

# SPONSORSHIP PROSPECTUS

for the

# PSASA



PROFESSIONAL SPEAKERS ASSOCIATION OF SOUTHERN AFRICA

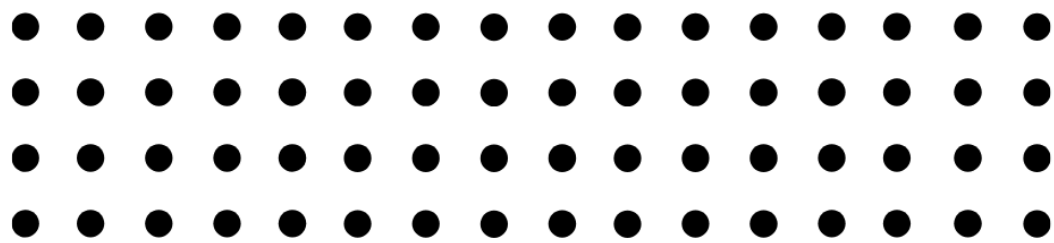
ANNUAL CONVENTION

19 - 21 APRIL

# 2024

SANDTON, SOUTH AFRICA

# art & science



If you have products or services that can benefit a  
conference hall full of  
entrepreneurs,  
presenters,  
facilitators,  
coaches, and  
regular business travellers,  
**we have the perfect audience for you!**



Professional Speakers are the original influencers; **when they speak, audiences change behaviour, refresh commitments, try new things.** They depart their expertise and influence from conference stages, the front of auditoriums and meeting rooms, across the desks of executives, or through the screens of thousands.

The PSASA Convention is an annual event hosted by the **Professional Speakers Association of Southern Africa (PSASA)**, a membership body which exists to support the common needs of Professional Speakers (individuals that offer some form of public speaking as a paid-for service). During its 17-year existence, the convention has been consistently attended by an enthusiastic audience primarily based in **Southern Africa**. It has however over the years also become a popular event with **international speakers** looking to develop their African network.

The 18th Annual PSASA Convention  
will be held on 19-21 April 2024  
at The Capital at The Park in Sandton, South Africa.

## #PSASA2024 IS AN IDEAL OPPORTUNITY TO

Gain brand exposure and **earn a memorable space** in the minds of our international audience of speaking professionals.

**Generate leads** through the use of cleverly designed sponsorship materials.

**Interact** with delegates in a space where creativity, innovation and connection are at the forefront.

**Earn goodwill** in the profession by showing your support.

**Spend time with decision makers** who are keen to expand their knowledge of brands.

**Attendees will be highly responsive to** brands offering products or services related to:

Automotive vehicles	Studio, audio, and lighting
Book publishers	Training facility rentals
Mental focus, physical energy, overall wellness	Travel
Business support services	Workspace rentals
Professional wardrobe products or services	Personal grooming services
Software for entrepreneurs and SMEs	Publishers

## TECHNICAL PROGRAMME

The #PSASA2024 convention theme of **art&science** describes the balancing act Professional Speakers need to maintain as they meld the subjective, sensory, emotional and personal with the objective, analytical, rational and public in order to captivate audience and inspire action. The dynamic intersection of **art&science** provides an ideal environment for the **creativity and innovation** Professional Speakers need to stay on top of their game.

Aside from the **technical speaking craft** skills they have to hone, Professional Speakers also have to be **savvy business owners** that contribute to economic growth through job creation and support for service providers.

[Click here to download the programme and speaker line-up](#)



# SOCIAL PROGRAMME

Spontaneous as well as structured socialising is at the heart of any PSASA convention. It is often the only time where Professional Speakers get to catch up with each other in person, as all other events are either regional, online or brief as they pass by each other in an airport or conference venue.

The two main social events of the convention include:

## PSASA Speaker Factor Awards Ceremony

The relatively informal awards ceremony is held at the end of convention proceedings on Day 1 and is focused on celebrating new entrants into the profession.

The Speaker Factor is the annual PSASA speech competition for members who wish to showcase their talent and sharpen their speaking skills. Each year the PSASA Chapters host regional competitions to determine the candidates who will represent their Chapter at the final during the PSASA convention in April, where the Grand Champion is crowned.

The past champions are

Zanele Njapha	Alison Weihe
Gary Tintinger	Nick Smit

## PSASA Awards Ceremony

The more formal PSASA Awards ceremony is held at the end of convention proceedings on Day 2 and is focused on celebrating speakers renowned for their contributions. The awards include the Stef du Plessis Founder's Award, the Southern African Speaker Hall of Fame (SASHoF) award, and the South African Educators Hall of Fame (SAEHoF) award.



Past award recipients include:

Adolf Kaestner	Joni Peddie
Annie Greeff	Dr Justin Cohen
Anton van der Post	Michael Jackson
Arthur Goldstuck	Michael Mol
Billy Selekane	Nicky Abdinor
Charlotte Kemp	Paul du Toit
Clem Sunter	Justin Cohen
Clive Simpkins	Jacques de Villiers
Bishop Desmond Tutu	Nikki Bush
Dorianne Weil	Richard Mulvey
Douglas Kruger	Roger Knowles
Gary Bailey	Dr Sharon King Gabrielides
Gavin Sharples	Quinton Coetzee
Dr Graeme Codrington	Siphiwe Moyo
Grant Driver	Stef du Plessis
Ian Hatton	Steve Barnett
Ian Thomas	Trevor Ketler

# SPONSOR OPPORTUNITIES

## STANDARD SPONSOR BENEFITS:

Before event:

- Logo and link on event webpage
- Logo and link on promotional emails
- Social media promotion of company sponsorship
- 50 Word write up in pre-event email (as supplied by the Sponsor)

During event:

- Acknowledgement by MC of sponsorship
- Logo displayed on holding slides
- 1 x Pull-up banner displayed in main conference venue

After event:

- 150 Word promotional write up in end-of-day wrap up e-mail (as supplied by Sponsor) sent to the entire PSASA subscription list and published on all PSASA social media platforms.

5 100+ Facebook followers | 1 900+ LinkedIn followers  
10+ active WhatsApp groups | 2 300+ unique records in email database

OPPORTUNITY	INVESTMENT (ex VAT)	QTY AVAILABLE
<b>IMPACT SPONSORS</b>		
<b>Premier Sponsor</b> <ul style="list-style-type: none"> <li>• All standard sponsor benefits</li> <li>• 2 full attendance delegate passes with all refreshments, lunches, and two awards ceremonies with prime networking opportunities included</li> <li>• 1-minute promo video played during 1 break (as supplied by the Sponsor)</li> <li>• VIP breakfast on Friday morning (attended by PSASA Exco, International speakers, and 5 guests (executives, clients etc) invited by the Sponsor)</li> </ul>	R120,000.00	1
<b>Partner Sponsor</b> <ul style="list-style-type: none"> <li>• All standard sponsor benefits</li> <li>• 2 full attendance delegate passes with all refreshments, lunches, and two awards ceremonies with prime networking opportunities included</li> <li>• 30-second promo video played during 1 break (as supplied by the Sponsor)</li> </ul>	R100,000.00	1
<b>INNOVATION SPONSORS</b>		
<b>PSASA Speaker Factor Awards Ceremony Sponsor</b> <ul style="list-style-type: none"> <li>• All standard sponsor benefits</li> <li>• 2 full attendance delegate passes with all refreshments, lunches, and two awards ceremonies with prime networking opportunities included</li> <li>• 5-minute address during 19 April 2024 award ceremony</li> </ul>	R60,000.00	1
<b>PSASA Awards Ceremony Sponsor</b> <ul style="list-style-type: none"> <li>• All standard sponsor benefits</li> <li>• 2 full attendance delegate passes with all refreshments, lunches, and two awards ceremonies with prime networking opportunities included</li> <li>• 5-minute address during 20 April 2024 award ceremony</li> </ul>	R80,000.00	1
<b>Sponsor a student speaker</b> <ul style="list-style-type: none"> <li>• All standard sponsor benefits</li> <li>• Sponsored student speaker will receive 1-year PSASA membership at the relevant level</li> </ul>	R7,800.00	20



INSPIRATION SPONSORS		
<b>Swag Bags Sponsor</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>Co-branding with PSASA of delegate swag bags</li> </ul>	R15,000.00	1
<b>Swag Bag Content Sponsor</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>Logo on 1 item in delegate swag bag</li> </ul>	R10,000.00	10
<b>Water Bottles Sponsor</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>Co-branding with PSASA of delegate water bottles</li> </ul>	R15,000.00	1
<b>Lanyards Sponsor</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>Co-branding with PSASA of name tag lanyards</li> </ul>	R15,000.00	1
<b>Notepad and Pens Sponsor</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>Co-branding with PSASA of delegate notepads</li> </ul>	R15,000.00	1
<b>Speaker Gifts Sponsor</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>Co-branding with PSASA of speaker gifts</li> </ul>	R15,000.00	1
<b>Networking Booklets Sponsor</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>Advertisement on inside cover of printed booklet</li> </ul>	R15,000.00	1
<b>Lucky Draw Sponsor</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>Prizes to be supplied by sponsor</li> </ul>	R7,500.00	5
<b>Photo Booth Sponsor</b> <ul style="list-style-type: none"> <li>All standard benefits</li> <li>Co-branding with PSASA on all photo booth photos</li> </ul>	R40,000.00	1
IN KIND SPONSORS		
<b>Book Sponsor</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>At least 1 book per delegate to be supplied by the Sponsor</li> </ul>	-	10
<b>Media Partner</b> <ul style="list-style-type: none"> <li>All standard sponsor benefits</li> <li>Media partner to create and publish 2 pre-event articles/advertisements</li> <li>Media partner to create and publish post-event article</li> </ul>	-	3

We welcome any creative suggestions that are not listed above. Please send your special requests to [convention@psasouthernafrica.co.za](mailto:convention@psasouthernafrica.co.za) for the attention of the #PSASA2024 Convener.

## BOOKING PROCESS

- Complete the [Sponsorship Application Form](#).
- Once the availability of the requested item(s) have been confirmed, the PSASA will provide an invoice and payment instructions.
- The "first-come first-served" deciding factor of opportunities available will be determined by the date on which the PSASA receives full payment of the relevant invoice.
- Only once payment has been received in full will the relevant sponsorship benefits be activated.