

INTELLIGENT
ICT Awards 2024

Africa

Date **Thursday, May 2 2024**

Location **Katy's Palace Bar, Sandton, Johannesburg**

Brought to you by

Lynchpin
Media



Intelligent ICT Awards South Africa 2024

Lynchpin Media is bringing its Intelligent ICT Awards to Africa on Thursday, May 2 2024, at Katy's Palace Bar, Johannesburg.

The awards celebrate the best of the IT Industry and highlight the many diverse and innovative ICT implementation projects taking place within the various vertical and technology areas.

This is not your traditional awards ceremony. Imagine cocktail tables, casual seating, an evening of free-flowing drinks, high-end canapes and live music in a relaxed environment.

We have a variety of sponsorship opportunities for this event, which will help elevate your brand and support the regional ICT community.



Why sponsor the Intelligent ICT Awards Africa 2024?

Increased brand awareness prior, during and post event.

Direct contact with your target audience.

Building relationships with potential customers or partners during the evening.

Improved brand recognition and reputation by supporting an event that your target audience cares about.

Association with a brand new event in South Africa.

Access to senior delegates and decision-makers.

Opportunity to showcase your new product or services.

Awards and Categories



Enterprise (CIO)

END-USER

- Intelligent Education Implementation
- Intelligent Telecom Project
- Intelligent Hospitality Implementation
- Intelligent Healthcare Implementation
- Intelligent Government Implementation
- Intelligent Banking and Finance Implementation
- Intelligent Industrial Implementation
- Intelligent Aviation Implementation
- Intelligent Energy Implementation
- Intelligent Construction Implementation
- Intelligent Insurance Implementation

VENDOR

- Intelligent Digital Transformation Partner
- Intelligent Software Partner
- Intelligent Cloud Solutions Partner
- Intelligent Networking Partner



Security (CISO)

END-USER

- Intelligent Training and Awareness Initiative
- Intelligent Network Security Implementation
- Intelligent Cloud Security Implementation

VENDOR

- Intelligent Software Security Partner
- Intelligent Secure Digital Transformation Partner
- MSSP Partner of the Year



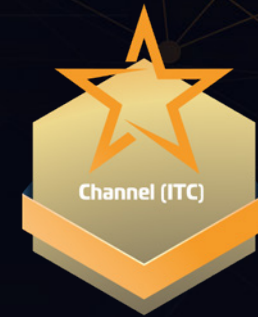
Data Centres (IDC)

END-USER

- Intelligent Sustainability Project
- Intelligent Design Project

VENDOR

- Intelligent Cabling Partner
- Intelligent Storage Partner
- Intelligent Power Partner
- Intelligent Infrastructure Partner



Channel (ITC)

- IT Distributor of the Year
- Value Added Distributor of the Year
- Cloud Solutions Distributor of the Year
- Systems Integrator of the Year
- Training Provider of the Year
- Intelligent Channel Personality of the Year
- Channel Initiative of the Year



Leadership

- ICT Team of the Year
- Outstanding Woman in Tech
- CIO of the Year
- IT Manager of the Year
- CISO of the Year
- Sustainable Project Manager of the Year



Business (CXO)

- CRM Solution Provider of the Year
- Accountancy Solution Provider of the Year
- HR Solution Provider of the Year
- Collaboration Partner of the Year
- Remote Working Initiative of the Year
- SME Implementation of the Year

NOMINATE HERE



Headline Sponsor

\$18,000 ♦ MAXIMUM ONE SPONSOR

Our headline sponsorship package also includes all the benefits of our golf day packages.

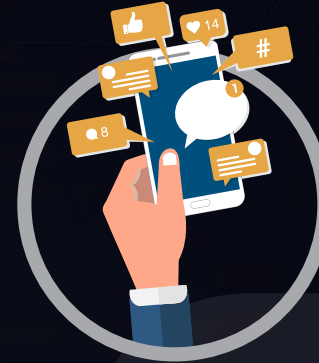
Please see page 7 for more details.



A 500-word bio or video interview displayed on the event website

Banner logo on event website

High-Res photos of event to be sent to sponsor to post on social media/website



One individual social media post:

- promoting the sponsor's business
- announced as headline sponsor with tagged link

Sponsor mention and tag on all social media posts related to the event prior, during and after



All campaign materials feature the sponsor logo

50 single touch, MQL Leads generated from whitepaper downloads



Sponsor mention throughout the evening by host

Representative from the organisation to present three Leadership awards

Opportunity for opening remarks at the event



Sponsor logo to appear on:

- invitation designs distributed to clients, agencies and all shortlisted nominees for the awards
- nomination form
- all email communications to guests of the awards
- the physical awards

Sponsor logo on digital backdrop throughout the evening

Sponsor logo to feature prominently on the sponsor logo backdrop for guest photographs



Sponsor profile to appear on marketing materials distributed during the evening



Video interview



Mention of sponsor to appear in the post event feature in a brand publication



Eight invitations to the awards ceremony

Presenting Sponsor

\$10,000 ♦ MAXIMUM TWO SPONSORS PER CATEGORY



A 250-word bio to be displayed on the event website

High-Res photos of event to be sent to sponsor to post on social media/website



One individual social media post:

- promoting the sponsor's business
- announced as presenting sponsor with tagged link



Sponsor profile to appear on marketing materials distributed in the evening

20 single touch, MQL Leads generated from whitepaper downloads



X2 sponsor mentions by the host on the evening

Representative from the organisation to present three awards from category sponsored

Host to introduce the representative/ company presenting the awards



Sponsor logo to appear on:

- invitation designs distributed to clients, agencies and all shortlisted nominees for the awards
- all email communications to guests of the awards

Sponsor logo to feature on the sponsor logo backdrop for guest photographs

Sponsor logo to appear on digital backdrop during the category sponsored presentations



Video interview



Six invitations to the awards ceremony



Sponsor logo to appear in the post event feature in a brand publication



Category Sponsor

\$5,000 ♦ MAXIMUM FIVE SPONSORS PER CATEGORY



Sponsor logo to appear on:

- the event website
- all email communications to guests
- marketing materials distributed in the evening

Sponsor logo to feature on the sponsor logo backdrop for guest photographs

Sponsor logo to appear on digital backdrop during the category sponsored presentations



One individual social media post announced as the category sponsor with tagged link

One joint social media post prior to the event

High-Res photos of event to be sent to sponsor to post on social media/website



One sponsor mention by the host

4

Four invitations to the awards ceremony



Sponsor logo to appear in the post event feature in a brand publication



South Africa Golf Event Sponsorship

THE EVENT

Join Lynchpin Media for our inaugural corporate golf day at South Africa's famous Woodmead Golf Course in Johannesburg.

We have exclusive use of this world-class, yet refreshingly different championship golf course. It's an exceptional parkland course with tall trees, immaculate greens and a sense of history.

Starting at 9am, you will have the opportunity to network with other organisations over tea, coffee and pastries before setting off at 10am with a shotgun start.

Your four-ball team will have its own personal golf cart and spotter who will adhere to your every need. The Sandwedge halfway house is widely considered to be one of the finest in the country and offers discerning golfers the perfect midway break. Here, you will be able to network again with the other players over a meal and drink.

To round-off the day, there will be a presentation and prize-giving to celebrate your achievements.

SPONSORSHIP

This is an exclusive event with only 72 players – so why sponsor a hole?

An event like this is a fantastic way to secure that business deal you need to close. Bring your potential client and network in a unique way.

Thank those within your organisation who have surpassed targets.

Increased brand exposure and networking opportunities.

Direct contact with your target audience.

Association with a brand-new event in South Africa.



South Africa Golf Event Sponsorship Headline Sponsor

Our headline sponsorship combines all the benefits of both our Intelligent ICT Awards headline package and golf package, with extensive brand awareness.

**US\$3,500 SPONSORSHIP ♦ HOLE SPONSORS (17 MAXIMUM SPONSORS)
PACKAGES INCLUDE THE BELOW BENEFITS:**



Two 3-metre branded
Tear Drop Flag on course
next to sponsored hole



Four ball
team entry



Four tickets to the
Intelligent ICT Awards
2024 at Katy's Palace Bar
in the evening of May 2



Transport from
Woodmead Golf Club
to Katy's Palace Bar
and back



One 3-metre branded
Tear Drop Flag
positioned on meet
and greet driving
range section prior
to Tee-off



Opportunity to place
branded item in Golf
Goody bag handed to
each player



Sponsor logo to

- feature on golf score card
- appear on event website
- to appear on all email communications to golf attendees
- appear in the post event feature in a brand publication



Full page advert in
Intelligent CIO Africa
magazine



Testimonials

“A very good atmosphere, very well organised, a lot of energy here and it’s so good to see the technology industry being honoured across all domains.”

CIO of the Year – Ramessh Ramakrishnann

“Sponsoring the event was an excellent opportunity for us, which gave us the liberty to:

- a. Brand exposure**
- b. Networking opportunities**
- c. Lead generation**
- d. Customer reachability**
- e. Brand awareness and perception**

“It was a very well organized event with everything thought of and planned in details. Moreover, the venue selection was excellent, as it established a casual vibe for attendees.

“Supporting events such as Lynchpin is crucial for several reasons such as brand visibility and reach, targeted marketing opportunities and recognition of industry leaders.

“The reason we’ve decided to sponsor Lynchpin awards is mainly for the value we’ve obtained out of this sponsorship and the well-structured approach we’ve witnessed throughout by the organizing team.”

**Ahmed, Head of Development –
Business Digital Innovation at Ooredoo (Headline sponsor)**

Click below to read more about last year’s Awards in Dubai . . .



Intelligent ICT Awards 2023 sponsors

FORTINET

EMW

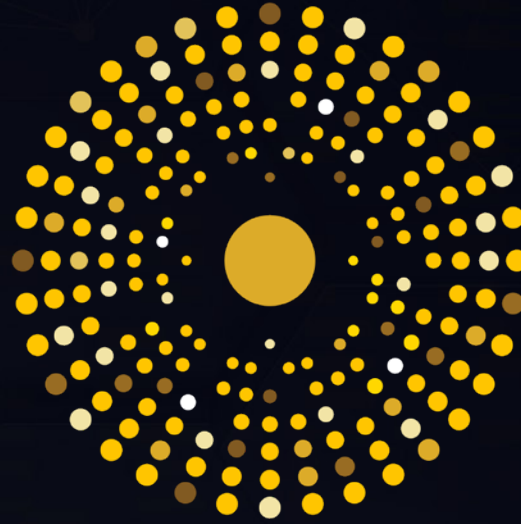
FINESSÉ
MENA | APAC | AMERICAS

logitech

OMNIX

zscaler

druva



INTELLIGENT ICT Awards 2024

Africa



CONTACT

Sponsorship enquiries: Lourita Meredith,
lourita@lynchpinmedia.com

Event enquiries: Events Manager, jodie@lynchpinmedia.com

www.intelligentictawards.com

INTELLIGENT
CIO
Providing Unparalleled Technology Intelligence

انتلجنت
سي أي أو

