



## SATC webinar sponsorship opportunities

### What is the SATC webinar series?

Since the main Southern African Transport Conference (SATC) event at the CSIR has been postponed to next year, a series of webinars will be hosted by SATC in June, August and October 2020.

Each webinar will have its own theme spanning different sectors of transport. The webinars will seek to unpack relevant insights and provide users with international and local context of the sector during Covid-19.

### Draft webinar programme

Speakers for each webinar will be confirmed in the next week, below is a draft programme.

Date	Proposed webinar theme
10 June 2020	The impact of Covid-19 on sustainable transport and mobility: lesson learnt so far.
August 2020	The economic impact of Covid-10 on the transport supply chain with a special focus on freight and logistics.
October 2020	Unpacking the impact of Covid-19 on public transport with a special focus on the aviation and rail sector.

### Why sponsor an SATC webinar?

- **Increase your brand awareness:** SATC reaches over 3 500 transport professionals active in South Africa. There will also be an active social media advertising campaign. By being part of this webinar series, you will be positioning your product or service directly in front of major transport players and influencers.
- **Position your brand:** you will be positioned alongside a brand that is well known and widely considered the premier transport conference in South Africa.
- **Be part of the conversation:** there is no doubt that since Covid-19, transport is in a state of flux and turmoil. Partnering with SATC in this webinar series allows your brand to be part of a relevant, meaningful conversation.

### **Who is our target audience?**

The webinars appeal to transport professionals, engineers, academics, young professionals and government-sector specialists.

### **How can you get involved?**

There are two sponsorship packages available to brands that want to be associated with SATC webinars:

#### **GOLD: headline sponsor of all three webinars**

- Sponsor logo and link are featured on SATC webinar registration page
- Sponsor logo positioned on SATC's website home page
- Sponsor logo positioned on social media coverage pages
- Sponsor logo on all email marketing material pre and post the webinar
- Sponsor logo appears on all marketing materials, including opening and closing slides of webinar presentations
- Inclusion of one slide in the webinar presentation with information about your organisation
- Sponsor logo on webinar presentation template
- Sponsors are recognised at the beginning and end of all webinars by the moderator, both in the live and on-demand versions
- Sponsors receive four posts on SATC's social media platforms
- Duration of branding exposure: three to four months

#### **Investment: R60 000 (ex VAT) for all three webinars**

#### **PARTNER: sponsorship of one webinar**

- Mention on SATC website page featuring the specific webinar
- Sponsor logo, positioned in second tier, on email marketing material
- Moderator recognition during the webinar
- Two posts on SATC social media platforms
- Duration of branding exposure: one to two months

#### **Investment: R10 000 (ex VAT) per webinar**

**If you are interested**, please contact Jacqui Oosthuyzen to book your package.  
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