



NAMING SPONSOR



AFRICA'S LEADING
MARKETING CONFERENCE

*“Africa’s most prestigious
marketing conference”*

Daily Maverick

RELEVANCE.

**MARKETING’S
BIG ASK.**

**Nedbank IMC.
29 July 2022**

Align your brand with Africa’s
foremost marketing conference

2022’s Most Relevant Investment

One Day Virtual Event

VISIT OUR
WEBSITE

Limited Sponsorships Available.

Since inception in 2019, the **Nedbank IMC** has become Africa's foremost marketing conference.

'Fantastic, flawless
and world class
event'
Marketing Association
of South Africa
(MASA)

We are determined to secure marketing's place at the Boardroom table and constantly promote the business case for marketing. We believe that **MARKETING IS BUSINESS™**.

Our 2021 conference, themed **Marketing. The Movie** enjoyed over **1300** virtual delegates, from **14 countries**.

Our format is no-nonsense 15-minute presentations (with some exceptions). No sales pitches.

We are presented in association with the **Marketing Association of South Africa** (MASA) and attendance secures CPD (continuous professional development) points for chartered marketers. The conference is also endorsed by the **IAB SA** and we actively support other industry associations and bodies.

IMC in association with MASA



Endorsed by



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R1999.00 Excl. VAT.
(US\$125 | £90)

The Nedbank IMC Conference 2022

We have become known for our innovative one-day format and leading global and local thought leaders. Our **SPEAKER ALUMNI** constitutes Africa's most exclusive marketing club.

'A very necessary platform for marketing in Africa today'

Pepe Marais –
Founding Partner,
Joe Public United



Please see our former speakers here.

Click here to view our
SPEAKER ALUMNI.



**SPEAKER
ALUMNI**
MARKETING'S MOST EXCLUSIVE CLUB

Our **2022 speakers** will be no exception. We are busy securing the most relevant line-up of top local and global thought leaders.

The format will be *'investigative news'*. In keeping with this theme our MC, or *'news anchor'*, is well-known investigative journalist and presenter **Gugu Mfuphi**. Her industry expert 'co-host' for the day will be **Xolisa Dyeshana**, Group ECD Joe Public.



Conference MC:
Gugulethu Mfuphi



Co-host: Xolisa
Dyeshana, Group
Creative Director,
Joe Public



Co-host:
Preetesh Sewraj,
CEO: The Loeries

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The Nedbank IMC Conference 2022

WHY BECOME A SPONSOR?

- Attendance by most of South Africa's **leading brands**.
- More than **2000** paying delegates anticipated for the 2022 conference.
- **Innovative agenda** and highly rated virtual platform.
- Rated **Excellent** or **Very Good** in every category by 2021 conference delegates.
- Measurable **AVE**.
- Carefully curated and constantly updated database of **10k marketers**.
- **More CMO's** and other senior marketers/advertisers attend this conference than any other in South Africa.
- **70%** corporate. **30%** agency.
- **Nedbank** support and corroboration.
- Intense and innovative **six-month** marketing campaign leading up to the event.
- Rated by UK based **BC Media** as best marketing conference in Africa.
- **Youth upliftment programme** in place, including two bursaries each year.
- We proudly partner with South Africa's key **marketing publications**.

'This conference is great. Love the format and quality provided'

Suhana Gordhan –
Executive Creative
Director, Duke



**MARKETING
RELEVANCE.**
Unpacked & Interrogated

In proud partnership with



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The Nedbank IMC Conference 2022

MARKETING CAMPAIGN

Our marketing campaign incorporates, but is not limited to, direct mail, social media, PR and advertising. We are proud of our media partnerships and in 2021 we accrued over **R7m** in AVE from our PR drive (as measured by Newsclilp*).

'Amazing as always. So slick, so strategic, so well done on all levels'

**Ilse Blank –
Managing Partner,
Melagrana**



Social media generated **R46m** positive AVE (as measured by amaSocial*) with a total of **2560 posts**. Since inception, the conference has trended on social media in South Africa on the day.

* **Reports available where relevant.**

Thought leadership drives everything we do and our conference papers are always highly anticipated after the event and distributed to our databases and shared on social media.

We are also known for our thought pieces on important industry issues.

Measuring the business of marketing	Measuring the value of social media	Marketing. The Movie, livestreams to critical acclaim, wow's Africa's marketers	Marketing in a time of crisis	Measuring the business of marketing
Marketers should interrogate who their conscious consumers really are	The perils and power of influencer marketing	Beyond stereotype to the invisible conscious consumer	Dale Hefer - Entrepreneur and leader extraordinaire	20 marketing thought leaders get naked at the 2019 Nedbank IMC Conference



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LET'S GET RELEVANT

We don't do the 'gold/silver cut n' paste' packages. We prefer to work with you in developing opportunities that tie into our theme and that are most relevant to your clients. Let's do something different together!

Have a look at the options available on the following pages to see if any strike a note with you. If not, let's get relevant!

We will also consider any appropriate trade exchanges such as prizes.

Dale

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or

Brandon

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'The highlight of
South Africa's
marketing industry'

Andrea Quaye –
Senior Director, Global
Category Lead,
Coffee



RELEVANCE.
**MARKETING'S
TRUE NORTH.**

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SPONSORSHIP OPPORTUNITIES

Opportunity	Investment	Benefit/ROI
<p>The Starting Point. REGISTRATION PARTNER</p> <p>TAKEN</p>	R50 000.00	<ul style="list-style-type: none"> • Exclusive logo placement in the body of all registration mails that go to the estimated 2000 delegates (example available). Each delegate will receive a minimum of three E-mails with registration/logon details. • Company logo on Nedbank IMC website sponsor page. • Company logo on all conference e-mailers. • 20 complimentary tickets to the conference. • Company logo together with other sponsors shown intermittently during conference day, including on break exit and return screens.
<p>The Relevance Read. CONFERENCE WHITE PAPER</p> <p>TAKEN</p>	R60 000.00	<ul style="list-style-type: none"> • Exclusive branding of the conference paper (together with the Nedbank IMC) written by Dr Caitlin Ferreira. • Opportunity to write a personalised 200-word introduction on the paper (to be approved by the Nedbank IMC). • White paper shared on website homepage for two years. • White paper shared to IMC database of 10k marketers. • Press release on the paper written and distributed by the IMC to all media partners and media at large (anticipated AVE of R250 000). • Conference paper shared on Nedbank IMC social media platforms including R5k advertising spend. • Company logo on Nedbank IMC website. • Company logo on all conference e-mailers. • Logo together with other sponsors shown intermittently during the day. • Ten complimentary tickets to the conference. <p><i>*See the 2020 and 2021 papers here: www.imcconference.com</i></p>

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SPONSORSHIP OPPORTUNITIES (CONTINUED)

Opportunity	Investment	Benefit/ROI
<p>TAKEN</p> <p>The Woke Up Call YOUTH 1000</p>	<p>R200 000.00</p>	<ul style="list-style-type: none"> • In partnership with the Marketing Association of South Africa (MASA), the Nedbank IMC is providing FREE tickets to 1000 final year (NQ7) students in tertiary institutions across the country. This will be based on a first come, first served basis. • Your logo on the communication (from MASA) to the relevant student facilitators explaining this opportunity. • Your company will also be thanked in the body copy of this communique. • A personalised E-mail with your logo and a message to each of the 1000 students welcoming them in advance of the conference. • A dedicated acknowledgement from the MC during the conference opening, with your logo on screen as she does. This will also be commented on by co-host Xolisa Dyeshana as the incredible initiative that it is. • A dedicated press release including comment from your company spokesperson. Distributed to all IMC Media partners and the media at large (Anticipated AVE not less than R250 000). • Radio interview on 702 or Power FM. • Two social media posts on IMC and Nedbank social media channels in advance of the conference including R5000 exposure spend tailored to your required sector. • Dedicated post to IMC and Nedbank Social Media channels on the day of the conference. • Your logo on the Nedbank IMC HOMEPAGE with an acknowledgment: In proud partnership with (YOUR COMPANY NAME). Giving the youth relevance. • Sharing the story as the opening story of an E-mail to our database of 10k marketers. • Your logo to appear in all Nedbank IMC E-mailers. • 25 complimentary tickets to the conference. • Acknowledgement by Nedbank IMC CEO, Dale Hefer, in conference closing. • A personalised E-mail to the 1000 students after the conference. • A dedicated #youth1000 (COMPANY NAME) shared on all social media posts.

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SPONSORSHIP OPPORTUNITIES (CONTINUED)

Opportunity	Investment	Benefit/ROI
<p>Advertising gets Real COMMERCIAL BREAK</p> <p>TAKEN</p>	R70 000.00	<p>In keeping with the 'investigative news' approach of the conference, the 'Anchor' (MC) will announce the commercial breaks (tea x 2 plus lunch). 'Brought to you by (YOUR COMPANY NAME) and 'Thank you to (YOUR COMPANY NAME) on return.</p> <p>During these breaks award winning advertisements – current and going back in time – will be played.</p> <ul style="list-style-type: none"> • Your logo will be superimposed on the bottom left of the screen for the full duration of the lunch and tea breaks (as the ads play). • Company logo on Nedbank IMC website. • Company logo on all conference e-mailers. • Logo together with other sponsors shown intermittently during the day. • Ten complimentary tickets to the conference.
<p>MASA/IMC CEO Inside Story</p>	<p>For discussion – we would like to build this with you.</p>	<p>This is not a conference specific sponsorship but an ongoing initiative.</p> <p>In partnership with MASA, a monthly thought leadership gathering will take place with top CMO's. All MASA members will be invited as these sessions will qualify for CPD points for chartered marketers. The sessions will also be promoted via the IMC database and other channels.</p>
 	<p>For discussion – we would like to build this with you.</p>	<p>Former IMC speakers represent leading thought leaders from Africa and beyond.</p> <p>VIEW HERE</p> <p>We would like to tap into this pool of talent to generate comment and to also provide special offers to these leaders. Your brand would be gaining direct exposure to the top marketing leaders.</p>

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RELEVANCE.

29 JULY 2022

Contact us

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AVAILABLE**