

CESA Consultants Relay

Walk, Cycle, Run

Kyalami Country Club, Midrand (Gauteng)

3rd September 2016

INTRODUCTION

CESA Relay gets bigger and better!

Consulting Engineers of South Africa, (CESA) the umbrella organization for consulting engineers in South Africa, with more than 540 member firms employing 22,000 professional and support staff, has for the past 30 years, staged the annual WalkCycleRun Relay – a fun sports day where staff from member firms compete against other member teams in fun events – cycling, running, walking, tug-of-war and volleyball.

The excitement and enthusiasm generated by this popular event has seen a steady increase in attendance with last year's event attracts more than 300 teams. Close on 3,000 competitors, family and friends attended last year's event, held at the Eagle Waters Resort, on the shores of Hartbeespoort Dam.

The event is run on a non-profit basis with costs being covered by entry fees from participating firms and sponsorship opportunities offered to interested companies. A portion of the entry fee is allocated to a donation for a worthy cause or charity to assist the disadvantaged within our communities.

A growing event

The success of the CESA Relay in Gauteng, whilst attracting teams from all over the country has spawned similar annual events in KwaZulu Natal (28 May 2016) and the Western Cape for member firms in those regions. The enthusiasm to participate has led the organizing committee to plan for a truly national event in the near future.

Invitations are also extended to other professionals operating in the built environment and development fields, including architects, quantity surveyors and project managers and this year an invitation has been extended to members of SAFCEC, the SA Federation of Civil Engineering Contractors, an organization with over 200 member firms, 67 of which are located in Gauteng.

Last year the initiative was taken to invite teams from universities with specialist faculties that promote engineering and built environment professionals. These young people will compete in a category specially created for the purpose (and to give the old timers a chance!) and can enter independently or be sponsored by a member firm or invitee.

The CESA Relay has developed a special significance amongst engineers and built environment professionals and expanding the event in the way described, can only be we believe, beneficial in fostering the development of this important sector of the South African professional community.



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SPONSORSHIP OPTIONS

The CESA Relay is the largest gathering of built environment & engineering professionals, including their families, and university graduates in the country, and a rare opportunity for sponsors to network with and expose their products and services to these predominantly “A” income individuals - many of whom are senior executives and significant local and international decision makers - all gathered in one place. With more and more local engineering consultants having international affiliations, the Relay has seen the attendance and participation of many overseas executives.

The following sponsorship packages provide a high degree of flexibility, combining a number of traditional, high visibility branding elements with added-value opportunities of local and international networking. A carnival atmosphere is the order of the day!

Platinum Sponsor: R200, 000.00 excl VAT

Promotional opportunities relating to the event – further benefits accrue from CESA affiliation:

- Joint branding with CESA at the event including start / finish, podium, plus electronic media, e-mail banners, website etc. and. promotional video plus all external publicity, press releases, TV and radio coverage where applicable.
- A free 12m x 6m tented hospitality stand in a prominent position.
- Linked to the CESA website and named as “Main Sponsor” on the site.
- Publicity during the event itself, including the option of alternately addressing participants with promotional ‘jingle’ for 1 minute every 30 minutes over the PA system.
- Prize provider opportunity.
- The opportunity to display flags and banners
- Branding of event programme flyers.
- Branding of team entry documents - tickets and permits, runners, walkers and cyclist vest numbers etc
- Logo displayed on Event DVD presented to each participating team, including a co-branding opportunity on the DVD title page, label, on the DVD title trailer and an acknowledgement of thanks at the end of the DVD.
- Executive exposure at prize giving, sharing the podium with CESA executives.
- Participation of two sponsor’s team per event.
- Conditional access to Relay database – names of competitors.

Gold Sponsor: R100 000.00 excl VAT

Promotional opportunities:

- A free 6m x 6m tented stand in a prominent position.
- Solo branding opportunities of main events – running, refreshment tables / watering points for 100% of facilities (sponsor to provide refreshments and branding.)
- Publicly thanked from the podium during either the Opening or Closing sessions.
- Linked to the CESA website and named as “Gold Sponsor” on the site.
- Publicity during the event itself, including the option of alternately addressing participants for 1 minute every 60 minutes over the PA system.
- Prize provider opportunity.
- The opportunity to brand display flags, banners on tented stand
- Logo displayed on Event DVD presented to each participating team, including a co-branding opportunity on the DVD title page, label, on the DVD title trailer and an acknowledgement of thanks at the end of the DVD.
- Participation of one sponsor’s team per event.

Silver Sponsor: R50 000.00 excl VAT

Promotional opportunities:

- Main sponsor for the Kiddies Playground - The opportunity to brand display flags, banners on tented stand in the Kiddies Playground.
- Publicly thanked from the podium during either the Opening or Closing sessions.
- Linked to the CESA website and named as "Silver Sponsor" on the site.
- Logo displayed on Event DVD presented to each participating team, including a co-branding opportunity on the DVD title page, label, on the DVD title trailer and an acknowledgement of thanks at the end of the DVD.
- Participation of one sponsor's team per event.

Entertainment Sponsor: R30 000.00 excl VAT

Promotional opportunities:

- Main sponsor for the Entertainment - The opportunity to brand the stage backdrop, display flags, banners.
- Publicly thanked from the podium during either the Opening or Closing sessions.
- Linked to the CESA website and named as "Silver Sponsor" on the site.
- Logo displayed on Event DVD presented to each participating team, including a co-branding opportunity on the DVD title page, label, on the DVD title trailer and an acknowledgement of thanks at the end of the DVD.

Major Trade Exhibitors: R20 000 excl VAT (Restricted to 10 participants only)

Limited opportunity to display appropriate goods and / or services aimed at a professional audience

Promotional opportunities:

- Free standing 6m x 6m tent in a prominent area.
- Hospitality opportunities - food and beverages can be sold by you from your stand at a reasonable price to the participants.
- Networking opportunities with participants.
- Display goods and / or services
- Logo displayed on podium backdrop.

Should you be interested in sponsoring any of the categories above, please contact:

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