



# SPONSORSHIP BROCHURE 8<sup>TH</sup> SADC GROUNDWATER CONFERENCE

## BACKGROUND

The primary objective of the SADC Groundwater Management Institute (SADC-GMI) is to promote sustainable groundwater management within the Southern African Development Community (SADC) region by establishing supportive policies and regulations. This encompasses capacity building, conducting research, facilitating infrastructure development, fostering dialogue, and enhancing access to groundwater information, all aimed at addressing the various challenges associated with groundwater management. In line with its vision and mandate, the Southern African Development Community Groundwater Management Institute (SADC-GMI) is pleased to announce the 8th SADC Groundwater Conference, themed "**Shared Aquifers, Equal Voices: Accelerating Groundwater Resilience for a Water – Secure Future.**"

The primary objective of the conference is to create a dynamic platform for professionals within the water sector, with a particular emphasis on groundwater. This forum aims to facilitate the exchange of knowledge, share successes, and address challenges that impact our region and beyond. We remain dedicated to advancing the groundwater agenda and highlighting its significance in achieving the Sustainable Development Goals (SDGs) within the Southern African Development Community (SADC) region.

The Southern African Development Community – Groundwater Management Institute (SADC-GMI) is dedicated to establishing this conference as a permanent event within its annual schedule, the inaugural conference took place in 2018. The conference can only continue and achieve its objectives with support from partners at all levels, including national, regional, and international organizations. To ensure the conference meets the high international standards associated with the SADC-GMI brand, a regionally designated organizing and technical committee is always established to oversee quality assurance and support its successful implementation. SADC-GMI, therefore, invites contributions from all key water-sector stakeholders, through sponsorships and donations, to join us in championing sustainable groundwater development in the SADC Region.



## OBJECTIVES OF THE CONFERENCE

The conference primarily aims to foster knowledge exchange among SADC Member States on sustainable groundwater management within and across national borders, especially in the context of climate-related challenges. For more information, please visit the conference webpage on the SADC-GMI website at [www.sadc-gmi.org](http://www.sadc-gmi.org). This page contains more information about the conference and SADC-GMI as an institute.

## TARGET AUDIENCE

The upcoming conference will bring together stakeholders from across the region and beyond, including government representatives from SADC Member States, regional institutions, international partners, the private sector, academic entities, the scientific community, civil society organizations, and media representatives.

## WHY SPONSOR THE SADC GROUNDWATER CONFERENCE?

The SADC-GMI operates as a Not-for-Profit Company (NPC) registered in South Africa, fulfilling its regional mandate as a subsidiary of the SADC Secretariat based in Botswana. As an NPC, the organization predominantly relies on funding from various projects and events to sustain its activities. Notably, business sponsorship has been identified in the SADC-GMI Financial Sustainability Plan as a crucial avenue for generating funding, particularly because it can create mutual benefits for sponsors and the organization. Furthermore, sponsoring significant events, such as the SADC Groundwater Conference, which attracts key regional stakeholders, enhances brand recognition and improves the public perception of the sponsoring organization. This strategic positioning enables the business to position itself as a key player in the groundwater sector and to strengthen its Corporate Social Responsibility (CSR) profile.

It is crucial that the sponsorship:

- Serves the business interest of the sponsor
- Serves the best interests of the event and its participants, and
- Add positive impact on the sponsor's customers or target market





## BRAND POSITIONING THROUGH SPONSORSHIP

Depending on the sponsorship level or package you choose, your brand will be prominently featured across various conference materials. This includes the abstract book, conference communication templates, PowerPoint templates, banners, and other resources made available to delegates prior to and during the conference. It is important to confirm your participation or collaboration early so that we can add your logo in all communications collaterals indicated above.

## SPONSORSHIP OUTCOMES MAY INCLUDE THE FOLLOWING:

- Maximizing your organization's brand awareness
- Igniting brand loyalty
- Introducing your organization's brand to people without previous exposure to it.
- Allowing your organization to establish new contacts with decision-makers and other key partners in the public and private sectors



## CATEGORIES OF SPONSORSHIP

While we have established specific investment and sponsorship categories for your review, as outlined below, we would like to emphasize that these categories are not exhaustive. The SADC-GMI is open to discussing alternative sponsorship options or formats. We create flexible arrangements that meet your sponsorship goals and encourage open dialogue to tailor a package that aligns with your organization's goals.

## A: CASH SPONSORSHIPS

### Platinum Sponsorship: \$9000

Sponsorship includes:

- The sponsoring company/institution's logo on the conference page of the website
- The sponsoring company will be acknowledged in all conference correspondence.
- The logo will also appear on the online and printed program available at the conference and on the website
- Two full registrations to the conference
- One standard exhibition booth (graphics, display material to be provided by the sponsor)
- A brochure that include the organization profile may be included in the conference pack handed over to all the delegates attending the conference (the sponsor needs to provide the brochure in advance for inclusion)

### Gold Sponsorship: \$6000

The opportunity to sponsor a plenary session or any other conference component not exceeding **\$600**

Sponsorship includes:

- The sponsor is allowed to display their branding in the session room during the session.
- The sponsoring organization will be acknowledged in all conference communication materials, including final program,
- One complete registration to the conference
- The sponsor's logo will be placed on the conference website

### Silver Sponsorship: \$3000

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

### Bronze Sponsorship: \$1200



## POSTER SESSION

The opportunity to sponsor the area where the posters will be located during the conference

Sponsorship includes:

- 10 minutes at the start of the first poster session for the sponsoring organization 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 program and on the website

## BOOK OF ABSTRACTS/PROCEEDINGS

Sponsorship includes:

- The sponsor's company name and logo will appear on the front outside cover of the book of abstracts, while other sponsors will appear on the back cover.
- One full-color 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 in the conference area for the duration of the conference.

## BRANDED MATERIALS

Quantities for the items listed below can be negotiated based on the number of expected participants.

- Golf-Shirts
- Caps
- Bags
- Folders
- Lanyards
- Pens
- Water bottles
- Flash drives
- Notebooks
- Any other corporate gifts
- single or co-branding is permitted

## EXHIBITION SPACE COST

A single exhibition booth will cost **\$1500**, which includes the booth, two chairs, a table, a brochure stand, a light, a plug point, company signage, and one registration.

**NB: You may sponsor a number of booths without taking up space and donate the space to other organizations that may be willing to exhibit but lack financial resources.**

The Southern African Development Community—Groundwater Management Institute (SADC-GMI) warmly welcomes your sponsorship and support for the items outlined above. Your contribution will be invaluable and will significantly enhance the success of this event, which has consistently influenced and advanced the SADC Region.

SADC-GMI is enthusiastic about your sponsorship of one of the items listed above. We would appreciate your assistance with this event, which has historically impacted the entire SADC Region.

SADC-GMI organizes this conference in collaboration with various esteemed regional and international organizations. This partnership aims to amplify the conference's effectiveness and integrate a wide range of expertise within the groundwater management sector.

Together, we can foster sustainable groundwater management and address groundwater challenges across the region, thereby improving livelihoods and promoting socio-economic development.



The Australian fintech industry is estimated to grow from a \$250 million industry in 2015 to a \$4 billion industry by 2020. Australia is suited on the doorstep to Asia, which is increasingly home to the world's economic centre of gravity. This makes Australia a great location for companies wanting to establish their Asian regional headquarters.



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