

SOUTH AFRICAN



*CIVIL AVIATION
AUTHORITY*



CIVIL
AVIATION
INDUSTRY
AWARDS

Celebrating Aviation Excellence

13 December 2019 @ 19h00
CSIR International Convention Centre

2nd Civil Aviation Industry Awards

Sponsorship Guide

Sponsorship Proposal

Civil Aviation Industry Awards 2019

13 Dec 2019, CSIR International Convention Centre, Pretoria

The overall safety record of civil aviation operations, particularly in our own country, has given passengers on commercial, scheduled flights the confidence that every take-off will result in an incident-free landing. Thousands of individuals perform thankless duties every day, in order to achieve this culture of safety and security in our civil aviation industry. In November 2018 the SACAA hosted the inaugural Civil Aviation Industry Awards, with the purpose of giving recognition to the dedication of these individuals. In doing so, we wanted to acknowledge all the stakeholders in the critical areas of aviation safety, security, transformation and innovation, for their outstanding contribution to aviation growth and development.

The success of the first-ever industry awards was evident from the feedback that we received and was a confirmation that the industry appreciated this affirmation of their valuable service and their excellent track record.

Owing to the stellar success of the inaugural effort, the SACAA will be hosting the second Civil Aviation Industry Awards on the 13th of December 2019 in the Gauteng Province, to continue to recognise industry excellence in South Africa. Individuals, companies and many others involved in the aviation industry will be considered for the prestigious awards in about 19 categories. As we did last year, an independent panel of expert judges, comprising accomplished and experienced individuals, will assess the entries to the awards. The theme for 2019 is: “A celebration of the history of aviation.”

This event will draw leaders and decision makers in the aviation industry across South Africa to celebrate the outstanding individuals and companies to be recognised and celebrated for their contribution towards keeping us safe in the sky.

WHY PARTNER WITH THE CIVIL AVIATION INDUSTRY AWARDS

The Civil Aviation Industry Awards sponsorship packages are designed to complement and elevate your brand profile within the aviation industry community.

Three simple & impactful reasons to collaborate with the Civil Aviation Industry Awards: -

ALPHA – A tailored brand experience

Your brand will benefit from all publicity during and after the awards. All communication will be directed to the website where your brand will be displayed with a link to your own website.

Your brand will be exposed to a unique audience mix that comprises aviation industry professionals across different operational areas, as well as the most influential people in the aviation community.

BRAVO – The best in the industry interacting with your brand

You will have audience with the best in the industry, a distinctive opportunity to network. The awards offer an opportunity to establish yourself as an expert leader and influencer in the industry by sponsoring a specific category that marries to your brand message and culture.

CHARLIE – A competitive Advantage

You will have an opportunity to leverage yourself above your competitors by positioning yourself as supporter of this unique community that will include your current and potential customers.

SPONSORSHIP PACKAGES

1 ST CLASS PARTNER	COCKTAIL RECEPTION PARTNER	CATEGORY PARTNER (* list of categories attached) – will be allocated based on first come first serve basis.	BUSINESS CLASS PARTNER
<p>No. of Packages Available: 1</p> <p>Value: R 350 000.00</p> <p><u>Value Proposition</u></p> <ul style="list-style-type: none"> • 2 Complementary VIP tables • Priority check-in at the awards ceremony • Advert in event e-programme. (Full Page) • Special company feature advert on SACAA social media pages • 3 min company video advert • Mention in the key-note address • One media interview • Your company logo on the event website • Your company logo on screen during the event • Promotional item in the guests' gift bag. 	<p>No. of Packages Available: 1</p> <p>Value: R 250 000.00</p> <p><u>Value Proposition</u></p> <ul style="list-style-type: none"> • 1 Complimentary VIP table • Co-branding at the Reception Cocktail foyer • Your company logo on the event website • One media interview • Your company logo in the event e-programme. • Your company mentioned on all correspondence relating to the reception cocktail on social media messaging during the event • Co-Branding the guest gift bag • Promotional item in the guests' gift bag 	<p>No. of Packages Available: 5</p> <p>Value: R 200 000.00</p> <p><u>Value Proposition</u></p> <ul style="list-style-type: none"> • 1 Complimentary VIP table • Opportunity for your company CEO to hand over the trophy for the category sponsored. • Your company logo in the event programme • Your company logo on the event website • Your company logo on screen during the event • Promotional item in the guests' gift bag. 	<p>No. of Packages Available: 2</p> <p>Value: R 100 000.00</p> <p><u>Value Proposition</u></p> <ul style="list-style-type: none"> • 1 Complimentary standard table • Priority check-in at the awards ceremony • Advert in event e-programme (Half page) • Your company logo on screen during the event • Promotional item in the guests' gift bag.

CATEGORY SPONSORSHIP

Naming rights for a category will be acquired based on condition of a partnering commitment of 2 years for that category.

Acquiring naming rights will maximise and solidify your exposure to the specific market under that category and the aviation industry community as a whole. This is a distinguished platform to establish yourself as a leader and influencer.

Looking for a bespoke partnership?

Tailored solutions are available on request for the value of R 50k – R95k .

Time value of your sponsorship

The Civil Aviation Industry Awards website will be up for a period of 12 months. As an esteemed partner, your logo will be up and visible for that duration as part of our value proposition.

Sponsorship & Table Bookings Enquiries:

Mojele Mogale

mogalem@caa.co.za 011 545 1471/076 943 0634