

Appendix D

Advertising/Sponsorship options for Books for Africa 2006

Please note that these options serve to outline the possibilities available to your company to advertise/sponsor, using Books for Africa's platform of local Veterinary student delegates to your advantage. They should be used as guidelines, and should you have any alternate proposals/requests, please do not hesitate to advise me.

All Sponsors will have access to the detailed financial reports of Books for Africa and can enjoy the tax benefits associated with such a sponsorship (As under section 18 and 56 of the Income Tax Act).

Remember that every sponsor will be acknowledged on the webpage and we do plan to get as much exposure for the project as possible from the media-including TV/radio/newspapers, although nothing can be confirmed this far in advance.

Please refer to the attached itinerary in order to fully appreciate the context of the options below, and for any other proposals you may have/opportunities you may wish to discuss.

OPTION 1: Name (Sole sponsorship)

- eg. THE 'COMPANY NAME' BOOKS FOR AFRICA 2006
- Includes options 2 to 6 exclusively (No other sponsor will be accepted)
- **R100 000**

OR

- Options 2 to 6 not exclusively
- **R20 000**

OPTION 2: National Media Exposure

- Banner and Logos displayed with the handover of books and at campsites
- Photos and articles in publications
- Recognition of your sponsorship on the BOOKS FOR AFRICA website (www.ais.up.ac.za/vet/vbfa2006.htm) and a link to your company's website
- **R15 000**

OPTION 3: Clothing

- Sole clothing sponsorship with company logos
- Either products or cash
- Recognition of your sponsorship on the BOOKS FOR AFRICA website (www.ais.up.ac.za/vet/vbfa2006.htm) and a link to your company's website
- **R6000**

OPTION 4: Sticker/s and Advertising on vehicles

- **R2500** per body panel exclusively
- **R1000** per window exclusively
- **R500** per body panel
- **R200** per window

OPTION 5:

- Audiovisual advertisement throughout 5 weeks of project
- Recognition of your sponsorship on the BOOKS FOR AFRICA website (www.ais.up.ac.za/vet/vbfa2006.htm) and a link to your company's website
- **R5000**

OPTION 6:

- Your company will be acknowledged with the other sponsors in the project on the BOOKS FOR AFRICA website (www.ais.up.ac.za/vet/vbfa2006.htm) (no link)
- Any amount less than **R1000**