

Bringing  
**Accounting**  
to life



The South African Institute of Professional Accountants isn't just about the title, it's about using 35 years of experience to make meaningful contributions to your accounting career.

# SAIPA TOP ACHIEVERS AWARDS: SPONSORSHIP PROSPECTUS



# ABOUT SAIPA

The South African Institute of Professional Accountants (SAIPA) is one of the leading accountancy Institutes representing every suitably qualified Professional Accountant (SA) in practice, commerce and industry, academia and the public sector.

Celebrating 35 years of professional accounting in 2017, SAIPA has been a pioneer in the South African economy, contributing to the advancement of the accountancy profession, influencing legislation and constantly transforming to keep abreast of business, financial and social developments in the country and internationally.

SAIPA leads the way in forging a new and dynamic role for the Professional Accountant (SA) to fulfil the escalating demands made by businesses in South Africa's growing economy by equipping its members with the latest knowledge, techniques and accreditation in the increasingly advanced services they render.

# ABOUT THE TOP ACHIEVERS AWARDS

The inaugural Top Achievers Awards are scheduled to take place in Johannesburg on 11 October 2018.

This event will recognise top achievers from SAIPA's National Accounting Olympiad, the Accounting & Tax Thesis competition, as well as top candidates from SAIPA's Professional Evaluation. Previously, each competition had its own awards' event and for the first time, SAIPA will be combining all three events into one awards ceremony.

The format of the ceremony will be in the form of a **formal brunch event**, with an exhibition area in the foyer of the venue where sponsors can display their products and service offering to the attendees. Attendees will include winners, SAIPA members, SAIPA Executive and Board, as well as SAIPA stakeholders such as FASSET, ABASA and PAFA, among others.



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# ABOUT THE TOP ACHIEVERS AWARDS

The annual **SAIPA National Accounting Olympiad (NAO)** is a high school competition initiated to expose the actuality of professional accounting as a career choice to young accounting learners in Grades 11 and 12 throughout the country.

The **Accounting and Taxation Thesis Competition** promotes research in Accounting and Tax and rewards post-graduate candidates whose thesis/dissertations have been selected through the adjudication process as the “best” in their degree level. The competition is open to all South African universities and the thesis could be in full or part fulfilment of the post graduate degree in Accounting or Taxation. There are six winners for this category.

The **SAIPA Professional Evaluation** is a four-hour written examination based on the core academic subjects and practical experience. This exam is written twice a year and is part of the admission process for membership to SAIPA. The SAIPA Professional Evaluation (PE) is written at various venues around the country twice a year in May and November. The awards ceremony will recognise top three achievers from the November 2017 and May 2018 Professional Evaluation. There are six winners for the SAIPA PE.



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# WHY SPONSOR THE TOP ACHIEVERS AWARDS

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Lead generation and networking opportunities

Professional Accountants (SA) and senior-level decision-makers in both the private and public sectors

Opportunity to form new partnerships

Publicity on SAIPA platforms. E.g.: website, social media

Brand awareness and industry alignment

Opportunity to position your business as a leader in accountancy, tax and financial services

Create or maintain a high level of brand awareness to your niche target audience.

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# GOLD SPONSORSHIP PACKAGE

- R 60 000.00 (Excluding VAT)
  - This will cover travel (flights/transport) and accommodation for winners
- Sponsor benefits:
- One page full colour advertisement in the Professional Accountant magazine.
- Your logo will appear on the following:
  - The invitation
  - The menu
  - The programme
  - The landing page of the SAIPA Top Achievers Awards webpage, with a link to your website as well as mention that you are the gold sponsor for the Awards.
  - On the “big screen” before the function starts (Note that the other sponsors’ logos will also appear.)
  - Display table at registration area of the venue
  - Banners will be allowed to be displayed inside the venue as well as at the registration area.
- Some of the prizes for the winners to be handed out by your company representative at the Gala Event.
- Exposure on all SAIPA’s social media platforms
- Your company representative to give a three minute address at the event.
- Place your company promotional item on the table for each guest.
- Invite for six company representatives to attend the event.

# SILVER SPONSORSHIP PACKAGE

- R40 000.00 (Excluding VAT)
  - This will go towards cash prizes for the NAO and Thesis winners
- Sponsor benefits:
  - One half page colour advertisement in the Professional Accountant magazine
  - Your logo will appear on the following:
    - The landing page of the Top Achievers Awards on the SAIPA website with a link to your website.
    - On the “big screen” before the function starts. (Note - other sponsors’ logo will also appear.)
    - The invitation
    - The menu
    - The programme
- Display table at registration area
- Banners will be displayed at the venue and registration area
- Invite for four company representatives to attend the event
- Exposure on all SAIPA’s social media platforms
- Some of the prizes for the winners to be handed out by your company representative.



# BRONZE SPONSORSHIP PACKAGE

- R20 000.00 (Excluding VAT)
  - This will go towards cash prizes for the Professional Evaluation winners
- Sponsor benefits:
- Your logo will appear on the following:
  - Landing page of the Top Achievers Awards on the SAIPA website with a link to your website
  - On the “big screen” before the event starts
  - The invitation
  - The menu
  - The programme
- Some of the prizes for the winners to be handed out to the winners at the Gala Event by your company representatives.
- Two of your banners will be displayed at the venue (along with banners of the Gold & Silver sponsors).
- Invite for two company representatives to attend the event.
- Exposure on all SAIPA’s social media platforms.





# WE ARE #SAIPAproud

For further information about the event or should you want us to tailor-make a sponsorship package for your organisation, please contact Lebo Kholoane | 011 207 7840 | [lkholoane@saipa.co.za](mailto:lkholoane@saipa.co.za)



**TOP.**  
**ACHIEVERS**  
*Awards*

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