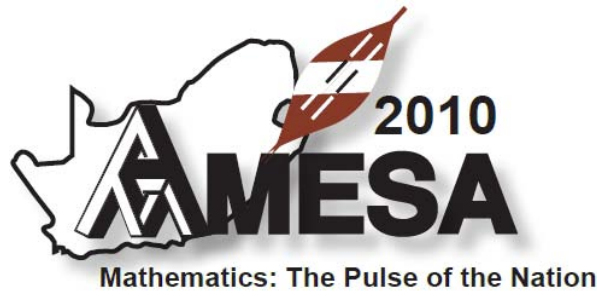


16th ANNUAL NATIONAL CONGRESS

28 March – 1 April 2010

George Campbell School of Technology, Durban



Congress sponsorship opportunities

You are invited to:

- **advertise, exhibit, market, sell, ... your products and brands** at the 16th Annual National Congress of AMESA
- **sponsor a congress event or service** – invest in improving mathematics education in South Africa and promote 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, please visit <http://www.amesa.org.za/amesa2010>

Contact:

Elsbeth Mmatladi Khembo, AMESA President

E-mail: president@amesa.org.za

Cell: 083 9600 626

Fax: 011 339 1054

Note: AMESA is a non-profit organisation and can on request 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 600 – 900 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

Continue



Description of sponsorship opportunities

Type of sponsorship	Amount per sponsor	Visibility and exposure enjoyed by sponsor	Remarks
Sponsor the Activity Centre	R60 000	<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 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.
Host an evening function <i>Welcoming Dinner</i> <i>Cultural evening</i> <i>Congress Dinner</i>	R50 000 per function	<ul style="list-style-type: none"> The sponsor is considered as the host of one of the evening functions; 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).
Sponsor the Congress bags	R45 000 SOLD	<ul style="list-style-type: none"> The congress bag will be exclusively 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 bags for many years, so the logo visibility has longevity ...
Host an invited guest speaker <i>2 international</i> <i>5 local plenary speakers</i>	R30 000 international R10 000 per local	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".	Details of the invited guest speakers can be found on the congress website.
Sponsor the Congress Proceedings <i>Two volumes</i>	R30 000 per volume	The sponsor will be entitled to a free advertisement on the back cover of one of the volumes of Proceedings supplied to each participant, in the Registration Booklet and the Congress Programme.	This published congress papers is a permanent future reference, also for many who did not attend the congress.
Sponsor the Proceedings CD-ROM	R15 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, e.g. www.amesa.org.za/amesa2007/Proceedings.htm

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Note:

- All sponsors will be given exposure commensurate with the value of the sponsorship ...
- All sponsors will be acknowledged and their logos published in the Congress Programme, and their logos and weblinks published on the congress website.
- Sponsors contributing more than R40 000 are considered as *major sponsors*; a representative will be invited to join the VIP's at the opening ceremony.
- Back cover advertisements will be full-page, others half-page. Sponsors are responsible to provide the necessary advertisement artwork in time for publication.



Type of sponsorship	Amount per sponsor	Visibility and exposure enjoyed by sponsor	Remarks
Sponsor an excursion <i>maximum of four</i>	R20 000 per excursion	<ul style="list-style-type: none"> o The excursions will be branded in the Programme, e.g. the “<i>Sponsor’s name</i> Kruger Park excursion”. o The sponsor will receive a free advertisement in the Programme. 	Details of the planned excursions can be found on the congress website.
Sponsor the Programme	R15 000 SOLD	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
Sponsor a tea-break or a lunch-break	R10 000 per break	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 the Organising Committee T-shirts	R10 000	Your company’s name and logo will be printed on the back of the T-shirts worn by the Organising Committee and helpers.	About 30 workers will become walking advertisements throughout the week.
Sponsor the nametags	R10 000	Your small logo will appear on the nametag of every participant.	Nametags are worn to all events
Sponsor participants that would otherwise not be able to attend	R1 500 per participant	<ul style="list-style-type: none"> o The sponsor will be acknowledged and its company logo published in the Congress Programme. o 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 *	R2 500 per table	The company hires a display area for the duration of the Congress and is allowed to exhibit and sell their products to participants. The displays will be centrally situated near the tea venue.	The company may also participate in the <i>Maths Market</i> sessions.
Present in the <i>Maths Market</i> sessions *	R1 000 per session	Make a presentation and distribute promotional materials to market your products during special <i>Maths Market</i> sessions.	<i>One</i> Market session is <i>included</i> per Exhibit table.
Advertise in the Congress Programme	R4 000 colour R2 000 black & white	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 per 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 must formally register for the congress – this rate includes one basic Exhibitor’s registration of R400 (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.*