



# SMMME

## EMPOWERMENT SUMMIT

### 2025

Alexandra | Gauteng

11-12 September 2025 ATREC Sports Complex, East Bank, Alexandra

SPONSORSHIP PACKAGES



BLUEFLAME





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**Innovation +  
opportunity**  
*at every corner.*



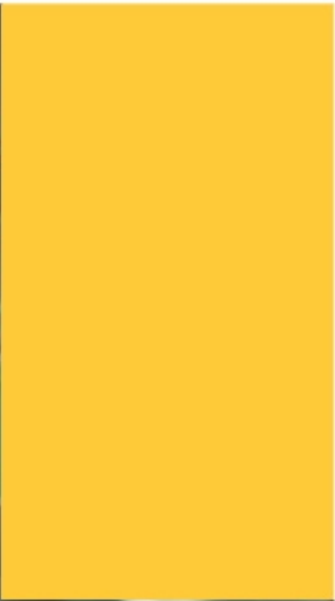
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# SMME Empowerment Summit - Alexandra

The **SMME Empowerment Summit - Alexandra (SESA)** is an initiative birthed by **The Transformation Firm (TTF)**, a South African-based consultancy, founded and managed by Ms. Matsie Mpshe. Who was born and bred in Alexandra township and envisioned this passion project as a way to give back to the community that nurtured her.

The core objective of **SESA**, is to **create a platform** where Small, Medium and Micro Enterprises, Local Government, private sector and corporate industry leaders, CEOs, the Innovation Hub, NGOs and business development support organisations, Small Business Development and Policymakers **to convene and engage on various ways, topics, strategies and alternative channels that could upstart, bolster and propel the Alexandra economy and the entrepreneurship space.**

TTF is well-positioned to host a truly transformational SMME Empowerment summit in Alexandra for the following reasons:

TTF is wholly owned and managed by black women entrepreneurs who understand the struggles of the black entrepreneur and are passionate about real and sustainable transformation.

From many years of experience in the Enterprise and Supplier development space, TTF has established that most black businesses fail due to limited business knowledge, lack of funding, lack of innovation, reliance on the 'inside-man' or an insider giving them information about what is required also known as 'tenderpreneurship'; as well as an inability to collaborate or create networks (individualism). To this end TTF's approach is to change mind-sets and introduce an entrepreneurship paradigm shift among SMMEs



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# ALEXANDRA TOWNSHIP

# Sponsorship Opportunities

## Sponsorship Packages



### Platinum Sponsor

# R550,000.00

Our **Platinum Sponsorship** Package is our most prestigious package. This package gives you an opportunity to deliver a keynote address and also participate in a panel or break-away session of your choice. This package will also qualify you for up to 20% discount on sponsorship fees for the next edition of this conference. With this kind of platform, you will be able to introduce your services to industry peers, clients and colleagues in the audience, giving you invaluable business opportunities.

### Return on sponsorship

- Recognition as **Platinum Sponsor** for this event
- Speaking Slot: Keynote & Panel: Opportunity to deliver a keynote address (up to 60-minutes presentation), and panel session slot.
- Customise and lead an exclusively branded session.
- Set up a vendor table to distribute your marketing material
- VIP Lounge Access: 10 Delegates.
- Prime brand promotion and advertising on various platforms.
- Media Coverage: Get special mention as a Platinum Sponsor in our press release and all social media Posts.
- Full-page advertising space in the programme booklet.
- Video promo during summit.
- Networking Access: Private Sponsor Roundtable.
- Prime Exhibition Space: Custom.
- Content Integration: Social media & program.



### Gold Sponsor

# R350,000.00

The **Gold Sponsorship** package gives you an opportunity to make a 30 minute poster presentation and also participate in a panel or break-away session of your choice. This package will also qualify you for up to 15% discount on sponsorship fees for the next edition of this conference. With this kind of platform, you will be able to introduce your services to industry peers, clients and colleagues in the audience, giving you invaluable business opportunities.

### Return on sponsorship

- Recognition as **Gold Sponsor** for this event.
- Speaking Slot: Opportunity to deliver a 30-minutes presentation and a panel session slot. Set up a vendor table to distribute your marketing material.
- VIP Lounge Access: 5 Delegates.
- Brand promotion and advertising on various platforms.
- Media Coverage: Get special mention as a Gold Sponsor in our press release and all social media posts.
- Half-page advertising space in the programme booklet.
- Logo display on digital screens during summit.
- Networking Access: Private sponsor roundtable.
- Exhibition Space: Custom.
- Content Integration: Social media & program.



## Silver Sponsor R250,000.00

The **Silver Sponsorship** Package comes with a speaking opportunity at the sponsored event. You will have an opportunity to make a 30-minute poster presentation. The topic of your presentation will be pre-discussed with the conference content-development team, and you will have an chance to engage directly with the audience in a Q&A segment just after your presentation.

### Return on sponsorship

- Recognition as a **Silver Sponsor** for this event.
- Speaking Slot: Opportunity to deliver a 30-minutes presentation and a panel session slot.
- Set up a vendor table to distribute your marketing material.
- VIP Lounge Access: 2 Delegates.
- Brand promotion and advertising on various platforms.
- Media Coverage: Get special mention as a **Silver Sponsor** in our press release and all social media posts.
- 1/3 - page advertising space in the programme booklet.
- Logo on the back cover of the programme booklet that will be distributed to all participants of this summit.
- Logo display on digital screens during summit.
- Exhibition Space: Standard.



## Bronze Sponsor R150,000.00

The **Bronze Sponsorship** Package comes with speaking opportunity at the sponsored event. You will have an opportunity to participate in a panel session where you will have time to address the audience and share your professional perspective on the topic stipulated for that particular session. The sponsorship benefits for this package are designed in a way that you will be able to enjoy customised brand promotion and exposure, with much sought-after networking opportunities.

### Return on sponsorship

- Recognition as a **Bronze Sponsor** for this event.
- Set up a vendor table to distribute your marketing material.
- Brand promotion and advertising on various platforms.
- Media Coverage: Get special mention as a Bronze Sponsor in our press release and all social media posts.
- 1/4 - page banner \_ advertising space in the programme booklet.
- Logo on the back cover of the programme booklet that will be distributed to all participants of this summit.
- Logo display on digital screens during summit.
- Exhibition Space: Standard.



## Catering Sponsor

If you are looking for exclusive branding, sponsoring catering at this event is one of the best ways to achieve exactly that. As a catering sponsor, you will be entitled to having only your branding visible during catering, at the catering venue; this includes pull-up banners as well as branding on the digital screens. In this way, you will have an enviable opportunity to make your company the center of attention and to use creative ways and engaging strategies to communicate your brand during the lunch break.

### Return on sponsorship

- Recognition as a **Catering Sponsor** for this event.
- Set up a vendor table to distribute your marketing material.
- Brand promotion and advertising on various platforms.
- Media Coverage: Get special mention as a catering sponsor in our press release and all social media posts.
- Logo display on digital screens during summit.



## In-kind Sponsor

If you are looking for exclusive branding, sponsoring In-kind at this event is one of the best ways to achieve exactly that. As an In-kind sponsor, you will be entitled to having your branding visible on the summit collateral; this includes the media-backdrop, brochure, banners as well as branding on the digital screens.

### Return on sponsorship

- Recognition as a **In-kind Sponsor** for this event.
- Set up a vendor table to distribute your marketing material.
- Brand promotion and advertising on various platforms.
- Media Coverage: Get special mention as a In-kind Sponsor in our press release and all social media posts.
- Logo display on digital screens during summit.



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