



Sponsorship opportunities *2012*

The **A**ssociation for **M**athematics **E**ducation of **S**outh **A**frica – **AMESA** – is the national professional association and voice of Mathematics Education in South Africa, representing the interests of the discipline and its members.

In this brochure we offer our sponsors the opportunity to impact on the quality of teaching and learning mathematics in South Africa, while carrying their brand to a target audience of the top teachers and decision-makers in the country.

ABOUT AMESA

The **A**ssociation for **M**athematics **E**ducation of **S**outh **A**frica – **AMESA** – is the national professional association and voice of Mathematics Education in South Africa, representing the interests of the discipline and its members.

AMESA was founded in 1993 from a disparate group of associations to bring unity to the profession during the democratisation of the country.

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 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.

AMESA publishes two journals and a newsletter for members, runs several teacher development projects, organises several mathematics competitions for learners, and hosts an annual national congress and many regional congresses and workshops in each province, all contributing towards the professional development of mathematics teachers.

WHY SPONSOR?

Your company will gain maximum visibility and exposure, reaching:

- A specialised, concentrated audience of more than 2 000 leader teachers and educational institutions – prime users and buyers of mathematics products and services;
- 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, influential leaders in mathematics teacher professional development.

It is very costly to administrate the association and provide products, events and services to members. Members pay an annual subscription fee. However, to ensure that the association is accessible to as many teachers as possible, we are very much dependent on appropriate sponsorships to keep the subscription fee at a reasonable figure.

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

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

DIFFERENT SPONSORING OPPORTUNITIES

1. Congress Sponsorship

AMESA has hosted an annual national 5-day congress since 1993. The venue rotates around the country, visiting each province once in 9 years.

The congress is typically attended by 700 – 1000 members, as well as by representatives of all the major publishing houses, NGOs and mathematics education projects.

Please [see attached](#) different opportunities to be involved in the congress to support mathematics education while maximising your visibility and brand.

2. Publications

AMESA needs a major sponsor for the publication of one of our journals, *Learning and Teaching Mathematics (LTM)*. The journal was started in 2004 to offer those interested in classroom-based mathematics teaching an opportunity to publish useful material and to share ideas.



The costs of publishing and distributing this journal, twice a year, to approximately 2 000 members, amount to R120 000.

3. Special projects

AMESA needs financial support to build out some of our special projects, e.g. the *AMESA Grade 4-7 Mathematics Challenge* (see <http://www.amesa.org.za/Challenge/>), our *Teacher Professional Development* project, and our *Mathematics Week* project.

4. Advertising

Advertising space is available in our three publications – *AMESA News*, *Pythagoras* and *Learning and Teaching Mathematics*. The [details](#) of the rates are attached.

5. Administrative support

You may wish to support AMESA with a grant to be used towards the administrative costs of the Association.

RECOGNITION

All sponsors are given recognition and exposure commensurate with the value of the sponsorship. We prefer to establish a long term relationship with our sponsors.

We consider companies contributing R50 000 or more as our *major funders* and recognise them by giving them advertising space in our publications (*Pythagoras*, *LTM*, *AMESA News* and congress programmes) and they are prominently acknowledged and given certain branding rights at the annual national congress.

Note that 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.

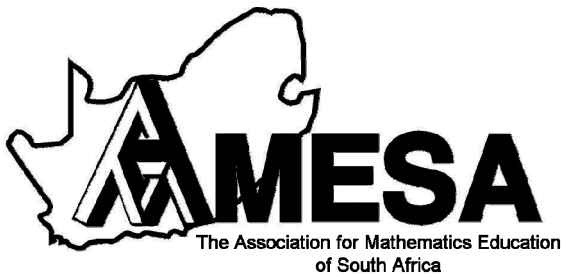
CONTACT US

For further information about AMESA, please see our website at <http://www.amesa.org.za>.

Contact our treasurer, Lorraine Burgess, at:

Cell: 082 334 5884

E-mail: treasurer@amesa.org.za



Advertising in *AMESA News, LTM and Pythagoras* 2012

AMESA News is the official newsletter of AMESA.

Pythagoras and *Learning and Teaching Mathematics (LTM)* are the Association's two journals.

AMESA News is published three times per year, and *Pythagoras* and *LTM* each twice per year.

All three publications are distributed to all AMESA members, currently about 2 500.

The audience of the publications consists of mathematics educators, mathematicians, and government officials in departments of education, representatives from mathematics education policy development committees and forums, and various developers of mathematics education support material and resources.

Our advertising rates are determined by publication, size, colour and number of consecutive issues of the publication in which the advertisement will appear.

Advertisers are expected to supply the completed artwork (in PDF format) for the advertisement.

Number of issues	Number of consecutive issues (Cost per advertisement)	
	1 issue	2 issues
Full page (A4) colour (only one per issue)	R5 000	R4 800
Full page (A4) black and white	R3 000	R2 500
½ page (A4) black and white	R1 500	R1 300
¼ page (A4) black and white	R1 000	R1 000
Pamphlet insert (one page A4 colour) electronic copy supplied	R5 000	R4 800
Pamphlet insert (one page A4 black & white) e-copy supplied	R3 000	R2 500
Pamphlet insert (3 000 hard copies supplied per edition)	R2 000	R2 000

We believe that an advertisement in AMESA publications will provide excellent dividends to your company!

For further information please contact:

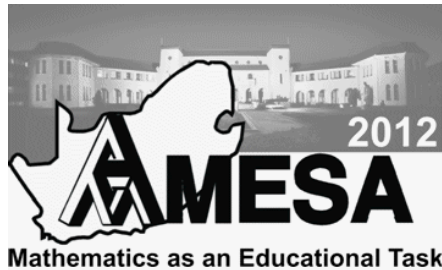
The Advertising Manager
Isaiah Shabangu
P.O. Box 357
1320 MALELANE

Cell: 082 929 9936
Fax: 013 782 0899
E-mail: advertising@amesa.org.za

18th ANNUAL NATIONAL CONGRESS

25 – 28 June 2012

North-West University, Potchefstroom



Congress sponsorship opportunities

You are invited to:

- **advertise, exhibit, market, sell, ... your products and brands at the 18th 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/AMESA2012/index.htm>

For information on sponsorships, please contact the AMESA President:

Elsbeth Mmatladi Khembo

Cell: 083 960 0626 Fax: 011 339 1054 E-mail: president@amesa.org.za

For information on exhibiting at the Congress, please contact Elsa Stoop:

Tel: 018 299 4719 Fax: 018 299 4744 E-mail: congress2012@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	<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	R50 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 evening social function <i>Jazz evening</i> <i>Cultural evening</i>	R40 000/function	<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	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/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 Congress Programme	R20 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

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	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	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/AMESA2011/Proceedings.htm
Sponsor the Organising Committee T-shirts	R15 000 SOLD	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	R15 000 SOLD	Your small logo will appear on the nametag of every participant.	Nametags are worn to all events
Sponsor a tea-break or a lunch-break	R10 000/ 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 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 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/extra session	Make a presentation and distribute promotional materials to market your products during special <i>Maths Market</i> sessions.	<i>One Market</i> session is <i>included</i> per Exhibit table.
Advertise in the Congress Programme	R5 000 colour R3 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/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.





SPONSORS AND EXHIBITORS APPLICATION FORM

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

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 be representing the company at the Congress:

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A: SPONSORSHIP		
Sponsor the activity centre	R60 000	R
Sponsor the congress bags	R50 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	Sold
Sponsor one or more of 4 different excursions	R20 000 each	R
Sponsor the Proceedings CD-ROM	R15 000	Sold
Sponsor the organising committee T-shirts	R15 000	Sold
Sponsor the congress nametags	R15 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

B: EXHIBITION SPACE, MATHS MARKET, and ADVERTISEMENTS		
Exhibition space <i>This includes one presentation in the Maths Market and the basic exhibitor's registration for one person</i>	___ tables @ R3 000 each	R
Presentation in the Maths Market <i>For a presentation without an exhibit, or an extra session</i>	___ extra sessions @ R1 000 each	R
Advertise in the Congress Programme	___ colour advertisements @ R5 000 each	R
	___ black & white advertisement @ R3 000	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.		
Basic exhibitor's registration fee <i>For extra staff at the exhibit (one person is included in the Exhibit fee)</i>	___ extra staff @ R400 each	R
Full congress registration <i>Complete Registration Form in 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: the AMESA Congress 2012 Secretariat using one of the following methods:

- **By fax to:** 018 299 4719
- **By e-mail to:** congress2012@amesa.org.za
- **By post to:** The Congress Secretary
Elsa Stoop
P.O Box 539
North West University
2520 Potchefstroom

PAYMENT METHOD (please tick one)

Bank transfer or internet payment to:

Account Name: NWU Potchefstroom Campus
 Name of Bank: ABSA
 Account Number: 670 642 313
 Type of Account: Cheque Account
 Branch Name: POTCHEFSTROOM
 Branch Code: 632 005
 Reference: 51001.E570410.AMESA

The reference must be entered on your deposit slip precisely as indicated above. Clearly *enter your name* in the reference section in the bottom right hand corner.

Proof of payment must accompany this registration form, or fax it to us at **018 299 4744**

Enclosed **cheque or postal order** made out to **AMESA CONGRESS 2012.**

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: _____