



Sponsorship opportunities 2023

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.

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 mathematics teachers and decision-makers in the country.

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.*

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.

AMESA strives to achieve these aims through 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 about 1000 members, as well as by representatives of all the major publishing houses, NGOs and mathematics education projects.

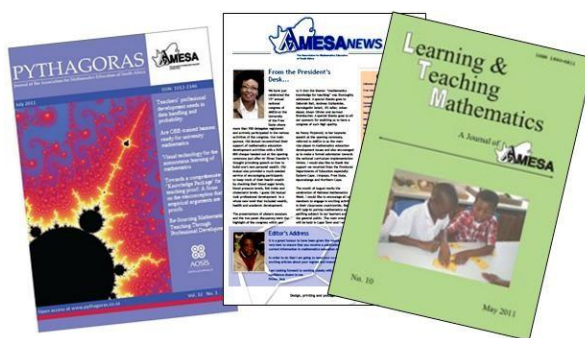
Please see attached different opportunities to be involved in the congress to support mathematics education while maximising your visibility and brand.

2. Publications

AMESA needs sponsors for the publication of our two journals, *Learning and Teaching Mathematics (LTM)* and *Pythagoras*.

LTM is our practitioner journal focusing on useful classroom ideas and materials. The cost of publishing and distributing *LTM* twice a year to our 2 000 members is R100 000.

Pythagoras is our international mathematics education research journal. The cost of publishing and distributing *Pythagoras* to our 2 000 members is R100 000 per year.



3. Special projects

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

4. Advertising

Advertising space is available in our publications – *AMESA News*, *Pythagoras*, *Learning and Teaching Mathematics* and *Congress Announcements*. 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 website and programme) 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 President, Manare Setati:

Cell: 072 224 4787

E-mail: president@amesa.org.za

Contact our Treasurer, Onicca Thibodi:

Cell: 078 449 1935

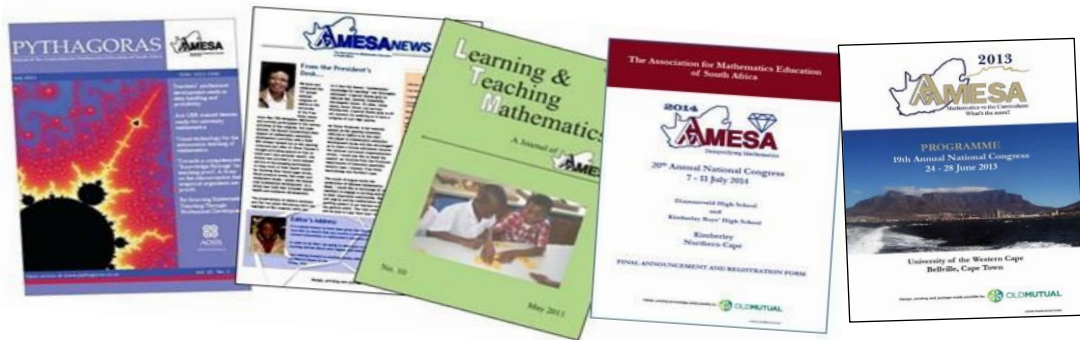
E-mail: treasurer@amesa.org.za



Our publications:

- *Pythagoras*: AMESA's online Open Access mathematics education research journal, printed once per year.
- *AMESA News*: the official newsletter of AMESA, published twice per year.
- *Learning and Teaching Mathematics (LTM)*: AMESA's practitioner journal, published twice per year.
- *Annual Congress First and Final Announcements*: published in October and February.
- *Annual Congress Programme*

All publications are distributed to all AMESA members, currently about 1 500.



The audience of the publications are mathematics teachers at all levels, university mathematicians and mathematics teacher educators and researchers, government officials in departments of education, mathematics NGO and project personnel, and developers of mathematics education support material and resources.

Our advertising rates for all publications are determined by colour and type (in situ or insert).

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

Advertisers are required to supply the completed artwork in PDF format for the advertisement or in the case of an insert, 2000 hard copies of the insert.

Advertising rates

Advertisement type	Cost per advertisement
Full page (A4) full colour	R6 500
Full page (A4) black and white	R6 000
Pamphlet insert (one page A4 full colour) electronic copy supplied	R6 500
Pamphlet insert (one page A4 black & white) e-copy supplied	R6 000
Pamphlet insert (2 000 hard copies supplied)	R3 000

For further information please contact:

The Advertising Manager

Manare Setati

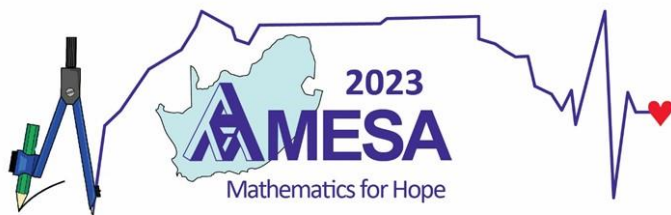
Cell: 072 224 4787

E-mail: advertising@amesa.org.za

28th ANNUAL NATIONAL CONGRESS

26 – 30 June 2023

University of the Cape Town
Cape Town



Mathematics for Hope: Building connections in Mathematics teaching and learning

Congress sponsorship opportunities

You are invited to:

- **advertise, exhibit, market, sell, ... your products and brand** at the 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/AMESA2023/>

For information on sponsoring and exhibiting, please contact the AMESA President, Manare Setati:

Cell: 072 224 4787 E-mail: president@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.

In the table on the following pages 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.

NOTE: If you want to sponsor or exhibit at our 2023 Congress, please complete the Word Application and Registration Form available on the Congress website or ask the President.

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 teaching and 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 1 500 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.

Description of sponsorship opportunities

Type of sponsorship	Amount*	Visibility and exposure enjoyed by sponsor	Remarks
Sponsor the Congress bags	R70 000	<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.
Sponsor the Activity Centre	R50 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.
Host an evening social function <i>Welcome Cocktail</i> <i>Cultural evening</i> <i>Congress gala dinner</i>	R50 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 a guest speaker <i>1 international</i> <i>4 local plenary speakers</i>	R30 000/international R10 000/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" 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>	R35 000	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 Organising Committee jackets	R30 000	Your company's name and logo will be printed on the jackets worn by the Organising Committee and t-shirts by other helpers.	About 30 workers will become walking advertisements throughout the week.

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 ...
- **Sponsorship may also be in-kind, i.e. payment in goods or services as opposed to money.**
- 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 R50 000 or more 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, invited to the President's Sunday evening dinner, 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 the nametags	R35 000 SOLD	Your small logo will appear on the nametag of every participant.	Nametags are worn to all events
Sponsor the Proceedings flash drive	R50 000 SOLD	The sponsor will be entitled to free advertisements on the flash drive supplied to each participant, and in the Congress Programme.	The proceedings are also published online, e.g.: http://tinyurl.com/proc12
Sponsor an excursion <i>Maximum of three</i>	R30 000/excursion	<ul style="list-style-type: none"> o The excursions will be branded in the Programme, e.g. the “<i>Sponsor’s name</i> Kirstenbosch excursion”. o The sponsor will receive a free advertisement in the Programme. 	Details of the planned excursions can be found on the congress website.
Host a tea-break or a lunch-break	R30 000/lunch R10 000/tea	The tea- or lunch-break will be branded in the programme as the “ <i>Sponsor’s name</i> lunch” or “ <i>Sponsor’s name</i> tea-break”.	The sponsor may brand the venue for the event that it is sponsoring.
Sponsor participants that would otherwise not be able to attend	R2 500/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!
Social events	R50 000	Good event for marketing.	

Ensure your visibility and exposure by using the opportunity to exhibit, present, market, advertise and/or distribute promotional materials:

Exhibit*	R5 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 Maths Market session*	R1 100/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	R6 500 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	R3 000/insert	Your company promotional material will be inserted into each participant’s congress bag.	The company to supply 1 550 hard copies of the material.

* 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 R500 each (meal tickets, tea, a Programme and access to academic and social events). Extra staff must pay an extra R900 each. For full registration (including the congress bag and Proceedings), the difference must be paid up.