

# Awards Sponsorship

## The Value of Sponsorship

The Institute of Packaging SA Gold Pack Awards programme has, as its objective, the goal of promoting high standards in the packaging industry by encouraging and rewarding excellence in the art and science of this complex and intricate sector. The Gold Pack Awards would value an association with your company's brand giving the awards programme greater local and international credibility and in turn this showcase for the winning entries will link your brand to excellence in the industry.

The Gold Pack Awards have an impact on a wide audience, all with an interest in the packaging industry. Your support will reach and encourage individuals and companies to strive for excellence. Packaging converters, brand owners, retailers, suppliers to the industry

and anyone involved at any level is incentivised to produce award-winning packaging by the allure of a Gold Pack medal.

The Gold Pack programme is also a reflection of the topical issues of the day. The need for responsible packaging and a sustainable approach to packaging solutions has grown in importance over the years and now features very strongly in the awards presented. Your brand's image would be enhanced by the association with an awards programme that sets out to showcase the industry's responsible attitude and approach to these important environmental challenges.

The Gold Pack Awards offers a unique opportunity to be a part of this celebration of our industry.



	1 HEADLINE GOLD PACK & STUDENT GOLD PACK SPONSOR	2 HEADLINE STUDENT GOLD PACK SPONSOR	3 HEADLINE GOLD PACK SPONSOR	4 DIAMOND SPONSOR	5 SAPPHIRE SPONSOR	6 GOLD PACK SUPPORTER	7 STUDENT GOLD PACK SPECIAL MENTION AWARD	8 STUDENT GOLD PACK SUPPORTER	9 INDUSTRY ASSOCIATIONS & PRO's SPECIAL SPONSORSHIP
<b>GOLD PACK</b>									
Website Branding	Top Level Sponsors logo placement with hyperlink		Top Level Sponsors logo placement with hyperlink	Second Tier Sponsors logo placement with hyperlink	Third Tier Sponsors logo placement with hyperlink	Fourth Tier Sponsors logo placement with hyperlink			Third Tier Sponsors logo placement with hyperlink
Awards Ceremony Presentation	Top Level Logo exposure on screen & Top Student Awards winners presented on Stage	Top Student Awards winners presented on Stage	Top Level Logo exposure on screen	Second Tier Logo exposure on screen	Third Tier Logo exposure on screen	Fourth Tier Logo exposure on screen			Third Tier Logo exposure on screen & presentation of 'named' special award on stage
Awards Ceremony Guests	10 Free Guests	2 Free Guests	10 Free Guests	6 Free Guests	4 Free Guests	2 Free Guests			4 Free Guests
Tickets, Menu and Programme	Top Level logo placement		Top Level logo placement	Second Tier Logo placement	Third Tier Logo placement	Fourth Tier Logo placement			Third Tier Logo placement
Winners Brochure	Top Level Sponsor's acknowledgement	Linked to Student Awards included in brochure	Top Level Sponsor's acknowledgement	Second Tier Sponsor's acknowledgement	Third Tier Sponsor's acknowledgement	Fourth Tier Sponsor's acknowledgement			Third Tier Sponsor's acknowledgement & linked to special award in brochure
PPM Advertising	50% discount on the rate charged for advertising in the PPM Gold Pack review edition.		50% discount on the rate charged for advertising in the PPM Gold Pack review edition.	30% discount on the rate charged for advertising in the PPM Gold Pack review edition.	10% discount on the rate charged for advertising in the PPM Gold Pack review edition.				10% discount on the rate charged for advertising in the PPM Gold Pack review edition.
<b>STUDENT GOLD PACK</b>									
Website Branding	Top Level Sponsors logo placement with hyperlink	Top Level Sponsors logo placement with hyperlink					Sponsors Logo placement and Linked to mention of the special award	Sponsors logo placement with hyperlink	
Special Awards Naming Rights	Discipline Trophy Name (only 3 available)	Discipline Trophy Name (only 3 available)					The sponsor may determine the criteria for the award to be selected from the entries selected as 'Finalists'		
Student Gold Pack Awards Ceremony Presentation	Top Level Logo exposure on screen	Top Level Logo exposure on screen					Logo Exposure on screen & Linked to mention of the special award	Logo Exposure on screen	
Student Gold Pack Awards Ceremony Guests	10 Guests	10 Guests					2 Guests	2 Guests	
Winners Brochure	Top Level Sponsor's acknowledgement	Top Level Sponsor's acknowledgement					Sponsor's acknowledgement & Linked to mention of the special award	Sponsor's acknowledgement	
<b>Total Cost (Ex VAT)</b>	<b>170 000,00</b>	<b>105 000,00</b>	<b>95 000,00</b>	<b>70 000,00</b>	<b>50 000,00</b>	<b>28 000,00</b>	<b>17 000,00</b>	<b>12 500,00</b>	<b>50 000,00</b>
							or 11 000 when combined with any main Gold Pack sponsorship		