

# CATSA CONFERENCE SPONSORSHIP PROTOCOL



## PREAMBLE

The aim of the CATSA Sponsors and Patrons Protocol is to provide the CATSA Conference Organiser(s) with guidelines on how to proceed with awarding companies or individuals the 'right' to sponsor CATSA events, social functions and prize giving. Accordingly, the protocol seeks to recognise that the 'rights' of long-term sponsors need to be balanced against those of new or short-term sponsors.

## PATRON VS. SPONSOR VS. DONOR

A patron is defined as a company or individual who has donated a significant amount of monies to the Society over a minimum of five of the last 6 years. A patron is also actively involved in the Society –whether having a staff member on the CATSA Committee or assisting in organising events and functions. Patron status may also be influenced by the number of employees / sponsored students (i.e. registrations) that a single company allow to attend the conference as delegates over a five-year period (i.e. attending the conference is a form of sponsorship). Patron status may only be awarded by a majority vote of a quorum of the CATSA Committee.

A sponsor is defined as a company or individual who has donated an amount of monies that exceeds a certain threshold as defined in the table below. This threshold will define the start of the 'bronze' sponsorship level, with a silver and gold threshold level also being defined. These values may be reviewed by the CATSA Committee from time to time. It is important that sponsors are consulted regarding the 'grading process' and the set thresholds for a particular year. Special attention must be given to the previous years' threshold value and the level of sponsorship that may be approved by an organisation (i.e. signing power, company policies etc). It should be remembered that a company that qualifies for low sponsorship level, may have its status 'boosted' if it is found that its employees / sponsored students make up a large amount of the registered delegates.

A donor is defined as a company or individual who has donated less than the bronze threshold.

## SPONSORABLE EVENTS

The following are considered 'traditions' that should be present at each and every CATSA conference and as such are open for sponsorship:

- 1) The best oral presentation award (including a CATSA medal paid for by the sponsor).
- 2) The best poster presentation award (including a CATSA medal paid for by the sponsor).
- 3) Social 'challenges' – engineers vs. chemists or students vs. academics / industrialists etc.
- 4) The 'ice breaker' – post-registration drinks typical held after official registration of all delegates.
- 5) The banquet – typically a formal dinner held for all delegates.
- 6) The poster session – typically informal and includes drinks and snacks.

Other events or functions that may be sponsored include: the printing of the book of conference proceedings/abstracts, the conference bags, various breakfasts, lunches, tea's, dinners and evening drinks held throughout the conference. Finally general conference sponsorships and donations may be accepted, in that they are not focussed on a particular event.

The academic programme itself may not be influenced by any sponsor, hence oral / poster slots may not be used for commercial activities (product launches or demonstrations). Rather such commercial activities should be confined to more appropriate timeslots as defined by the Conference Organiser.

## LONG TERM SPONSORSHIPS

Long term sponsorship arrangements (of a maximum of two years) may only be entered into if proposed to the CATSA Committee by the current Conference Organiser and seconded by the following years Conference Organiser. A majority vote of a quorum of the CATSA Committee is required to approve such an arrangement. It is the duty of the CATSA Treasurer to keep track of such long terms sponsorship commitments and inform the Conference Organiser as such.

## SPONSORS RIGHTS

Privileges	Patron	Gold	Silver	Bronze	Donor
		(> R45 000)	(> R30 000)	(> R15 000)	(> R 5 000)
Support level <sup>1,2</sup>					
Number of digital advertisements in CATSA social media platforms (Facebook & LinkedIn) per year	2	2	1	0	0
1 x colour logo displayed on back cover of Book of Abstracts *	✓	✓	✓	✓	
1 x full A5 colour advertisement in Book of Abstracts *	✓	✓			
1 x half A5 colour advertisement in Book of Abstracts *			✓	✓	
1 x half A5 black and white advertisement in Book of Abstracts *					✓
1 x colour logo on 'supporters page' in Book of Abstracts * – size in proportion to sponsorship level	✓	✓	✓	✓	✓
1 x colour logo on conference 'screen saver' and website	✓	✓	✓	✓	✓
1 x acknowledgement of sponsorship of event in conference programme	✓	✓	✓	✓	✓
1 x stand/desk allowed in foyer/display area with banners, posters, literature and demonstration equipment	✓	✓			
Banners and advertisements displayed during sponsored 'event'. <sup>3</sup>	✓	✓	✓	✓	✓
Corporate literature or gifts distribution	✓	✓	✓	✓	
Free registration (excluding accommodation)	2	2	1	0	0

<sup>1)</sup> Level should be set by Conference Organiser in consultation with the CATSA committee while recognising the previous year's value.

<sup>2)</sup> Should an event be sponsored for more than 5 years in a row by a single company then this company has first option to sponsor this event again. Sponsorship level – event should be budgeted by the Conference Organiser and the sponsor approached.

<sup>3)</sup> Sponsorable events: best oral award, best poster award, social 'challenges'; the 'ice breaker', banquet and poster session (Other – printing of Book of Abstracts/Conference Proceedings, conference bags, breakfasts, lunches, tea's, dinners and evening drinks).

\* or equivalent e-version

## **SPONSORSHIP AMOUNTS FOR EACH EVENT**

All sponsorable events, as highlighted above, should be budgeted for by the Conference Organiser. The budgeted value together with a fair profit should be used to calculate the amount needed to sponsor each event. The Conference Organiser should then approach appropriate sponsors for monies. At no stage should an event be auctioned between sponsors.

Should an event be sponsored for more than 5 years in a row by a single company then this company has first option to sponsor this event again. The sponsorship level in this case should be calculated as per the budgeting method described above.

## **NON MONETARY SPONSORSHIP**

Should a company or individual support the CATSA conference through non-monetary means (e.g. enabling international consultants / academics to attend the conference, conducting training sessions, assisting in the organisation / execution of the conference) then the current Conference Organiser may propose to the CATSA Committee to have this company / individual declared a donor or sponsor if this company / individual has not already made a monetary contribution. A majority vote of a quorum of the CATSA Committee is required to approve such an arrangement.