



**Western Cape
Government**
Economic Development
and Tourism



PERA

Premier's **Entrepreneurship**
Recognition Awards Competition

Premier's Entrepreneurship Recognition Awards Competition 2017

REQUEST FOR SPONSORSHIP

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The Premier's Entrepreneurship Recognition Awards Competition provides a platform to recognise, showcase and create a culture of entrepreneurship in the Western Cape. We are excited to share with you our sponsorship opportunities to make the PERA competition 2017 a unique campaign.

Competition Categories

The 2017 Premier's Entrepreneurship Recognition Awards includes the following categories:

Emerging Business	A business in its initial growth phase operating in the Western Cape for 12 months or longer, but not longer than 36 months with a minimum annual turnover of R500 000.00.
Established Business	Operating in the Western Cape for longer than 54 months with a minimum annual turnover of R5 million but not more than R50 million.
Social Enterprise	Any revenue generating entity operating in the Western Cape for 12 months or longer, which aims to address a social challenge or need.
Most Innovative Business	Operating in the Western Cape for 12 months or longer. This refers to an innovative solution or approach to an existing service or product.
Business with Global Reach	Operating in the Western Cape for 54 months or longer with a minimum annual turnover of R5 million but not more than R50 million. The business should prove that at least 30% of its turnover is derived from exports.

How the Competition works

There will be 3 finalists per category; one winner will be selected per category from the 3 finalists, resulting in 5 category winners. An overall winner will be selected from the 5 winners.

Winners will be announced at an awards ceremony in November 2017 (Date to be confirmed).

Sponsorship Request

This is a call for non-financial sponsorship to, firstly, support the PERA winners and finalists and, secondly, to promote and establish the Premier's Entrepreneurship Recognition Awards as the premium entrepreneurship competition in the Western Cape. The following table outlines the different sponsorship options and acknowledgement for non-financial support.

1	Mentorship & Coaching (e.g. 3 months, 6 months, 12 months) <ul style="list-style-type: none">• Mentorship of winners and/or finalists
2	Training (e.g. business education or business support) <ul style="list-style-type: none">• Business management courses or training workshops, e.g. courses on business management, intellectual property, pitching readiness, business accounting
3	Supplier Development (e.g. business education or business support) <ul style="list-style-type: none">• Support to winners and/or finalists to become funding ready• Industry/sector-specific supplier development
4	Marketing & Communication <ul style="list-style-type: none">• Marketing of competition in traditional, online and/or social media• Live coverage of awards ceremony
5	Business Support Products (e.g. laptop, cellphone, tablets, software)

Acknowledgement

VALUE	R25 000 (Silver)	R50 000 (Gold)	R75 000+ (Platinum)
Branding in the awards booklet, programme, and ceremony presentation	X	X	X
Display of company banner in the welcome area of ceremony venue	X	X	X
Sponsor message included in the post-event publication	X	X	X
Seats at awards ceremony	4	8	10
Branding included in post-event print media advertising	-	X	X
Mention in press release	-	-	X

Once an organisation has decided upon an option, the sponsor will enter into a sponsorship agreement with the Department.

The Department reserves the right to accept or reject any sponsorship proposal. During the review of the sponsorship proposals the Department will take into consideration the profile and contribution of sponsors.

To schedule a meeting and for more information, kindly contact:

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