

ADVERTISING AND SPONSORSHIP

2019

The South African Institute of Professional Accountants (SAIPA) is one of the leading accountancy institutes, representing and supporting its members to fulfil the increasing demands of businesses in South Africa's growing economy.

SAIPA focuses on providing value to over 12 000 members via various digital platforms. If you believe your business has a service our members simply can't do without, or you have an event for Professional Accountants (SA) to attend, you need to take us up on one of our **advertising deals**.

Our membership spans accountants in practice, SME owners, associates and trainees across various industries in corporate and government. Please see our packages and various channels that you can advertise on to **reach over 12 000 accounting professionals** across South Africa.

BUDGET BREAKFAST

SAIPA will host its annual Budget Breakfast on 21 February 2019 in Johannesburg to discuss key points of the budget speech and get expert opinions from South Africa's top tax professionals and tax specialists.

Sponsorship of the event ranges from R20 000 to R50 000 which includes branding opportunities and sponsor address to delegates.

MONTHLY CPD SEMINARS

Every month SAIPA holds CPD (Continuous Professional Development) seminars around South Africa, supporting a culture of ongoing learning and personal and professional development. The events are attended by SAIPA members, SAIPA trainees, members of other professional bodies, and non-members. Opportunities are available to exclusively sponsor any of the CPD events, and therefore sponsorship is limited to one sponsor per event. Each sponsor will receive:

- 15 minutes speaking slot
- Display desk at registration area
- Branding opportunities (banners, logo on holding slide, brochure hand-outs)
- Option to raffle a prize.

Sponsorship per event: R8 800. Hand-out of brochures per event: R4 265.

SAIPA TOP ACHIEVERS' AWARDS

This event recognises the top achievers from SAIPA's National Accounting Olympiad for Grade 11 & 12 learners, the Accounting & Tax Thesis competition for postgraduate students, as well as top candidates from SAIPA's Professional Evaluation – the final step to becoming a Professional Accountant (SA).

After a successful inaugural awards event last year, SAIPA will once again recognise top achievers from these three categories at an event to be held in Johannesburg in October 2019.

Sponsorship packages range from R20 000 – R60 000.

REGIONAL CONVENTIONS

Each of SAIPA's five regions holds a regional convention, which is an information-packed full-day conference that covers industry trends and topical issues that are important to a Professional Accountant (SA). You can showcase your products and services at these events by becoming a sponsor, where you will have the opportunity to address our members face to face.

Sponsorship packages range from R20 000 – R40 000.

CLASSIFIED / VACANCY ADVERTISING

Classified and vacancy adverts can be placed on our website for a nominal fee of R1 155 per month. If you require the advert to remain on the website for longer we can negotiate a better rate. Vacancy adverts are also posted on our social platforms under the Workplace Wednesday banner at no additional charge.

SPONSORED COMMUNICATIONS TO MEMBERS

Do you have an event or roadshow that you would like to invite our members to? You can send out a notification to SAIPA's membership database of over 12 000 professionals, via SAIPA's National Office. Communication can be targeted regionally or to all members nationally.

Communication to all members (nationally): R8 050 per communication.

Communication to regional members, per region: R4 620 per communication.

PUBLICATIONS

SAIPA produces two journals – the Professional Accountant and the Tax Professional. Three issues of each magazine are produced per year. These journals are distributed to our membership base of over 12 000 members. Various opportunities exist to place advertisements in both publications. In addition, we publish a number of electronic magazines and newsletters, such as our student newsletter, TechNews and TaxNews.

For the full rate card please email Ndinae at nmofokeng@saipa.co.za

WEBSITE ADVERTISING

Banner adverts are available on the SAIPA website, through which members login to their profiles on a daily basis. These are slider banners positioned at the top of the home page to ensure maximum exposure.

Rate is R12 500 per banner advert, per month.

NEWSLETTER ADVERTISING

We have regional newsletters that are distributed to members in our five regions. Options to advertise in these targeted newsletters include copy or banner adverts.

You can choose to advertise in all the regional newsletters at R10 350 or R2 255 per region.