



# SANA

South African Nursery Association  
Suid-Afrikaanse Kwekersvereniging

P O Box 514, Halfway House, 1685  
Telephone: 072 994 5368 Mobile: 082 780 7628  
Fax: 086 718 7268  
E-mail: info@sana.co.za  
Nonprofit Organisation Registration number: 031-316-NPO  
VAT No: 4240116287

## SANA STAR SPONSORSHIP PROGRAMME 2017

### CATEGORIES AND COSTS:

Category	Cost excl VAT	Cost incl VAT
1 Star	R6 310.00	R7 193.40
2 Star	R12 700.00	R14 478.00
3 Star	R25 620.00	R29 206.80
Diamond	R50 790.00	R57 900.60

### BENEFITS:

#### SANA Convention

1. Sponsor mention on all documentation
2. Sponsor Banner exposure
3. Opportunity to display own banner
4. Opportunity to supply marketing material for hand-out at Convention
5. Brand exposure
6. **Informal Dinner: 3 Star exposure only**
7. **Gala Dinner exposure at 2018 Award Ceremony: Diamond Sponsor exposure only**

#### SANA Golf day

1. Sponsor Banner exposure
2. Opportunity to display own banner
3. Brand exposure
4. Mention on all documentation
5. **Key hole exposure: 3 Star & Diamond Sponsors only**
6. **Prize giving awards: Diamond Sponsors only**

#### Online Exposure

1. Sponsor footer on SANA News and Project communication
2. Exposure on SANA website and link to own website
3. Facebook like to own page
4. **Featured Like on Life is a Garden Facebook page: Diamond Sponsors only**
5. **Competition News: Diamond Sponsors only**



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## Green Business Magazine

### **Diamond Sponsors:**

1. Highlighted listing in the suppliers to the trade pages
2. Half page advert
3. Logo and mention in competition marketing pages

### **3 Star Sponsors:**

1. Highlighted listing in the suppliers to the trade pages
2. Third page advert

### **2 Star Sponsors:**

1. Highlighted listing in the suppliers to the trade pages
2. Quarter page advert

### **1 Star Sponsors:**

1. Highlighted listing in the suppliers to the trade pages

## SANA Trade Fairs

### **Diamond Sponsors:**

1. Sponsor banner exposure at SANA Trade Fairs and other Trade days where SANA has a stand
2. 15% discount for exhibitors at SANA Trade Days

### **3 Star Sponsors:**

1. Sponsor banner exposure at SANA Trade Fairs and other Trade days where SANA has a stand
2. 10% discount for exhibitors at SANA Trade Days

### **2 Star Sponsors:**

1. Sponsor banner exposure at SANA Trade Fairs and other Trade days where SANA has a stand
2. 5% discount for exhibitors at SANA Trade Days

### **1 Star Sponsors:**

1. Sponsor banner exposure at SANA Trade Fairs and other Trade days where SANA has a stand



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## GCA Garden Centre Competition

### **Diamond Sponsors:**

1. Exposure on all communication regarding the GCA competition to SANA members.
2. Exposure at the award ceremony through participation in the handing over of awards.
3. Exposure through branding on all certificates, winners as well as grading certificates.
4. Exposure on pages in SANA Magazine relating to the GCA Competition.
5. Exposure on all media communication regarding the competition.
6. Exposure on category winner banners.
7. Exposure on any consumer advert placed by SANA regarding the competition.
8. Exposure at GCA Competition Feedback sessions.

### **All Star Sponsors:**

1. Exposure through listing on all certificates in the GCA competition, winners as well as grading certificates