BACKGROUND

It is estimated that over 70% of the 255 million people living in the SADC region rely on groundwater as their primary source of water. Groundwater is critically important for alleviating poverty through improving human well-being, livelihoods, food production, ecosystems, industries and growing cities in the region. Despite varying dependency on groundwater across Member States, groundwater usually provides a critical buffer between dry and rainy season, and yet this resource is still not prominently featured in water discourses in national, regional and international policies. With the challenges of climate change, pollution and rapidly growing water demand in the region, the need to strengthen the management and development of groundwater for social and economic development cannot be overemphasized; these dynamics led to the establishment of SADC-GMI as the “Centre of Excellence in groundwater Management in the region.

SADC-GMI’s core mandate is to promote sustainable groundwater management and providing solutions to groundwater challenges in the SADC region through creation of an enabling policy, legal and regulatory environment, capacity building, advancing research, supporting infrastructure development, enabling dialogue and enhancing the accessibility of groundwater information.

In line with this critical mandate, SADC-GMI, IWMI, UNESCO-IHP and IGRAC will host its 1st Annual Groundwater Conference under the theme “Adaptation to Climate Change in the SADC Region Through Water Security - A Focus on Groundwater”. The conference will be held at the Birchwood hotel and OR Tambo Conference Centre, Johannesburg, South Africa, from 26 – 28 September 2018.

The overarching objective of the conference is to create a platform for key players in the water sector, specifically in groundwater to collectively share knowledge, success stories and groundwater challenges that impact the region and the continent at large, while ensuring that the groundwater agenda is aggressively pitched to promote adaptation to the worsening impacts of Climate Change.

SADC-GMI is committed to making this conference a permanent feature on its annual calendar starting in 2018. However the continuation of the conference depends on the support received from the partners at all levels, namely national, regional and international. To ensure that the conference attains the anticipated very high international standards consistent with the SADC-GMI brand; a regionally constituted Organizing and Technical Committee respectively were established to spearhead quality assurance throughout the process.

The SADC-GMI is therefore hereby extending an invitation to all key players in the water sector to support this initiative in order to foster sustainable groundwater development in the SADC Region.

OBJECTIVES OF THE CONFERENCE:

The primary objective of the conference is to provide a platform for the advancement of knowledge sharing on sustainable management of groundwater at national and trans-boundary levels across SADC Members States in light of the threats of climate change.

For more information, kindly visit the conference page on the SADC-GMI website, www.sadc-gmi.org which contains all the information pertaining to the conference.

TARGET AUDIENCE

The conference will bring together SADC Member States governments, regional institutions, international partners, the private sector, academia, scientific community, civil society, and media from around the region and beyond.

SPONSORSHIP

Why sponsor?

SADC-GMI is a Not-for-Profit Company (NPC) registered in South Africa to deliver its regional mandate as a subsidiary structure of the SADC Secretariat in Botswana. As an NPC, most of its activities are funded through projects and events. Business sponsorship has been identified in SADC-GMI’s Financial Sustainability Plan as a significant source of funding for events particularly for its potential to mutually share benefits for both the sponsors and the SADC-GMI. Sponsoring an event such as a conference that is attracting key regional players increases brand recognition, the organization’s perceived image and strategically positions the business as an key player in the sector (groundwater sector in this case), it also enhances the CSR standing of the organization.
OUR SPONSORSHIP BENEFIT SHARING PERSPECTIVE EMPHASIZES THAT:

- It must serve the business interest of the sponsor
- It must serve the best interests of the event and its participants, and
- It must have a positive impact upon the sponsor's customers or target market.

BRAND POSITIONING

Depending on your preferred sponsorship, your brand will be included in all conference material including abstract book, conference newsletter, PowerPoint templates for the conference, and other material available to delegates prior and during the conference.

SPONSORSHIP OUTCOMES MAY INCLUDE THE FOLLOWING:

- Maximizing your organization's brand awareness
- Increasing brand loyalty
- Introducing your organization's brand to people who have never interacted with it before
- Allowing your organization to establish new contacts with decision makers in the public and private sectors.

REQUESTED FORMS OF SPONSORSHIP

Although certain investment/spONSorship categories are listed below, we do not bind potential sponsors to the suggested categories only. SADC-GMI will accept any other denomination of sponsorship amounts or form and sponsorship is negotiable.

A: CASH SPONSORSHIPS

PLATINUM SPONSORSHIP: R100 000

Sponsorship includes:

- The sponsoring company/institution's logo on the home page of the website
- The sponsoring company will be acknowledged in all conference correspondence; logo included in e-mail signature to all delegates and appear in all electronic newsletters emailed to delegates
- The logo will also appear on the back cover of the printed programme available at the conference
- Two full registration to the conference
- One standard exhibition booth (graphics, display material to be provided by the sponsor)

B: IN-KIND SPONSORSHIPS

Sponsors under this category will be permitted to choose whatever sponsorship suits them under any section. Sponsorships outside this list will also be considered.

ENTERTAINMENT

The opportunity to support special entertainment for the event:

- The organization will be announced as the sponsor of the event and branding displayed in the event area

GOLD SPONSORSHIP: R50 000

The opportunity to sponsor a plenary session.

Sponsorship includes:

- The name of the session will include the sponsor's name
- Sponsor's branding in the session venue for the duration of the session
- One full registration to the conference
- The sponsoring company's name and logo will be included in the final programme
- The sponsor's logo will be placed on the conference website

SILVER SPONSORSHIP: R20 000

The opportunity to sponsor one of the items listed below:

Conference bags

- The sponsor's logo will appear on the bag
- The sponsor's logo will appear on the conference website
- The sponsor's logo will be included in the final programme

BRONZE SPONSORSHIP: R10 000

Poster session

The opportunity to sponsor the area where the posters will be located during the conference. Sponsorship includes:

- 10 minutes prior to the first poster session for the sponsoring company to address the delegates and invite them to the poster session
- Sponsor's branding in the poster area for the duration of the conference
- The sponsor will be acknowledged in the final programme and the website

• The sponsoring company's name and logo will be included in the final programme
• The sponsor's logo will be placed on the conference website

Book of abstracts/proceedings

Sponsorship includes:

- Sponsor's company name and logo to appear on the front outside cover of the book of abstracts
- One full colour advertisement in the book of abstracts. Complete artwork to be provided by the sponsor
- The sponsor's logo will be placed on the conference website
- The sponsor can erect a free standing banner at the registration desk

BRANDED MATERIALS

- T-shirts
- Caps
- Bags
- Folders
- Lanyards
- Pens
- Water bottles
- Flash drives

Co-branding is permitted

GALA DINNER/COCKTAIL

- Sponsor free to do promotional activities during dinner/cocktail

EXHIBITION SPACE

- R20,000 for a single stall exhibition booth (one chair and table for printed materials)
- R35,000 for a double stall exhibition booth (2 chairs, table, counter & display space)

It is acceptable to sponsor a certain number of booths without taking up the space

SADC-GMI is looking forward to your sponsorship of one of the items listed above. Your support will be highly appreciated towards this event which will impact the entire SADC Region.