

20th ANNUAL NATIONAL CONGRESS

7 – 11 July 2014

Diamantveld High School, Kimberley
Northern Cape



Congress sponsorship opportunities

You are invited to:

- **advertise, exhibit, market, sell, ... your products and brand** at the 20th 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/AMESA2014/>

For information on sponsorships, please contact the AMESA President, Alwyn Olivier:
Cell: 083 292 4077 E-mail: president@amesa.org.za

For information on exhibiting at the Congress, please contact Alwyn Olivier:
Cell: 083 292 4077 E-mail: sponsors@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 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.

Annual National Congress

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 page we describe possible investments and sponsorships, together with the benefits that you might gain by your involvement.

Please consider supporting the AMESA congress at a level suiting your needs and budget.



Description of sponsorship opportunities

Type of sponsorship	Amount	Visibility and exposure enjoyed by sponsor	Remarks
Sponsor the Activity Centre	R60 000 SOLD	<ul style="list-style-type: none"> 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". The sponsor will be entitled to free advertisements in the Registration Booklet and the inside-back cover of the Congress Programme. 	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.
Sponsor the Congress bags	R55 000 SOLD	<ul style="list-style-type: none"> The congress bag will be branded with the sponsor logo. The sponsor will be entitled to a free advertisement in both the Registration Booklet and the Congress Programme. 	Each participant gets a bag. People typically use the bag for many years, so the logo visibility has longevity ...
Host an evening social function <i>Welcome dinner</i> <i>Cultural evening</i> <i>Congress gala dinner</i>	R40 000/function Gala dinner SOLD	<ul style="list-style-type: none"> 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". A representative of the sponsor will be given the opportunity of saying a few words at the function. The sponsor will be entitled to a free advertisement in both the Registration Booklet and the Congress Programme. 	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 guest speaker <i>1 international</i> <i>4 local plenary speakers</i>	R30 000 international SOLD R10 000 per local 1 SOLD	The sponsor is considered as the host of one 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 Congress Proceedings <i>Two volumes</i>	R30 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 Congress Programme	R20 000	The sponsor will be acknowledged in the Programme and the sponsor receives the colour advertisement on the back cover.	Each participant uses the Programme during the whole congress

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 more than R50 000 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, 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 an excursion <i>Maximum of four</i>	R20 000/excursion	<ul style="list-style-type: none"> The excursions will be branded in the Programme, e.g. the “<i>Sponsor’s name</i> Kruger Park excursion”. The sponsor will receive a free advertisement in the Programme. 	Details of the planned excursions can be found on the congress website.
Sponsor the Proceedings CD-ROM	R20 000 SOLD	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. http://tinyurl.com/proc12
Sponsor the nametags	R20 000 SOLD	Your small logo will appear on the nametag of every participant.	Nametags are worn to all events
Sponsor the Organising Committee T-shirts	R20 000 SOLD	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.
Sponsor a tea-break or a lunch-break	R10 000/break 1 tea, 1 lunch SOLD	The tea- or lunch-break will be branded in the programme as the “ <i>Sponsor’s name</i> tea-break” or “ <i>Sponsor’s name</i> lunch”.	The sponsor may brand the venue for the event that it is sponsoring.
Sponsor participants that would otherwise not be able to attend	R2 000/participant	<ul style="list-style-type: none"> The sponsor will be acknowledged and its company logo published in the Congress Programme. If sponsoring 5 or more participants, the sponsor will be entitled to a free advertisement in the Congress Programme. 	The Organising Committee is committed to <i>subsidise</i> deserving participants to enable them to attend the congress.
Donate	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:

Exhibit*	R3 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.
Present a <i>Maths Market</i> session*	R1 000/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.
Advertise in the Congress Programme	R5 000 colour	Your advertisement in the Congress Programme reaches each participant the whole congress long.	The company to supply the electronic artwork.
Pamphlet insert in Congress bag	R2 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.

- * **Note that our structure has changed: In previous years an exhibit included a free *Maths Market* session. They are now separated, it is not free.**
- * 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 R400 each (meal tickets, tea, a Programme and access to academic and social events). For full registration (including the congress bag and Proceedings), the difference must be paid up. Extra staff must pay extra



SPONSORS AND EXHIBITORS APPLICATION FORM

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

An electronic Application Form is available on the congress website at <http://www.amesa.org.za/AMESA2014/>

Name of Company:

Postal Address:

Postal Code:

Contact Person(s):

Telephone No(s):

E-mail address(es):

Names and contact details of people who will

- man the exhibit:

- present a *Maths Market* session:

A: SPONSORSHIP		
Item*	Rate	Amount
Sponsor the activity centre	R60 000	SOLD
Sponsor the congress bags	R55 000	SOLD
Host one or more of 3 social functions	__ functions @ R40 000 each	R
Host an invited guest speaker	1 international speaker @ R30 000	SOLD
	__ local speakers @ R10 000 each	R
Sponsor the congress Proceedings	Volume 1 @ R30 000	R
	Volume 2 @ R30 000	R
Sponsor the congress Programme	R20 000	R
Sponsor one or more of 4 different excursions	__ excursions @ R20 000 each	R
Sponsor the Proceedings CD-ROM	R20 000	SOLD
Sponsor the congress nametags	R20 000	SOLD
Sponsor the organising committee T-shirts	R20 000	SOLD
Sponsor one or more of 8 tea-breaks	__ tea-breaks @ R10 000 each	R
Sponsor one or more of 5 lunches	__ lunches @ R10 000 each	R
Sponsor participants	__ participants @ R2 000 each	R
Donation	Any amount	R
Total A:		R

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

B: EXHIBITION SPACE, MATHS MARKET, and ADVERTISEMENTS		
Exhibition space (note, it is per table) <i>This includes the basic exhibitor's registration for one person</i>	__ tables @ R3 000 each	R
Maths Market presentation <i>This includes the basic presenter's registration for one person</i>	__ sessions @ R1 000 each	R
Advertise in the Congress Programme	__ colour advertisements @ R5 000 each	R
Pamphlet insert in the congress bag	__ inserts @ R2 000 per insert	R
Total B:		R

C: REGISTRATION FEE		
All participating staff must formally register for the Congress.		
Exhibitor/presenter's registration fee <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 @ R400 each	R
Full congress registration <i>Complete the Registration Form in the Final Announcement</i>	__ persons @ R	R
Total C:		R

Total A + Total B + Total C:		R
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PAYMENT SPONSORS AND EXHIBITORS APPLICATION FORM

Please complete the Application Form on page 4 and return it *with proof of payment* to Nombulelo Mandindi using one of the following methods:

- **By fax to:** 086 402 1228
- **By e-mail to:** sponsors@amesa.org.za

PAYMENT METHOD (please tick one)

Bank transfer or internet payment to:

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**

Please debit my **credit card** account (Visa and MasterCard only) with R _____

Card number:

CVV Number: (last 3 Digits on the back of your credit card)

Tick your method of payment: Straight: Budget: 6 months: 12 months:

Name on card: _____ Expiry date: _____

Signature: _____ Date: _____