

# 27<sup>th</sup> ANNUAL NATIONAL CONGRESS

27 June - 01 July 2022

North-West University Potchefstroom Campus, Potchefstroom



## Congress sponsorship opportunities

You are invited to:

- **Advertise, exhibit, market, sell, ... your products and brand at the Annual National Congress of AMESA**
- **Sponsor a congress event or service** – invest in improving mathematics education in South Africa whilst also promoting your company.

There are several opportunities to suit your needs and budget.

For more information on AMESA, please visit <http://www.amesa.org.za>

For more information on the Congress, visit <http://www.amesa.org.za/AMESA2022/>

For information on sponsoring and exhibiting, please contact the AMESA President, Manare Setati:

Cell: 072 224 4787

E-mail: [president@amesa.org.za](mailto:president@amesa.org.za)

**AMESA is a non-profit organisation and can supply your company with a tax deduction certificate in terms of section 18A of the Income Tax Act for donations to AMESA.**

### About AMESA

The Association for Mathematics Education of South Africa – AMESA – is the national professional association and voice of Mathematics Education in South Africa, representing the interests of the discipline and its members.

The aims of AMESA are, in general, to promote Mathematics Education and, in particular, to enhance the quality of the teaching and learning of mathematics by providing vision, leadership, and professional development to support teachers in ensuring mathematics teaching and learning of the highest quality for all learners.

To achieve these aims, AMESA implements the following strategies:

- Providing a forum for all concerned with the teaching of mathematics at all levels;
- Encouraging research related to Mathematics Education and bringing the results of such research to the attention of its members;
- Formulating policy statements on matters regarding Mathematics Education and promoting such perspectives;
- Actively engaging in Mathematics Education projects that will result in the social, economic, political and cultural development of society;
- Encouraging and assisting its members to strive towards a high standard of professionalism in the exercise of their profession.

*The annual national congress* provides a platform to realise many of these aims. AMESA currently has about 2 500 members, including mathematics teachers at primary, secondary and tertiary levels, adult education facilitators, education department officials involved in mathematics education, university mathematicians and mathematics teacher educators and researchers.

The congress is typically attended by about 1 000 members, as well as by representatives of all the major publishing houses, NGOs and mathematics education projects.

### Why sponsor or exhibit?

Your organisation will gain maximum visibility and exposure, reaching:

- A specialised, concentrated audience of *leader teachers – prime users and buyers* of mathematics products, services and ideas;
- *Mathematics curriculum advisors and education department officials* – the people responsible for curriculum design, policy implementation, textbook adoption, and equipment purchase;
- *University, NGO and project personnel* – pre-service and in-service teacher-educators and researchers, influential leaders in mathematics teacher professional development.

Congresses are very costly. AMESA contributes and participants pay a registration fee. However, to ensure that the congress experience is of a high quality and is accessible to more teachers, we very much depend on appropriate sponsorships.

In the table on the following pages we describe possible investments and sponsorships, together with the benefits that you might gain by your involvement.

### Description of sponsorship opportunities

Type of sponsorship	Amount	Visibility and exposure enjoyed by sponsor	Remarks
Sponsor the <b>Congress bags</b>	R70 000	<ul style="list-style-type: none"> <li>The congress bag will be branded with the sponsor logo.</li> <li>The sponsor will be entitled to a free advertisement in both the Registration Booklet and the Congress Programme.</li> </ul>	Each participant gets a bag. People typically use the bag for many years, so the logo visibility has longevity ...
Sponsor the <b>Activity Centre</b>	R70 000	<ul style="list-style-type: none"> <li>The activity and the venue will be branded with the Sponsor's name – it will be named the "<i>Sponsor's name</i> Activity Centre".</li> <li>The sponsor will be entitled to free advertisements in the Registration Booklet and the inside-back cover of the Congress Programme.</li> </ul>	The " <i>Sponsor's name</i> Activity Centre" will be centrally located, a hive of activity, the centre of attraction. The sponsor may brand the venue.
Host an <b>evening social function</b>  <i>Welcome dinner Cultural evening Congress gala dinner</i>	R70 000/function	<ul style="list-style-type: none"> <li>The sponsor is considered as the host of the function; the Congress Programme will reflect that the evening is the "<i>Sponsor's name</i> evening".</li> <li>A representative of the sponsor will be given the opportunity of saying a few words at the function.</li> <li>The sponsor will be entitled to a free advertisement in both the Registration Booklet and the Congress Programme.</li> </ul>	The Organising Committee will organise the event, but the sponsor may wish to brand the venue, print invitations etc. (not included in the cost).
Host an invited <b>guest speaker</b> <i>1 international 4 local plenary speakers</i>	R30 000 international R10 000/local	The sponsor is considered as the host of one of the plenary speakers; the Congress Programme will reflect that the speaker is the " <i>Sponsors' name</i> guest speaker" and the sponsor may brand the lecture venue.	Details of the invited guest speakers will be available on the congress website.
Sponsor the <b>Congress Proceedings</b> <i>Two volumes</i>	R40 000/volume	The sponsor will be entitled to a free advertisement on the inside back cover of the Proceedings volume supplied to each participant, in the Registration Booklet and the Congress Programme.	This published Proceedings is a permanent future reference, also for many who did not attend the congress.
Sponsor the <b>Organising Committee T-shirts</b>	R30 000	Your company's name and logo will be printed on the T-shirts worn by the Organising Committee and helpers.	About 30 workers will become walking advertisements throughout the week.

**Note:**

- Items are sold on a first-come first-accepted basis. If your selected item is already sold when we receive your application, we will contact you about alternatives.
- All sponsors will be given exposure commensurate with the value of the sponsorship.
- All sponsors will be acknowledged by publishing their logos in the Congress Programme, and publishing their logos and web links on the congress website. Sponsors contributing R50 000 or more are considered as *major sponsors* and given special exposure, e.g. your logo is published on the congress bag, you will be invited to join the VIPs at the Opening Ceremony, invited to the President's Sunday evening dinner, etc.
- Advertisements are full-colour A4 full-page. Sponsors are responsible to provide the necessary advertisement artwork in time for publication.

Type of sponsorship	Amount	Visibility and exposure enjoyed by sponsor	Remarks
Sponsor the <b>nametags</b>	R30 000	Your small logo will appear on the nametag of every participant.	Nametags are worn to all events
Sponsor the <b>Proceedings CD-ROM</b>	R30 000	The sponsor will be entitled to free advertisements in the CD supplied to each participant, and in the Congress Programme.	The CD is also published online, see e.g. <a href="http://tinyurl.com/proc12">http://tinyurl.com/proc12</a>
Sponsor an <b>excursion</b> <i>Maximum of three</i>	R30 000/excursion	<ul style="list-style-type: none"> <li>○ The excursions will be branded in the Programme, e.g. the “<i>Sponsor’s name</i> Kruger Park excursion”.</li> <li>○ The sponsor will receive a free advertisement in the Programme.</li> </ul>	Details of the planned excursions can be found on the congress website.
Host a <b>tea-break</b> or a <b>lunch-break</b>	R30 000/lunch R10 000/tea	The tea- or lunch-break will be branded in the programme as the “ <i>Sponsor’s name</i> lunch” or “ <i>Sponsor’s name</i> tea-break”.	The sponsor may brand the venue for the event that it is sponsoring.
Sponsor <b>participants</b> that would otherwise not be able to attend	R2 500/participant	<ul style="list-style-type: none"> <li>○ The sponsor will be acknowledged and its company logo published in the Congress Programme.</li> <li>○ If sponsoring 5 or more participants, the sponsor will be entitled to a free advertisement in the Congress Programme.</li> </ul>	The Organising Committee is committed to <i>subsidise</i> deserving participants to enable them to attend the congress.
<b>Donate</b>	Any amount	Any general donation will be acknowledged by publishing your name and logo in the Congress Programme and on the congress website.	Your company is associated with supporting mathematics education!

**Ensure your visibility and exposure by using the opportunity to exhibit, present, market, advertise and/or distribute promotional materials:**

<b>Exhibit*</b>	R5 000/table	The company hires a display area for the duration of the Congress and may exhibit, promote and sell their products to participants.	The displays will be centrally situated near the tea venue.
<b>Present</b> a <i>Maths Market</i> session*	R1 100/session**	Make a one-hour presentation in the Programme to promote and market your products and services in a <i>Maths Market</i> session.	We need the name of the presenter and the title of the presentation.
<b>Advertise</b> in the Congress Programme	R6 500 colour	Your advertisement in the Congress Programme reaches each participant the whole congress long.	The company to supply the electronic artwork.
<b>Pamphlet insert</b> in Congress bag	R3 000/insert	Your company promotional material will be inserted into each participant’s congress bag.	The company to supply 1 000 hard copies of the material.

\* All participating staff manning an exhibit table or presenting a *Maths Market* session must formally register for the congress. The item fee includes *one basic Exhibitor/Presenter’s registration* of R600 each (meal tickets, tea, a Programme and access to academic and social events). Extra staff must pay an extra R600 each. For full registration (including the congress bag and Proceedings), the difference must be paid up.

\*\* Note that our structure has recently changed: Previously an exhibit included a *free Maths Market* session. They are now separated, it is not free.



## SPONSORS AND EXHIBITORS REGISTRATION FORM

Please complete the following two pages and send to AMESA, with proof of payment.

Please rather use the electronic Registration Form available on the congress website at <http://www.amesa.org.za/AMESA2022/>

Name of Company: .....

Postal Address: ..... Postal Code: .....

Contact Person: .....

E-mail address: ..... Cell no: .....

Your company website URL: .....

Names and e-mails of all persons who will, if applicable:

- man your Exhibit: .....

- present a Maths Market session: .....

Title(s) of Maths Market presentation(s) .....

A: SPONSORSHIP		
Item*	Rate	Amount
Sponsor the <b>Congress Bags</b>	R70 000	<b>R</b>
Sponsor the <b>Activity Centre</b>	R70 000	<b>R</b>
Host one or more of 3 <b>social functions</b>	____ functions @ R70 000 each	<b>R</b>
Host an invited <b>guest speaker</b>	1 international speaker @ R30 000	<b>R</b>
	____ local speakers @ R10 000 each	<b>R</b>
Sponsor one or both <b>Congress Proceedings</b>	____ volumes @ R40 000 each	<b>R</b>
Sponsor the <b>congress nametags</b>	R30 000	<b>R</b>
Sponsor the <b>organising committee T-shirts</b>	R30 000	<b>R</b>
Sponsor the <b>Congress Programme</b>	R25 000	<b>R</b>
Sponsor the <b>Proceedings CD-ROM</b>	R30 000	<b>R</b>
Sponsor one or more of 4 different <b>excursions</b>	____ excursions @ R30 000 each	<b>R</b>
Host one or more of 5 <b>lunches</b>	____ lunches @ R30 000 each	<b>R</b>
Host one or more of 8 <b>tea-breaks</b>	____ tea-breaks @ R10 000 each	<b>R</b>
Sponsor <b>participants</b>	____ participants @ R2 500 each	<b>R</b>
<b>Donation</b>	Any amount	<b>R</b>
<b>Total A:</b>		<b>R</b>

\*If your selected item is already sold when we receive your form, we will contact you about alternatives ...

B: EXHIBITION SPACE, MATHS MARKET, and ADVERTISEMENTS		
<b>Exhibition space (note, it is per table)</b> <i>This includes the basic exhibitor's registration for one person</i>	____ tables @ R5 000 each	<b>R</b>
<b>Maths Market presentation</b> <i>This includes the basic presenter's registration for one person</i>	____ sessions @ R1 100 each	<b>R</b>
<b>Advertise in the Congress Programme</b>	____ colour advertisements @ R6 500 each	<b>R</b>
<b>Pamphlet insert in the congress bag</b>	____ inserts @ R3 000 per insert	<b>R</b>
<b>Total B:</b>		<b>R</b>



<b>C: REGISTRATION FEE</b>		
<b>All participating staff must formally register for the Congress</b>		
<b>Extra exhibitor/presenter's registration fee</b> <i>Extra staff at the exhibit/presentation (1 exhibitor and 1 presenter are included in fees). No discount if one person does both.</i>	_____ extra staff @ R600 each	<b>R</b>
<b>Full congress registration</b> <i>For staff to also receive Proceedings etc., complete the participant Registration Form</i>	_____ persons @ R600 each	<b>R</b>
<b>Total C:</b>		<b>R</b>
<b>Total A + Total B + Total C:</b>		<b>R</b>



## AMESA National Congress, 27 June 2022 - 01 July 2022

### PAYMENT

### SPONSORS AND EXHIBITORS REGISTRATION FORM

Please complete the Registration Form on page 4 and return it *with proof of payment* to Manare Setati:

*By e-mail:*      [president@amesa.org.za](mailto:president@amesa.org.za)

**PAYMENT METHOD (please mark one, and complete the details)**

**Bank transfer or internet payment (EFT) of R \_\_\_\_\_:**

Bank details:

Account Name:      AMESA  
Name of Bank:      ABSA  
Account Number:    9271293382  
Type of Account:    Cheque Account  
Branch Name:        Wynberg  
Branch Code:        632005  
Reference:            Company name

Clearly *enter your company name* in the reference section of the transaction.

Proof of payment must accompany this application form, or fax it to us at 086 513 9998

Enclosed **cheque or postal order** made out to **AMESA** for R \_\_\_\_\_: