



IMC
Africa's Biggest
Marketing Conference

NAMING SPONSOR

LIMITED PACKAGES AVAILABLE

SPONSOR AFRICA'S BIGGEST MARKETING CONFERENCE.

Marketing is Business®

**ALIGN YOUR BRAND
WITH AFRICA'S
BIGGEST MARKETING
CONFERENCE.**



IN-PERSON (JOHANNESBURG) AND ONLINE

18 SEPTEMBER 2025 | Mosaïek Teatro, 1 Danielle Street, Fairland 

WHY SPONSOR AFRICA'S TOP MARKETING CONFERENCE?

IF YOU SPONSOR ONE MARKETING EVENT IN THE YEAR, IT SHOULD BE THIS ONE!

At Africa's biggest marketing conference over **2000 communicators** gather each year to be motivated and inspired.

One day. One hard-hitting agenda. 20+ local and international innovators sharing how marketing drives business growth.



Since launch in 2019, the Nedbank IMC has become Africa's biggest marketing conference. This conference is aimed at anyone in the business of communication, and is attended by more CMOs, Agency leaders, industry influencers and senior marketing students than any other event on the continent. There are no sales pitches, presentations are short and the content is relevant to all disciplines, designations and levels within the industry.

OUR IN-PERSON EVENT WAS SOLD OUT FOUR MONTHS IN ADVANCE IN 2024!



NEDBANK IMC 2024 HIGHLIGHTS



In-person event
(820 delegates)
SOLD OUT four
months in advance.

Confirmed as the
BIGGEST marketing
conference in Africa
(2208 delegates).

DEDICATED and
INNOVATIVE marketing
drive commencing 8
months in advance.

TWO bursaries
awarded (in partnership
with R&Y). **12** awarded
since inception.

400+ marketing
students granted
online access.

**MTN Pulse youth
challenge** successfully
launched.



NEDBANK IMC 2024 HIGHLIGHTS

Measured AVE of **R35m plus** estimated **R8m+** estimated AVE for LinkedIn.*

Over **800k** social media impressions.*

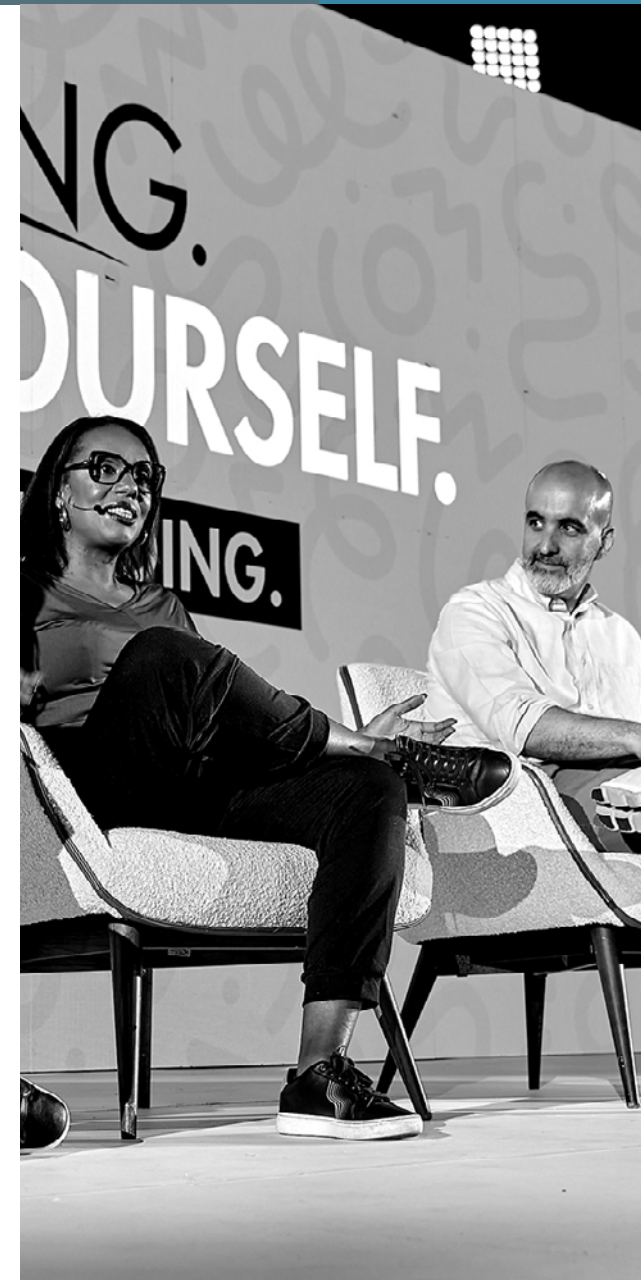
Over **8k** social media engagements.*

Over **40k** page views on Event App.*

Over **3500** personalised WhatsApp messages sent with a **80% read rate**.*

92 000 personalised e-mails sent (**22 Campaigns**) with click rate of **50.1%**. **0.2%** unsubscribe rate.*

**Report Available on Request*



NEDBANK IMC 2024 HIGHLIGHTS



Online gamification campaign with Hailr securing 5 335 entries and 529 prizes awarded.*

98% survey respondents agreed that conference lived up to or exceeded expectations.*

Outside broadcast from venue by 702.

Media Centre including Style ID podcast, Bizcommunity and CMO Corner.

One Day. 20+ Speakers including 5 international speakers.

Participation by Africa's top brands.*

**Report Available on Request*



NEDBANK IMC 2024 HIGHLIGHTS

All sponsorships
sold out a month in
advance.

More CMOs/Agency
leaders attended than
any other event
in Africa.*

Presented in association
with or endorsed by
key industry bodies.

18 CPD points
awarded by MASA
for attendance.

Conference white
paper created in
partnership with
Meltwater, written by
top R&Y academics.

Hands on management
team, including IMC
CEO Dale Hefer.

**Report Available on Request*



NEDBANK IMC 2025 CONFERENCE THEME

Marketing is Business®

BUSINESS IS MARKETING

With a R40b spend in Media and Advertising in South Africa for 2024, marketing is the driving force of our economy. Only marketers have the power to really drive GDP growth through the effective driving of the brands that control this spend.

Our mission is to constantly prove the business case for marketing. To demonstrate the critical role marketing plays in the economy. To provide the platform to showcase and share the combined knowledge of our industry, and to share a wealth of insights for marketers to keep marketing at the heart of business growth!

The learnings and networking from this day will ensure a definite ROI on sponsorship!



DOUG PLACE

Nando's Head of Strategy.
Nedbank IMC 2023.

*"Nothing drives the economy
more than marketers today"*



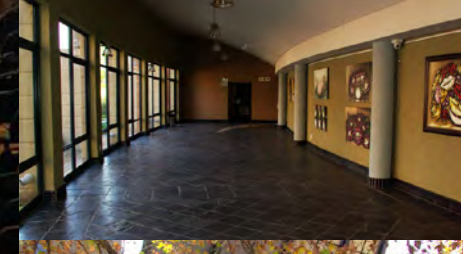
VENUE

We endeavour to find interesting venues and avoid the expected. Historically our in-person event has always been sold out months in advance. This year we have secured a bigger venue and will be aiming for up to 2000 in-person delegates.



1 Danielle Street, Fairland, Randburg, 2030

(Click here for more details about the venue)




TOP THOUGHT LEADERS GET DOWN TO BUSINESS


This conference is renowned for its carefully selected speakers, ranging from local and global industry legends to unexpected voices ensuring a diverse array of perspectives. As we research our speaker line-up to ensure the day delivers real ROI, we are proud to welcome our confirmed speakers.

IMC
INTEGRATED
MARKETING COUNCIL
SPEAKER ALUMNI



DONOVAN GOLIATH
Comedian, Content Creator and Former Adman.
Your host for the day.




INTERNATIONAL KEYNOTE
 **TAHAAB RAIS**
Group Chief Strategy Officer & Film Director, Publicis Groupe.
Topic to be confirmed.



INTERNATIONAL KEYNOTE
 **ZUBAIR TIMOL**
Partner and Global Vice President, Culture at Meltwater.
Topic to be confirmed.



INTERNATIONAL KEYNOTE
 **DR. GILLIAN HAMMAH**
Group Chief Marketing Officer, Aya Data.
People or AI? The business decision facing marketers today.



JASON QUINN
Chief Executive: Nedbank Group Limited.
What every CEO wants from marketing but is too polite to ask.



VAUGHAN CROESER
Vice President, Marketing: The South African Breweries (AblnBev).
Topic to be confirmed.



YOUTH PANEL
 **KHENSANI NOBANDA**
Group Executive: Group Marketing and Corporate Affairs.
Facilitator: Appreciating Assets. Our rising stars speak out.



YOUTH PANEL
 **THREE STUDENT LEADERS**
To be confirmed.
Facilitator: Appreciating Assets. Our rising stars speak out.



TOP THOUGHT LEADERS GET DOWN TO BUSINESS



TEN-MINUTE MOTIVATION



MAJOR MANDISA MFEKA

Combat Streamed Pilot.

Breaking Barriers and Dealing with Pressure.



TEN-MINUTE MOTIVATION



WELCOME WITBOOI

Inspirational Speaker.

From Breaking Bad to Business Grad.



NOMSA CHABELI

Group Chief Executive Officer of the SABC.

Topic to be confirmed.



REA LEOPENG

Wellness Expert/Yoga Teacher.

Bend your body. Stretch your profits. Five-Minute in your seat Stretch.



RYAN SAUER

CEO Redwood Analytics.

Data-driven Decisions for Business Growth.



DEAN OELSCHIG

Founder and Managing Partner of Halo.

Topic to be confirmed.



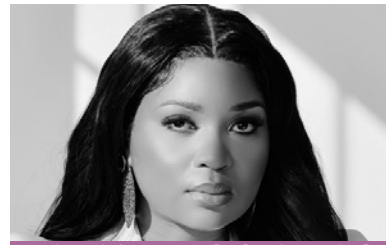
REALTIME VIDEO CHALLENGE



DARREN MORRIS

Founder and Chief Executive Officer of Lucky Hustle.

Role: Video Creator in Chief.



REALTIME VIDEO CHALLENGE



MBALENHLE BHENGU (MBA)

Entrepreneur and Marketing Lecturer.

Role: Influencer.



DALE HEFER

IMC CEO.

It's all in the mind! The Business Mindset.



AGENDA

Marketing is Business®. Bottom line.

Our hard-hitting agenda of local and international thought leaders will do a deep dive into the business of marketing, and how to ensure it delivers.

As we research the best and most relevant content for you, these are some of the topics on the table:



- **Marketing is Business.** Or is it?
- **The industry that drives the nation.** Marketing in South Africa.
- **Return on Ideas.** The IP of creativity and how to value it.
- **The business mindset.** A marketing imperative.
- **Let's talk business.** What is the budget?
- **Personalisation for Profit.** Creating unique customer experiences.
- Five-minute **'Boardroom Challenges'**
 - The lingo that all marketers should know.
 - Moving marketing from expense to balance sheet.
 - The C-Suite sweet spot.
- **Above the line. Below the line. The Bottom line.** A media strategy that delivers.
- **The real value** of video.
- **Business is Marketing.** Two ten-minute case studies demonstrating how marketing concepts launched a business.
- What the **CFO wants to know** but is too polite to ask.
- The business of **B2B.**
- **AI for business growth.**
- **HeartSpeak™.** Vernacular advertising that translates into profit.
- **Appreciating assets.** Nurturing the youth.
- **You (Pty) Ltd.** The business that is your personal brand.

THE BEST INVESTMENT IN TOWN. BOTTOM LINE.



OUR SPONSORS RETURN BECAUSE THEY GET RETURN

As a conference that believes **Marketing is Business®**, we understand that ROI sits at the heart of your investment. When your brand partners with Africa's biggest marketing conference, we strive to develop a unique opportunity tailored to your needs. That we can measure.

We are working on some packages as a guideline, but prefer to work with you to develop a customised package specific to you! Please contact our sponsorship lead, Tania Savage to discuss how we can deliver for you.



WHAT OUR SPONSORS HAD TO SAY

“An incredible partnership.”

Khensani Nobanda, Group Executive Marketing and Corporate Affairs, Nedbank



“The event was amazing! Can’t wait for 2025.”

Melisa Grundlingh, Chief Marketing Officer, BCX



“Thank you for a wonderful event yesterday, highly impactful, Shamandu is grateful for being a part of the day and your support throughout was spectacular. Couldn’t thank you enough.”

Dominic Billy, Director Operations, Shamandu



“We loved being a part of the big day – and look forward to being part of the 2025 conference.”

Darren Morris, Chief Executive Officer, Lucky Hustle



“The Nedbank IMC Conference activation was a hit! It’s sparked ideas about potential collaborations that could take things to the next level.”

Tami Ruschin, Marketing Director, Style ID Africa



“Thank you so much! Well done Congratulations on this amazing property.”

Keitumetse Langa, Senior Manager – Consumer Residential & GTM Operations, MTN Pulse



“Congratulations to everyone involved! IMC Team you are simply amazing!”

Maxine Davy, Marketing Manager, Red and Yellow Creative School of Business



“A great event!”

Gillian Kombora, Head of Digital Marketing, The Capital



PACKAGES

We don't believe in the 'gold, silver cut and paste' sponsorship structure. We prefer to work with our clients to develop specific opportunities that address their requirements. This is some of our thinking for packages! Like any good business deal we like to ensure you get specifically what you are looking for.

If there is nothing that stands out for you here, let's chat to see what we can create for you.

NEW: WATCH THIS SPACE FOR MORE INFO ON THE IMC YOUTH CONFERENCE! DETAILS TO FOLLOW.

Package	Investment Excl. VAT	Value (Exclusive branding means sole branding together with the Nedbank IMC brand).
<p>IN-PERSON REGISTRATION PARTNER (EXCLUSIVE)</p>	<p>R200 000.00 (Value R399 000.00)</p> <p>(Total value cost breakdown available on request). Including production of the name tags. Excluding the production of other branding.</p>	<ul style="list-style-type: none"> ✓ Your logo exclusively on the 1500 - 2000 in-person name tags. Cost includes the name tags. ✓ Your logo exclusively on the App login page for all attending delegates. ✓ Exclusive branding of the registration area. This includes a minimum of ten registration counters each manned by two people. Excludes the counter branding. ✓ "With thanks to our registration partner" plus your logo on all registration mailers to our in-person delegates (each delegate will receive not less than 3 personalised mails). ✓ The opportunity to include a branded gift in the goodie bag (2000 gifts required). ✓ 10 in-person tickets. ✓ 40 virtual tickets. ✓ Your logo on the home page of our website. ✓ Your logo in the sponsor section of all our mailers to our database of 12k marketers. ✓ Your logo up on screen with a thanks from the IMC CEO in her opening. ✓ Your logo shown intermittently on the day together with other sponsor logos. ✓ Online exhibition space on the event app.



PACKAGES

Package	Investment Excl. VAT	Value (Exclusive branding means sole branding together with the Nedbank IMC brand).
<p>WHITE PAPER (EXCLUSIVE)</p>	<p>R120 000.00 (Value R600 000.00)</p> <p>(Total value cost breakdown available on request.)</p> <p>Including all design and writing.</p>	<ul style="list-style-type: none"> ✓ Exclusive branding of the Nedbank IMC 2025 white paper written by top academics from Red & Yellow. ✓ A 200-word introduction by brand representative of your choice. This may include a video. ✓ White paper sits on the Nedbank IMC home page for two years www.imconference.com ✓ White paper is shared on all IMC social media platforms including R5000 ad spend. ✓ White paper is shared on Nedbank social media platforms. ✓ White paper is shared on Red&Yellow social media platforms AND newsletter. ✓ White paper is shared in a press release to the IMC media partners with a quote from your brand representative (AVE of R200k). ✓ White paper is shared in a mail to our full database of 12k marketers. ✓ Your logo on the home page of our website. ✓ Online exhibition space on the event app. ✓ Your logo in the sponsor section of all our mailers to our database of 10k marketers. ✓ Your logo up on screen with a thanks from the IMC CEO in her opening. ✓ 4 tickets to the in-person event. ✓ 20 tickets to the online event. ✓ Your logo shown intermittently on the day together with other sponsor logos. ✓ You may share the white paper on your own platforms/channels.

TAKEN

PACKAGES

Package	Investment Excl. VAT	Value (Exclusive branding means sole branding together with the Nedbank IMC brand).
360° CAPTURE CORNER (EXCLUSIVE)	R55 000.00 (Value R147 190.00) (Total value cost breakdown available on request).	<ul style="list-style-type: none"> ✓ 3m x 3m area for you to brand alongside Nedbank/IMC. Please see details below. ✓ Your logo alongside Nedbank/IMC on all selfies taken and shared on the day. ✓ 4 tickets to the in-person conference. ✓ 10 tickets to the online conference. ✓ Your logo on the home page of our website. ✓ Your logo in the sponsor section of all our mailers to our database of 12k marketers. ✓ Your logo shown intermittently on digital displays throughout the day. ✓ Prime positioning of the photobooth. ✓ Online exhibition space on the event app. ✓ We encourage you to create a prop box highlighting your brand. This could include glasses, hashtag signs, hats, etc.

The 360° Capture Corner will be strategically positioned just outside the venue entrance, right next to the bustling registration area. This prime location ensures that every attendee will have the chance to capture and share their excitement as soon as they arrive.

INCLUDED IN YOUR 360 SPIN ORBIT CORNER:

- ✓ Custom video template / overlay design : shared branding with Nedbank/IMC.
- ✓ SMS and Email sharing – delegates receive their video immediately via SMS or Email download link.
- ✓ Custom microsite for event.
- ✓ 360 Spin videos and boomerang GIFs.
- ✓ Friendly attendant to set up and assist.
- ✓ Download link to all videos on the day.
- ✓ Stanchions.
- ✓ LED Lights.



PACKAGES

Package	Investment Excl. VAT	Value (Exclusive branding means sole branding together with the Nedbank IMC brand).
BUSINESS CENTRE ONSITE LOUNGE WITH CONFERENCE LIVE STREAM (EXCLUSIVE)	R80 000.00 (Value R337 000,00+) (Total value cost breakdown available on request).	<ul style="list-style-type: none"> ✓ Exclusive branding of the conference business Centre (alongside Nedbank / IMC branding), with a theme relevant to the conference and your brand – Marketing is Business®. ✓ Your logo together with other event sponsors on the landing page of the Nedbank IMC Conference website. ✓ Your logo in the sponsor section of all our mailers to our database of 12k marketers. ✓ Your logo shown intermittently on the day together with the other sponsor logos. ✓ 4 tickets to the in-person event. ✓ 20 tickets to the online event. ✓ Activations welcomed and encouraged in your sponsorship area.. ✓ Online exhibition space on the event app. ✓ Your logo on screen with thanks from the IMC CEO in her opening. ✓ Your logo displayed intermittently throughout the day on all digital displays.

Marketing is Business and we know how busy marketers are. The Business Centre offers a seamless environment for conference goers to catch up on work, make important calls, and stay connected—all while staying immersed in the conference action through live streaming.

Package does not include branding costs.





PACKAGES

Package	Investment Excl. VAT	Value (Exclusive branding means sole branding together with the Nedbank IMC brand).
<p>COFFEE PARTNER 4 DOUBLE STATIONS AVAILABLE</p>	<p>R35 000.00 PER DOUBLE STATION OR R120 000.00 FOR ALL FOUR. (Value R294 785.00) (Total value cost breakdown available on request). Excludes all branding costs.</p>	<ul style="list-style-type: none"> ✓ All costs of the stations including 4 barristers per double station. Excludes all branding. Lots of exciting activation partners! ✓ 2 tickets to the in-person conference (per double station). ✓ 1 non plenary ticket to promoter (per double station). ✓ 10 online tickets (per double station). ✓ Your logo on the home page of our website. ✓ Your logo in in the sponsor section of all our mailers to our database of 12k marketers. ✓ Your logo shown intermittently on the day together with other sponsor logos. ✓ Online exhibition space on the event app.
<p>MEDIA CENTRE (EXCLUSIVE)</p> <p>The media centre is the hub where all outside broadcasters, videographers, photographers etc gather. The media centre is in close proximity to the Business Centre as there is strong interaction between the two.</p>	<p>R80 000.00 (Value R337 000.00) (Total value cost breakdown available on request). Excludes all branding costs.</p>	<ul style="list-style-type: none"> ✓ Exclusive branding of the media centre with a theme relevant to the conference theme and your brand. Marketing is Business®. ✓ Your brand up on screen and mentioned by the IMC CEO in her opening. ✓ 4 tickets to attend the in-person conference. ✓ 20 tickets to attend the online conference. ✓ Your logo on the home page of our website. ✓ Your logo in the sponsor section of all our mailers to our database of 12k marketers. ✓ Online exhibition space on the event app. ✓ Activations welcomed and encouraged in your sponsorship area. ✓ The Nedbank IMC Conference Media Centre is home to CMO Corner Podcast, Bizcommunity, Radio Partner, and our other Media Partners on the day. It's a hub of buzz and excitement.

TAKEN

PACKAGES

Package	Investment Excl. VAT	Value (Exclusive branding means sole branding together with the Nedbank IMC brand).
<p>SHADY DEAL (EXCLUSIVE)</p>	<p>R80 000.00 (Value R182 500.00)</p> <p>(Total value cost breakdown available on request).</p> <p>Umbrellas not included and are subject to design approval from the IMC.</p>	<ul style="list-style-type: none"> ✓ Provide all the branded umbrellas at the in-person event. ✓ Exclusive umbrella branding of the entire outside area. Space for 20+ umbrellas. ✓ 4 tickets to the in-person event. ✓ 10 tickets to the online event. ✓ Your logo on the home page of our website. ✓ Your logo on the sponsor section of all our mailers to our database of 12k marketers. ✓ Your logo up on screen with a general thanks to our sponsors from the IMC CEO in her opening. ✓ Your logo shown intermittently on the day together with other sponsor logos. ✓ Online exhibition space on the event app. <div style="display: flex; justify-content: space-around;">   </div>



PACKAGES

Package	Investment Excl. VAT	Value (Exclusive branding means sole branding together with the Nedbank IMC brand).
GOODIE BAG (EXCLUSIVE BAG BRANDING)	R50 000.00 (Value R106 990.00) (Total value cost breakdown available on request). Excluding the cost of the bags.	<ul style="list-style-type: none"> ✓ Exclusive branding of 2000 goodie bags. ✓ The opportunity to include a gift. We highly recommend you do. ✓ 2 tickets to attend the in-person conference. ✓ 10 tickets to attend the online conference. ✓ Your logo on the home page of our website. ✓ Your logo in the sponsor section of all our mailers to our database of 12k marketers. ✓ Online exhibition space on the event app.
GOODIE BAG GIFT	R0,00 (Value Priceless)	<ul style="list-style-type: none"> ✓ If you have 2000 promotional gifts, please talk to us. We could include these at no charge if they are relevant. ✓ 1 ticket to attend the in-person conference. ✓ 5 tickets to attend the online conference. ✓ Your logo on the home page of our website. ✓ Your logo in the sponsor section of all our mailers to our database of 12k marketers. ✓ Online exhibition space on the event app. ✓ Gift to be approved by the Nedbank IMC Sponsorship Committee.



PACKAGES

Package	Investment Excl. VAT	Value (Exclusive branding means sole branding together with the Nedbank IMC brand).
<p>EXHIBITOR STAND (5 AVAILABLE)</p>	<p>R40 000.00 (Value R116 990.00)</p> <p>(Total value cost breakdown available on request).</p> <p>A 3m x 3m area where you can showcase your brand and demonstrate how your offering meets marketing.</p> <p>Very limited space available. First come first served.</p>	<ul style="list-style-type: none"> ✓ 3m x 3m area for you to brand as you like. ✓ Activations welcomed and encouraged. ✓ 4 tickets to the in-person conference. ✓ 10 tickets to the online conference. ✓ Your logo on the home page of our website. ✓ Your logo in the sponsor section of all our mailers to our database of 12k marketers. ✓ Online exhibition space on the event app. ✓ Scanner for scanning in delegate details from their name tags. ✓ Includes a table, chair and plug point if required.

TAKEN



Thank-You.

www.imconference.com

Our sponsorship experts are keen **talk business** by finding the **ideal partnership opportunity** for your brand!

TANIA SAVAGE

Sponsorship Lead

tania@imconference.com

LIESE PAGE

Delegate Sales Manager/Account Manager

liese@imconference.com

DALE HEFER

Chief Executive Officer

dale@imconference.com

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NAMING SPONSOR

