

2021

**SPONSORSHIP
OPPORTUNITIES**





INTRODUCTION

At Gauteng Women in Insurance (GWII), we endeavour to build a sustainable platform for all women in our industry, by offering appropriate opportunities to promote and support the professional advancement and personal development of women through relevant networking, thought leadership events and leadership programmes. We give back to society, and the environment, by partnering with charitable initiatives that share our vision.

We boast a membership base of over 1 700 ladies that includes insurance specialists, underwriters, administrators, brokers, adjusters, insurers, reinsurers, UMA specialists and industry service providers.

OPPORTUNITIES

By way of corporate sponsorship, GWII is able to deliver on our core value proposition to offer a wide variety of events and programmes that caters for the different needs and preferences of our members whilst aligning to our sponsors' objectives.

We believe that sponsorships are a long-term, mutually beneficial relationship that can take the form of either monetary or non-monetary support.

We are able to tailor your sponsorships to meet your specific social development needs and budgets while still receiving the benefit of being a contributor to the continued success of GWII.

EXPOSURE

GWII sponsorship provides corporates with the following above-the-line exposure and Return on Investment (ROI) when supporting chosen events:

- Your branding will be featured on all of the related event marketing and promotional materials, such as email invitations, aides-memoires, social media platforms and our website.
- Your branding will be featured on the sponsors' and speaker's presentation slide decks.
- Your branding will be displayed throughout the chosen venue.
- The master of ceremonies will cite you as a key sponsor of the event.
- A note of thanks and your branding will be added to all the post-event press that is sent to attendees, and is published on all relevant social media platforms, our website and monthly newsletter.
- Your branding will appear in the endorsed events article that is printed exclusively, in the FAnews magazine.
- The event will support the charity of your choice.

SPONSOR REACH & BENEFITS

2 200

GWII Newsletter Readers
(boasting event writeups, legal,
industry & general articles)

16 700

FAnews Online Readers

1 813

GWII Facebook Followers

4 000

FAnews Printed Copies

686

LinkedIn Members

856

Twitter Followers



EVENTS AND SPONSORSHIP OPPORTUNITIES

GWII is proceeding to plan our 2021 calendar, with the full knowledge that events may have to be postponed or delivered as online events. We hope to offer our usual broad array of networking events, CPD seminars, Mix 'n Mingles and Leaderwalks. Of course, such events can only be offered circumstance-permitting, and in adherence with lockdown requirements.

■ Flagship Motivational and Networking Events

We host four (4) prestigious motivational and networking events throughout the calendar year.

Our chosen speakers typically address personal discovery, professional success stories, social commentary and global trends. Our keynote events take place in February, May, August and November, with an estimated 250 to 400 invited attendees.

Sponsorship categories for these events:

Main sponsor	R60 000
Co-sponsor	R30 000
Complementary sponsor	R15 000
Prize and gifting sponsor	Prizes and goodie bags

■ Leaderwalk Events

Our seasoned Leaderwalks nurture the development of aspiring directors, senior management and ear-marked women AND men in our industry. This event is customarily attended by industry CEOs, Managing Directors, Faculty Heads and Industry Leads.

The format for this event is an interactive networking breakfast, with a keynote speaker address, followed by a robust roundtable discussion on the relevant theme. These discussions are led by sponsor-nominated high-profile table facilitators, who are leaders in their specific fields that impart knowledge, experience and mentoring, while engaging with industry peers.

We host Leaderwalks both in venue (in-person) and online environments.

Venue sponsor categories for these events:

Main sponsor	R20 000	This sponsorship includes main sponsor branding, three company-nominated executive table facilitators, and 24 VIP company invitations.
Table sponsor	R10 000	This sponsorship includes table sponsor branding, one company-nominated executive table facilitator, and 10 VIP company invitations.

The venue sponsorship includes the costs of the speaker, the venue, the catering, the staff, technical assistance and physical sponsor branding in the venue.

Online sponsor categories for these events:

Main sponsor	R10 000	This sponsorship includes main sponsor branding, three company-nominated executive table facilitators, and 24 VIP company invitations.
Breakout room sponsor	R6 000	This sponsorship includes breakout room sponsor branding, one company-nominated executive table facilitator, and 10 VIP company invitations.

The online sponsorship includes the costs of the speaker, the costs of software licencing, technical assistance and digital management.



■ CPD Events

We host industry Continuing Professional Development (CPD) sessions. Every session has been fully booked to date!

The topics covered are relevant to the Financial Advisory and Intermediary Services (FAIS) CPD hours.

We host CPD sessions both in venue [in-person] and online environments.

Venue sponsor categories for these events:

Main sponsor	R15 000	This sponsorship includes main sponsor branding, and 25 company attendees.
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The venue sponsorship includes the costs of the speaker, the venue, the catering, the staff, technical assistance and physical sponsor branding in the venue

Online sponsor categories for these events:

Main sponsor	R10 000	This sponsorship includes main sponsor branding, and 20 company attendees.
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The online sponsorship includes the costs of the speaker, the costs of software licencing, technical assistance and digital management.

■ Women in Leadership Development - Programme

In collaboration with our chosen accredited leadership academy, we host an annual leadership development programme for a limited number of rising talent.

These programmes are typically accredited by the Insurance Institute of South Africa (IISA), for CPD recognition, and span over the course of 6-12 months.

The leadership course is designed to strengthen our participants' leadership capabilities, decision-making, conflict resolution, design thinking and opportunity identification, to name a few. The participants are intellectually challenged to sharpen their personal talents and professional capabilities. It is best suited for candidates on a management trajectory.

Due to the Covid-19 pandemic, and social distancing restrictions, our leadership development programme has been placed on hold, until further notice.

■ Annual Golf Day

We host our annual golf day at the magnificent Steyn City Golf Club. This is a great way to mix exercise and friendly competition, with some networking, in an informal environment. It is open to men and women.

Main sponsor	R55 000
Co-sponsor	R25 000
Activation sponsor	R10 000
Prize sponsor	Prizes for best four ball, longest drive and closet to the pin
Giftng sponsor	Goodie bags, golf shirts, caps and golfing paraphernalia



■ Social Events

Dubbed “Mix ‘n Mingles”, our informal, smaller social events provide our members with an opportunity to socialise with other like-minded ladies, while engaging in a social activity of choice.

Our past Mix ‘n Mingles have included gin tastings, paint nights, golf clinics and sushi-making. We are always on the lookout for novel activities, or new social interests, to introduce to our members!

■ Women-2-Women monthly newsletter

Our monthly GWII newsletter is distributed to an email database of over 2200 recipients and 80 organisations. These articles are further published across all of our social media platforms, with over 3000 followers (combined).

Why not take the opportunity to feature your dynamic and ambitious trail blazers within your organisation? Or provide us with a thought leadership article that showcases how your organisation is leading the pack in a specific area? The newsletter specs and word count are available on request.

Newsletter sponsorship opportunity:

Per newsletter

R8 000

MEMBERSHIP FEE

2021 individual rates

- Annual membership: R350 per person

2021 corporate rates

- 01 - 29 Members: R385 per person
- 30 - 59 Members: R350 per person

CONTACT

We look forward to engaging with you on the various monetary, and non-monetary sponsorship opportunities, that align to your corporate philosophy and vision.

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GET IN TOUCH

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2021 CALENDAR

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GWII 2021 CALENDAR

Month	Event	Type	Interface
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Q1: 01 January 2021 - 31 March 2021

21-01-2021	GWII Committee Member Onboarding	Strategic	Face-to-face
11/02/2021	Mix 'n Mingle 1	Social	Face-to-face
04/03/2021	Online event 1	Motivational / Networking	Webinar
11/03/2021	LeaderWalk 1: Transformation	Thought leadership	Webinar
25/03/2021	CPD 1	Prof development	Webinar

Q2: 01 April 2021 - 30 June 2021

15/04/2021	Mix 'n Mingle 2	Social	Face-to-face
20/05/2021	Networking event 2	Motivational / Networking	Face-to-face
09/06/2021	LeaderWalk 2	Thought leadership	Webinar
23/06/2021	CPD 2	Prof development	Webinar

Q3: 01 July 2021 - 30 September 2021

15/07/2021	Mix 'n Mingle 3	Social	Face-to-face
05/08/2021	GWII / IIG Ladies' Day	Motivational / Networking	Face-to-face
26/08/2021	Networking event 3	Motivational / Networking	Face-to-face
15/09/2021	LeaderWalk 3	Thought leadership	Webinar
22/09/2021	CPD 3	Prof development	Webinar
23/09/2021	GWII Sponsors' Function	Strategic	Face-to-face

Q4: 01 October 2021 - 31 December 2021

07/10/2021	Mix 'n Mingle 4	Social	Face-to-face
28/10/2021	Golf Day	Social	Face-to-face
17/11/2021	Leaderwalk 4	Thought leadership	Webinar
24/11/2021	CPD 4	Prof development	Webinar
25/11/2021	Year-end Function	Social	Face-to-face