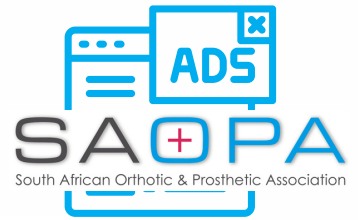


# SAOPA Advertising & Sponsorship - 2022

Approved: NEC 1/2/22



We offer the following advertisement and sponsorship opportunities

## ADVERT OR SPONSORSHIP ON SAOPA MEMBERSHIP PORTAL

Your logo or small advert will be displayed on the home page of our membership system. With a click, members can then either view a PDF advertisement supplied by you or go through to your website.



## NON-MEMBER CLASSIFIEDS ON SAOPA MEMBERSHIP PORTAL



A short classified advertisement, accessible by all members can be posted, including your contact detail with an uploaded image should you choose.

## ADVERTISEMENT OR SPONSORSHIP ON SAOPA PUBLIC WEBSITE

Your advert will be displayed on the home page of our public website. With a click, visitors can then either view a larger PDF advertisement supplied by you or go through to your website.



## SOCIAL MEDIA



Your advert are posted on our Facebook page and WhatsApp Broadcast groups. These posts will be indicated as paid advertisements.

## ADVERT OR ARTICLE IN OUR NEWSLETTER

Your quarter, half or full page advertisement can be published in our next newsletter, which is shared electronically to members via email, social media and posted on our our public website, as well as membership portal.



## WEBINAR SPONSORSHIP



Various options are available to showcase your company or organisation during our monthly webinars.

**SEE NEXT PAGES FOR TERMS, PRICE OPTIONS & ORDER FORM**

## ITEM AND PRICE OPTIONS - DIGITAL

DESCRIPTION	ITEM PRICE
Advert or Sponsorship on Membership Portal (3 Months)	R2 500
Advert or Sponsorship on Membership Portal (6 Months)	R4 500
Advert or Sponsorship on Membership Portal (12 Months)	R8 500
Non-member classifieds on Membership portal (1 Month)	R500
Non-member classifieds on Membership portal (2 Months)	R750
Non-member classifieds on Membership portal (3 Months)	R900
Advert or sponsorship on SAOPA public website (Banner - 3 Months)	R3 000
Advert or sponsorship on SAOPA public website (Banner - 6 Months)	R5 500
Advert or sponsorship on SAOPA public website (Banner - 12 Months)	R10 500
Advert or sponsorship on SAOPA public website (Portrait - 3 Months)	R2 500
Advert or sponsorship on SAOPA public website (Portrait - 6 Months)	R4 500
Advert or sponsorship on SAOPA public website (Portrait - 12 Months)	R9 250
Social Media - Face Book (1 Post)	R500
Social Media - WhatsApp Broadcast (1 Post)	R500
Social Media - Members only WhatsApp Broadcast (1 Post) <i>Available from March 2022</i>	R500
Advert in ONE Newsletter (Quarter Page - any page location)	R500
Advert or Article in ONE Newsletter (Half Page - any page location)	R700
Advert or Article in ONE Newsletter (Full Page - Second Page)	R950

Package discounts - you decide which items best suit your need:

Book any 2 items at a 5% discount on total cost

Book any 3 items at a 7.5% discount on total cost

Book any 5 items or more at a 10% on total cost

# TERMS AND REQUIREMENTS - DIGITAL

## GENERAL

- Content and information must adhere to SAOPA's ethical code and must be of interest to the O&P profession.
- Placement might be subject to approval by the appropriate SAOPA Committee.
- In case of space limitations on certain platforms, allocation will take place on a 'first come, first serve' basis on grounds of a signed booking request.
- All paid content may be labeled as such on all platforms.
- All rates exclude VAT or design fees (the latter to be quoted separate if required)
- Social Media posts might be rescheduled (within a window of 5 business days) to manage information flow to members and ensure an equal distribution stream of adverts and other profession focused information.

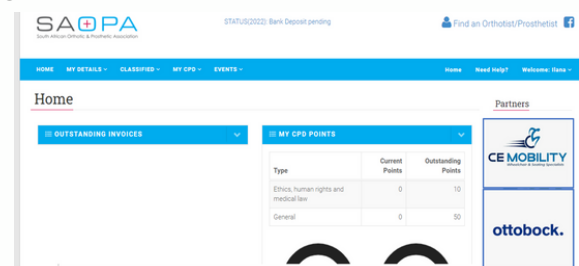
## ADVERT OR SPONSORSHIP ON MEMBERSHIP PORTAL

Logo/Image with click through to website or supplied PDF

Ratio of logo/image: 1x1

To be supplied:

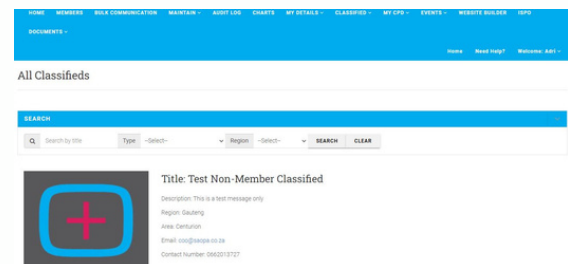
- Logo/Image
- Website URL or PDF Document/Advert



## NON-MEMBERS CLASSIFIEDS ON MEMBERSHIP PORTAL

To be supplied:

- Title of Classified (Max 5 words)
- Type: e.g. vacancy; products, equipment, event etc
- Business or Organisation Name
- Description/Text (Max 150 words)
- Email
- Telephone Nr
- City/Town
- Province
- Image (optional)



\*Members can post for free and directly from their profile

## SOCIAL MEDIA POST - FACEBOOK OR WHATSAPP BROADCAST

To be supplied:

- JPEG/PNG or PDF document (link will be posted for the latter)

or

- Business or Organisation Name
- Short Text Content (will be posted exactly as supplied)
- Email
- Telephone Nr
- Website (optional)

If we draw up your post, it will look similar to this example.



## SPONSORSHIP ON SAOPA PUBLIC WEBSITE (Homepage)

These placements are done with the intent to promote the larger business or organisation to the O&P community and/or to show support to SAOPA.

To be supplied:

- High Resolution Logo/Image with click through to website (URL) or supplied PDF:
  - Banner style: 1100px x 400px
  - Portrait style: 320px x 480px
- Banner style will be placed midway on the Homepage and above page bottom strip
- Portrait style will be placed to the left side of the Homepage
- Please note: Due to space limitations, SAOPA may choose to place these as either fixed/static placement or in a 'carousel'.

(Please note: Website redesign foreseen for 2022, which will not negatively affect your contracted advertisement or sponsorship placement. The below is only a 'non-scaled' indication of location of ads on the homepage)



# TRADER, ADVERTISER OR SPONSOR - WEBINAR OR E-LEARNING OPPORTUNITIES

DESCRIPTION	Option 1 Sole Sponsor	Option 2 Trader Product Showcase	Option 3 Shared Sponsor (max 2 sponsors)
10 - 15 seconds advertisement before & after Webinar	X		X
Trader may run max 1min advertisement per 60 min slot		X	
Company Logo on Webinar "Waiting/Welcome Page"	X	X	X
Company Logo on Breaks pages (if applicable for event)	X	X	X
CPD Accredited content allowed only if contents deemed to be of educational value to the profession and in accordance with the HPCSA CPD guidelines	X	X	X
Distributed via Public Website, Membership Portal, Membership E-mail Database; SAOPA Facebook and WhatsApp Broadcast (minimum 2 posts - advertisement & reminder)	X	X	X
Logo on Webinar Advertisement, Registration and Reminder email.	X	X	X
Speaker Sponsor (company nominates/arrange own or approve SAOPA suggested speaker and separately cover any cost for such speaker - to be confirmed during initial arrangements)	X		X
Trader arrange and nominate presenter to showcase product & technique for max 60min (allowing for Q&A)		X	
One post-event link sent via email to all attendees - detail and content as supplied by sponsor.	X	X	X
Cost of Booking (Excl VAT)	R5 000	R5 500	R2 500

## Notes:

- SAOPA cannot guarantee minimum registration and attendance
- Attendee list will be shared with Sponsor for purposes of record keeping. Any contact with attendees must be on a basis that allow opting out of further communication.
- SAOPA cannot take responsibility for securing a co-sponsor, but will endeavour to assist and make referrals if interest is known to us at that point.
- Bookings must be confirmed at least by the 5th of each month to allow for presentation on the last Monday (16:00) of the month. (Exceptions to be discussed beforehand)
- These packages and fees does not refer to annual workshops or congress events

# ADVERTISING/SPONSORSHIP ENQUIRY OR BOOKING FORM

Please complete and indicate (✓) your requirements to allow SAOPA to accurately supply an invoice and acceptance of your order. E-mail completed form or any enquiries to **coo@saopa.co.za**

Business Name		Billing Address (incl Postal Code)	
Contact Name		Order Reference	
Cellphone		E-mail	
VAT Number		Business Reg. Number	

DESCRIPTION	3 Months	6 Months	12 Months
Advert or Sponsorship on Membership Portal			
Advert or sponsorship on SAOPA public website (Banner)			
Advert or sponsorship on SAOPA public website (Portrait)			
	1 Month	2 Months	3 Months
Non-Member classified on Membership Portal			
	Quarter Page	Half Page	Full Page
Advert in ONE Newsletter			
Social Media - Face Book (1 Post)			
Social Media - WhatsApp Broadcast (1 Post)			
Social Media - Members only WhatsApp Broadcast (1 Post) - From March 2022			

DESCRIPTION	Option 1	Option 2	Option 3
Webinar or E-learning Opportunities			

We will endeavor to book your sponsored event on your preferred date, considering existing bookings and distribution of topics for the year. Please indicate below your preferred dates - as 1st, 2nd and 3rd preferred options

Date	1 to 3	Date	1 to 3
28 February 2022 @ 16:00		28 March 2022 @ 16:00	
25 April 2022 @ 16:00		30 May 2022 @ 16:00	
27 June 2022 @ 16:00		25 July 2022 @ 16:00	
29 August 2022 @ 16:00		26 September 2022 @ 16:00	
28 November 2022 @ 16:00			

In case of Option 1 and 3, will you arrange and/or appoint a presenter according to your chosen topic; or	
Do you only wish to sponsor the event and have SAOPA source a presenter and topic of our choice?	

If you will arrange/appoint a presenter (all options) and information available already, please give an indication of the following. This can be changed up to 21 days before the event and 1st event advertisements.

Topic	
Presenter (Name, Position and Company)	
Will to content be CPD material? Indicate if already accredited or if SAOPA must assist in accreditation. (The latter requires minimum 4 weeks)	

Please send any relevant attachments, comments or questions with the completed form via email to [coo@saopa.co.za](mailto:coo@saopa.co.za)

**Signed:**

**Date:**