

Invitation to sponsor the Imbasa Yegolide Awards for 2011



THE AWARDS

The Principal Officer's Association (POA) has teamed up with Global Pensions, which is a renowned UK based Publisher to host a service provider's awards ceremony in South Africa. The aim is to reward those service providers who render excellent service to funds. It is branded the 'Imbasa Yegolide Awards for Professional Excellence'. ('Imbasa Yegolide' means 'Golden Trophy'). KPMG is the official auditors.

This awards ceremony aims to be the single largest gathering of the corporate pensions industry in South Africa, offering you the opportunity to mingle and network with the "who's who" of the retirement industry.

OUR OFFERING

Service excellence is a key differentiating factor in any organisation. We at the POA want to recognize those service providers who excel in this area. You have an opportunity to endorse this notion of service excellence in a very discernible way. We offer you more than just an event. We offer:

High impact brand exposure

- An explicit association with and endorsement of the principles of service excellence.
- An opportunity to support a good cause that makes business sense – serving clients in the best possible way.

WHAT WE WANT TO ACHIEVE

The Award was launched with the aim of achieving:

- Raising the profile of the POA as an influential industry body
- Establishing and enhancing the POA brand
- Creating value for POA as well as Institutions who participate in the process
- Creating a credible platform where participating institutions could show case their brand
- Highlighting the importance of global reach and interaction

CATEGORIES

Principal Officers assess the standard of service providers in South Africa. They nominate service providers in 19 categories.

THE PERFECT SETTING

The Imbasa Yegolide awards are held in Johannesburg, offering 5 star treatment to our guests. Capacity for this event is capped at 700, with 10 guests at each table.

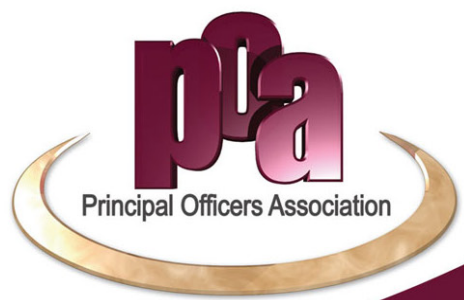


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Sponsorship Packages



OUR SPONSORSHIP PACKAGES WILL HELP YOU CREATE THE IMPACT YOU WANT TO TAKE YOUR BRAND AWARENESS TO NEW HEIGHTS.

★ PLATINUM: SOLE SPONSOR ★

- 3x3m stand at Conference
- Appearance on Summit TV
- 10 Minute Awards speech
- Prize Draw during Awards
- Video of Awards
- Two free conference delegates
- Branding on the evening of the awards
- Marketing Opportunity

★ GOLD: SHARED SPONSORSHIP ★

- 2x3m stand at Conference
- Five Minute AudioVisual speeches
- Branding of the evening's events
- Video of the event
- Increased awareness of your brand
- Two free conference delegates
- Marketing Opportunity

★ SILVER : BOOTH – R40 000 ★

- 3x1m stand at Conference
- Full table reflecting your Logo
- Full page advert within the Awards Programme
- Branding on the 'Awards Sponsors' page

★ TABLE: - R20 000 ★

- A full table with ten seats, the table will reflect your company logo



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