



Western Cape
Government
Economic Development
and Tourism

BETTER TOGETHER.



Western Cape
Entrepreneurship
Recognition Awards

Request for Sponsorship

REQUEST FOR SPONSORSHIP

The Western Cape Entrepreneurship Recognition Awards provide 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 2019 Western Cape Entrepreneurship Recognition Awards a unique campaign.

Competition 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 R50 000.00;
- **Women-owned 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 R100 000.00;
- **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; and
- **Township 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 R200 000.00.
- **Best Youth-owned Business** (18 to 35 years old) - 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 R100 000.00.

How the competition works

There will be 1 winner per category, resulting to 6 category winners. An overall winner will be selected from the 6 winners. Winners will be announced at an awards ceremony on 28 November 2018

Sponsorship Request

This is a call for non-financial sponsorship to, firstly, support the winners and, secondly, to promote and establish the Western Cape 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	2	4	6
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.

We are excited to partner with you to build and strengthen entrepreneurship and business in the Western Cape **Better Together**.

To schedule a meeting and for more information kindly contact:

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