



## ADSA National Sponsor Benefits and Costing 2017

Dear ADSA Supporter,

Now there are even more reasons to become an ADSA National Sponsor in 2017! ADSA values your support and would like to express even more gratitude to our loyal and new sponsors during these tough economic times. Due to the increase in the inflation rate, ADSA has been forced to increase our annual Sponsorship fees by 10% (**figures below exclude VAT**):

Sponsorship Status	Association Investment (annual)
Diamond	R 80 560
Platinum	R 65 900
Gold	R 51 090
Silver	R 36 620

### Consultation with an ADSA representative

We have added an exciting new benefit for all our ADSA National Sponsors. Your company will be entitled to consultation with a registered dietitian and ADSA member, who could provide assistance on any of the following examples:

- Conducting a presentation on healthy nutrition for your staff
- Hosting a nutrition stand at your wellness day
- Conducting Vitality Nutrition Assessments for staff
- Training a group of staff members on nutrition principles, for example Occupational Health and Safety Practitioners, Human Resources or Canteen Staff
- Providing consultation on accurate food and nutrition labeling in light of Regulation 146 and other current regulations
- Providing consultation on food reformulation opportunities to improve the nutrition credentials of your product
- Or any other example of a nutrition-related service which a dietitian could provide to your company.

The time allocation per year is dependent on sponsorship status, and can be allocated at one time, or over several consultations across the year:

Sponsorship Status	Time allocation for dietitian consultation
Diamond	16 hours
Platinum	12 hours
Gold	8 hours
Silver	4 hours

### ADSA Sponsors presence at Exec Roadshow:

Platinum and Diamond Sponsors get an opportunity to address ADSA members and have a stall at the ADSA Executive Roadshows that run every 2<sup>nd</sup> year. There is no extra cost for Platinum and Diamond sponsors to take part and is a guaranteed part of the sponsorship investment.

### ADSA Website:

Visibility of our sponsors on the ADSA website via the sponsorship page (accessed by ADSA members only), with a company profile and link to individual company website:

Sponsorship Status	Company logo and profile on ADSA sponsorship page	Link to company website via company profile on ADSA sponsorship page
Diamond	X	X
Platinum	X	X
Gold	X	X
Silver	X	X

### Company Profile on ADSA Sponsorship Page

All sponsors are entitled to promote their Company / Product / Service in a ¼ to ½ page (A4) segment together with their company logo on the ADSA sponsorship page.

The profile will be displayed, together with all other sponsor profiles, for the 12 month sponsor period. The onus lies on the sponsor to kindly update the information should the need arise, by resubmitting new material to ADSA during the 12 month sponsorship period.

## Link to Company Website

All sponsors may have a link to their company website via their company profile on the sponsorship page of the ADSA website, for the duration of the 12 month sponsorship period. Please note that sponsors are not permitted to host a link to the ADSA website on their respective company websites.

## Weekly Notices

### ADSA Email Communications:

ADSA has 2 main forms of email communication with our members – the weekly notices and stand-alone mailers. With around 1400 ADSA members on our database, you will have access to these communication tools to reach your target audience.

*The weekly notices* contain job vacancies, branch event information and other bulletins of an informative nature, as well as information from other companies and advertisers. Sponsors and advertisers are given the opportunity to include messaging into the weekly notices. Please note that the maximum frequency for weekly notices is **one** per month (except for Diamond sponsors) with no repeats please. Each weekly notice is valued as R3932 worth of exposure. Sponsor benefits for the **weekly notices** are as follows:

- **Diamond Sponsor - UNLIMITED** adverts/ notices/ service exposure/ competitions/ giveaway offers/ recipes/ new product launches etc.
- **Platinum Sponsor – 10 (Ten)** adverts/ notices/ service exposure/ competitions/ giveaway offers/ recipes/ new product launches etc.
- **Gold Sponsor – 5 (Five)** adverts/ notices/ service exposure/ competitions/ giveaway offers/ recipes/ new product launches etc.
- **Silver Sponsor – 3 (Three)** adverts/ notices/ service exposure/ competitions/ giveaway offers/ recipes/ new product launches etc.

The **stand-alone mailers** are mailers focusing exclusively on one sponsor or advertiser's messaging or content. Each ADSA stand-alone mailer has an estimated value of R6615 each. Sponsor benefits for the **stand-alone mailers** are as follows (note maximum frequency of one **stand-alone mailer** per month):

- **Diamond Sponsor - 4 (Four)** stand-alone mailers
- **Platinum Sponsor - 3 (Three)** stand-alone mailers
- **Gold Sponsor - 2 (Two)** stand-alone mailers
- **Silver Sponsor - 1 (One)** stand-alone mailer

### Additional promotional items:

Branded promotional material / information / leaflets can be sent to ADSA branches for distribution to ADSA members at branch events around the country. Content is required to be delivered to ADSA with adequate lead time to ensure that it reaches branches in time. The number of events to which information will be distributed is dependent on sponsorship status as below:

Sponsorship Status	Branded Promotional Items/ Stationery/ Leaflets/ Brochures sent to Branches (11)
Diamond	All events per year
Platinum	3 events per year
Gold	2 events per year
Silver	1 event per year

Address / postage labels to the value of R3539 with the postal addresses for all the ADSA members are available on request for direct distribution of materials or information.

Sponsorship Status	Address/ Postage labels valued at R3539, 03 ( on request only)
Diamond	Unlimited
Platinum	Three times a year
Gold	Twice per year
Silver	Once per year

### Five (5) Minute Slot at ADSA Biennial General Meeting

Every alternate year, Diamond and Platinum Sponsors are allowed a 5 minute Company/ Brand presentation at the ADSA General Assembly Meeting. The next meeting will take place in 2018 during the Nutrition Congress.

### Mention in President's Annual Report

The ADSA President is committed to acknowledging our sponsors collectively in his/ her annual report.

## Branch activities for the year

Sponsors will receive an outline of branch activities early in 2017 (i.e. potential topics/ speakers/ dates etc.), in order to have first opportunity to book these in advance for advertising opportunities throughout the year. Branches will be advised to acknowledge our sponsors throughout the year, at every event, to their members.

## Other considerations

Please note that the benefits listed above will need to be used within the sponsorship period, i.e. January to December 2017. If benefits are not used within this time period, they will be forfeited.

All communication by sponsors will be reviewed by the ADSA executive committee for scientific accuracy and appropriateness before it is approved to be shared with ADSA members. As such, the executive committee may request changes to the content at their discretion, and can decline sharing communication if it does not comply with the ADSA sponsorship policy (attached).

Further to this, no co-branding between ADSA and sponsors is permitted. As such, any form of endorsement by ADSA is prohibited, sponsors may not have the ADSA logo on their communication or material, and sponsors may not publicise that they are ADSA sponsors on the said communication.

Please refer to the ADSA sponsorship policy for further detail on the conditions of the sponsorship agreement.

In keeping with our understanding of financial pressure during our current economic climate, the ADSA Sponsorship Benefits above will roll from **1 January – 31 December 2017**, but we will kindly accept your Sponsor Investment at the beginning of your Company's fiscal year. With this letter, we are taking the liberty of also sending a contract of intent to become a sponsor in 2017.

I look forward to your favourable response and to a mutually beneficial year for ADSA and yourself.

Kind regards,

Leanne Kiezer, RD SA

Executive Portfolio Holder: Sponsorship

Association for Dietetics South Africa (ADSA)

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