host Printing SA official govt and stakeholder delegations	R15 000	3	X	X				
Company name listed on all PSA event invitations and logo on signage at events	R5 000	37	X	X	X	X		
Company logo on website with click through link to company website	R3 990	1	X	X	X	X		
Acknowledgment & Recognition at programs & events	R18 500	37	X	X	X			
Banner included in newsletter all (12 per annum)	R58 320	12	X	X				
TOTAL VALUE	R334 560		R334 560	R299 560	R176 240	R133 990	R55 000	R55 000
SPONSORSHIP COST ex VAT			R250 000	R215 000	R150 000	R110 000	R40 000	R40 000

MEDIA EXPOSURE	Diamond Sponsor		Platinum Sponsor		Gold Sponsor	
	Qty p/a	Cost pm	Qty p/a	Cost pm	Qty p/a	Cost pm
Facebook	60	R75 600	36	R45 360	24	R30 240
Instagram	24	R15 120	12	R7 560	12	R7 560
Linkedin	12	R1 260	12	R1 260	6	R630
Mailer (Newsletter)	24	R13 440	24	R13 440	24	R13 440
Website Banner	12	R18 720	12	R18 720	12	R18 720
Added Value At No Cost	132	R124 140	84	R86 340	72	R70 590

2023 EVENTS CALENDER AND EXPOSURE BREAKDOWN

REGION	EVENT	DATE		Followers/Subscribers/Visitors/Guests	DESCRIPTION
Cape	Annual Dinner & Awards Ceremonies	06/10/23	<ul style="list-style-type: none"> • Website • social media • f2f branding (wall & pull ups) • Invitations • flyers and AV 	Facebook – 62 501 LinkedIn – 2 466 Instagram – 2 479 E-Mailer – 1 978 Website – 1 300	We invite you to spend the evening with a host of industry stakeholders and enjoy superb cuisine, combined with opulent entertainment and a host of prizes to be won. This is also a chance to just unwind, have fun and connect with friends old and new.
KZN	Annual Dinner & Awards Ceremonies	13/10/23			
Northern	Annual Dinner & Awards Ceremonies	27/10/23			
National & Central	Annual Gala Dinner & Awards Ceremonies	14/09/23			
Central	Business Networking Forum - Salaries & Skills Research Forum	02/03/23	<ul style="list-style-type: none"> • Website • social media • f2f branding (wall & pull ups) • Invitations • flyers and AV 	Facebook – 62 501 LinkedIn – 2 466 Instagram – 2 479 E-Mailer – 1 978 Website – 1 300	Printing SA calls on the industry to join us as we embark on an industry first Salaries, Wages and Skills benchmarking research exercise. This research will ultimately equip you with an understanding of where your organisation is pegged vs the market and will assist you to accurately benchmark your remuneration and skills base.
Cape	Business Networking Forum - Salaries & Skills Research Forum	16/02/23			
KZN	Business Networking Forum - Salaries & Skills Research Forum	21/02/23			
Northern	Business Networking Forum - Salaries & Skills Research Forum	09/02/23			
Central	Career Days	TBC	<ul style="list-style-type: none"> • Website • social media • f2f branding (wall & pull ups) • Invitations • flyers and AV 	Facebook – 62 501 LinkedIn – 2 466 Instagram – 2 479 E-Mailer – 1 978 Website – 1 300 Guests - 800	Printing SA will embark on a series of career days to introduce young talent to the prospects of seeking a career in this vibrant and technologically advanced industry.
Cape	Career Days	TBC			
KZN	Career Days	TBC			
Northern	Career Days	TBC			
Central	CEO's Breakfast & AGM	16/11/23	<ul style="list-style-type: none"> • Website • social media • f2f branding (wall & pull ups) • Invitations • flyers and AV 	Facebook – 62 501 LinkedIn – 2 466 Instagram – 2 479 E-Mailer – 1 978 Website – 1 300 Guests - 320	Don't miss out as we host industry experts, stalwarts and business gurus as they unpack various topics that highlight the current trends, economic climate, latest products, processes and opportunities available to the industry in sessions targeted at our CEO's MD,s Owners, HODs and Senior managers in your business.
Cape	CEO's Breakfast & AGM	10/11/23			
KZN	CEO's Breakfast & AGM	09/06/23			
Northern	CEO's Breakfast & AGM	02/11/23			
Cape	Expo - Africa Print & Sign Africa	3-4/05/2023	<ul style="list-style-type: none"> • Website • social media • f2f branding (wall & pull ups) • Invitations • flyers and AV 	Facebook – 62 501 LinkedIn – 2 466 Instagram – 2 479 E-Mailer – 1 978 Website – 1 300 Guests - 6500	In partnership FESPA, PROPAK and our media partners at Africa Print, Sign Africa and Modern Marketing, we bring you an exhibition like no other on the continent where suppliers showcase their latest products, processes and solutions to help you increase your profits, improve your productivity and competitiveness.
Cape	Expo - Africa Print & Sign Africa - ICC	22 - 23/03/2023			
Northern	Expo - Africa Print & Sign Africa - Mbombela	21 - 22/02/2023			
National & Central	FESPA Africa Expo	13 - 15/09/2023			
Northern	Action Sports Day	23/09/23	<ul style="list-style-type: none"> • Website • social media • f2f branding (wall & pull ups) • Invitations • flyers and AV 	Facebook – 62 501 LinkedIn – 2 466 Instagram – 2 479 E-Mailer – 1 978 Website – 1 300 Guests - 600	It's time to get your teams together and take part in this competitive action sports day whilst competing against your industry counterparts in sports ranging from action cricket, soccer, netball and volleyball. This BIG day out is for your employees and families to have some fun as the kiddies enjoy inflatable obstacle courses, entertainment, and lots of prizes to be won.
Cape	Action Sports Day	09/09/23			
KZN	Action Sports Day	01/09/23			

2023 EVENTS CALENDER AND EXPOSURE BREAKDOWN CONT.

REGION	EVENT	DATE	PLATFORM	Followers/Subscribers/Visitors/Guests	DESCRIPTION
Central	Golf Day	17/02/23	<ul style="list-style-type: none"> Website social media f2f branding (wall & pull ups) Invitations flyers and AV 	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 160	After many years we have heeded the call and will be hosting a Central Chamber Annual Golf Day in 2023. This event is targeted at members, non-members, stakeholders, and your clients. We aim to create an environment where players can wind down, network as colleagues and interact with other industry players. It will be a great opportunity for sponsors to interact with players and present their products or service offerings in an informal setting.
Central	Innovation Forum	02/03/23	<ul style="list-style-type: none"> Website social media f2f branding (wall & pull ups) Invitations flyers and AV 	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 320	Launched in 2022, members are invited to live demos from suppliers of their innovative solutions in 2023.
Cape	Innovation Forum	23/02/23			
KZN	Innovation Forum	09/03/23			
Northern	Innovation Forum - Polokwane	15/03/23			
Cape	Plant Tour	04/04/23	<ul style="list-style-type: none"> Website social media f2f branding (wall & pull ups) Invitations flyers and AV 	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 90	By invitation, PSA will be hosting delegations from various ministries and tour some of our member companies nationally in order to showcase the magnitude of our sector which is in dire need of governments support in developing an industry master plan as well as addressing policy issues that adversely affect our industry.
KZN	Plant Tour	19/04/23			
National, Central & Northern	Plant Tour	13/04/23			
National	Annual Conference & AGM	13/09/23	<ul style="list-style-type: none"> Website social media f2f branding (wall & pull ups) Invitations flyers and AV 	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 200	Printing SA's national conference is a platform where we discuss industry concerns focused on helping custom manufacturers such as printing and converting companies achieve operational excellence. Year after year attendees directly link reduced costs, lowered waste, and increased profit margins to ideas gained from conference presentations and networking.
National	Paper & Pulp Summit	09/02/23	<ul style="list-style-type: none"> Website social media f2f branding (wall & pull ups) Invitations flyers and AV 	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 150	As the global economy deteriorates, causing more strain in global production networks and exacerbated by supply chain delays bottlenecks started to emerge in 2020 during the COVID-19 pandemic and now made worse by the Russian invasion and other local factors of disruptions to road, rail and seaports in SA. The imbalances between the supply and demand of certain products and/or materials are highly evident. This event aims to address the local supply and price issues with industry captains, stakeholders and Ministries of the state in order to find solutions to this growing problem in our sector.
Central & Northern	Women in Print Luncheon	09/08/23	<ul style="list-style-type: none"> Website social media f2f branding (wall & pull ups) Invitations flyers and AV 	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 350	The Women in Print, aims to attract, connect, and empower women in the print community so they have every opportunity to excel. The platform inspires action, promotes education, encourages mentorship, fosters leadership, and celebrates development.
Cape	Women in Print Luncheon	24/08/23			
KZN	Women in Print Luncheon	15/08/23			