



Federation of Printing, Packaging,
Signage & Visual Communication

2022/23

SPONSORSHIP PACKAGES

What a time it has been! The past 2 years have upended so much for so many, and forced global reckonings with systems, processes and policies that too often let us down. So ... what now? Well, we'll tell you what?? Printing SA has been on a consistent drive to re-invent itself, in order to ensure that we have kept pace with latest developments in the industry, members needs, both locally and globally, embraced technology, in creating platforms that are more accessible for our members to benefit from the numerous services that we have added to our offering, redefined our culture — and together, we've envisioned a future we can build together.

We have created 25 events in 2022, a first for the federation as we aim to reignite, rebuild and revive the industry. It is said that dreams become reality when great potential finds the right partner. Printing SA would like to extend our deepest gratitude to our sponsors over the years for having supported the federation and the industry during these difficult times.

We trust you will once again answer the call to show your support for this industry and partner with us as we plan to ensure the long-term sustainability of this vibrant industry once more.

PLATINUM SPONSORS

FUJIFILM
Graphic Systems South Africa

 **KYOCERA**

MEDIA
PARTNERS

AFRICA PRINT 
WEBSITE FOR THE COMMERCIAL DIGITAL PRINT INDUSTRY
WWW.AFRICAPRINT.COM

 **MODERN
MARKETING**
BRANDING | PRODUCTS | TECHNOLOGY

SIGN AFRICA 
WEBSITE FOR THE VISUAL COMMUNICATION INDUSTRIES
WWW.SIGNAFRICA.COM

Contact Abisha Katerere, Marketing Manager at akaterere@printingsa.org or call 079 757 4795, visit Events Calender - Printing SA to see whats happening in your region and nationally.

SPONSORSHIP PACKAGES

All packages are currently available for a 12-month period from the date of sign up. Tailor-made packages are also available on request.

	PLATINUM				GOLD		SILVER	
	Sponsor Cost pm	Events	Qty p/a	Cost p/a	Qty p/a	Cost p/a	Qty p/a	Cost p/a
Events Presentation/ Live Demo slot	R5 500	31	20	R100 000	15	R75 000	10	R50 000
Events (advertising - Brochures, marketing). Sponsor to provide other marketing collateral.	R1 000	31	20	R20 000	10	R10 000	5	R5 000
Branding (Sponsor dedicated Banners for events). PSA to provide Sponsor Banner which includes all sponsors on a single banner	R500	31	1	R500	1	R500	1	R500
Golf Day 1 x 4 ball (4 people play for free)	R5 000	4	4	R20 000	2	R10 000	1	R5 000
Golf Day 1 x hole activation	R5 000	4	4	R20 000	2	R10 000	1	R5 000
Chamber Annual Gala Dinner 1 x Table of 10	R6 000	4	4	R24 000	1	R12 000	1	R6 000
PSA Annual Gala Dinner 1 x Table of 10	R6 000	1	1	R6 000	1	R6 000	0	R6 000
Annual PSA Conference 5 x Tickets	R1 750	1	1	R1 750	0	R0	0	R0
FESPA Global Print Expo Travel Flights + 3	R35 000	1	1	R35 000				
Annual Sponsorship Cost				R227 250		R113 500		R77 500

		Qty p/a	Cost pm	Qty p/a	Cost pm	Qty p/a	Cost pm
MEDIA EXPOSURE							
Facebook		60	R75 600	36	R45 360	24	R30 240
Instagram		24	R15 120	12	R7 560	12	R7 560
LinkedIn		12	R1 260	12	R1 260	6	R630
Mailer (Newsletters)		24	R13 440	24	R13 440	24	R13 440
Website Banner		12	R18 720	12	R18 720	12	R18 720
Added Value At No Cost		132	R124 140	84	R86 340	72	R70 590

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PAYMENT PLANS ARE AVAILABLE FOR THE ABOVE OPTIONS!!

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EVENT / OPPORTUNITY	QTY	MEDIUM	REACH (brand exposure)
Annual Dinner (Regional)	4	Website, social media, f2f, branding (wall & pull ups), invitations, flyers and AV	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 200
Annual Gala Dinner (National)	1	Website, social media, f2f, branding (wall & pull-ups), invitations, flyers and AV	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 350
Annual Conference	1	Website, social media, f2f, branding (wall & pull-ups), invitations, flyers and AV	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 100
Business Networking Forums (Regional)	4	Website, social media, f2f, branding (wall & pull-ups), invitations, flyers and AV	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 200
CEO Breakfast Networking Forum (Regional)	4	Website, social media, f2f, branding (wall & pull-ups), invitations, flyers and AV	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 200
Women in Print Luncheon (Regional)	1	Website, social media, f2f, branding (wall & pull-ups), invitations, flyers and AV	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 50
Expos	5	Website, social media, f2f, branding (wall & pull-ups), flyers, AV	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 14 000
Career Days (Regional)	4	Website, social media, f2f, branding (wall & pull ups), invitations, flyers and AV	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 2000
Plant Tours (National)	1	Website, social media, f2f, branding (wall & pull-ups), invitations, AV	Facebook - 62 501 LinkedIn - 2 466 Instagram - 2 479 E-Mailer - 1 978 Website - 1 300 Guests - 20

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