

ORGANISERS:



ANCHOR SPONSOR:



2017 Fulton Awards Weekend



SPONSORSHIP OPPORTUNITIES BENEFITS & CONDITIONS

GENERAL SPONSORSHIP

Weekend e-Brochure and Programme

Cost of Sponsorship Opportunity: R63,500.00 EXCL. VAT

The Concrete Society circulates a full colour **Weekend e-Brochure** with the electronic booking form, via e-mail, to all the Concrete Society's members as well as other key entities within the built environment industry. A full colour glossy **Weekend Programme** is also distributed to all the Fulton Awards guests on their arrival at Champagne Sports Resort. This includes the weekend's programme and contact details of places of interest in and around the resort.

- * Your company branding will be included on the dedicated footer banner at the base of the first page of the **Weekend e-Brochure** and printed **Weekend Programme**.
- * A strip column on the right hand side of the third page of the **Weekend e-Brochure** is reserved for the logos of **all** the sponsors (**excluding** the golf hole sponsors), which **includes** yourselves.
- * The bottom half of the back page of the **Weekend Programme** is reserved for the logos of **all** the sponsors (**excluding** the golf hole sponsors), which **includes** yourselves.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed, on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD**, where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf hole sponsors) and will be displayed as a logo together with the sponsorship opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Audio Visual Presentation DVD

Cost of Sponsorship Opportunity: R52, 000.00 EXCL. VAT

The CSSA will produce a DVD format presentation of the 2017 Fulton Awards, which will be distributed to all attendees of the Fulton Awards Gala Event, to the attendees of the Fulton Awards Roadshow Events as well as to all the CSSA's members.



- * Your company will be entitled to place its branding on the DVD sleeve insert and the DVD itself.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton** and **Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the built environment industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

GUEST ARRIVAL – FRIDAY, 02 JUNE 2017

Welcome Drinks

Cost of Sponsorship Opportunity: R20, 000.00 EXCL. VAT

As guests arrive at the Champagne Sports Resort, they will be greeted and welcomed with a refreshing thirst quencher. There will be Glühwein (seeing that it is winter by then), a sparkling wine cocktail or sherry available for guests to enjoy.

- * This sponsorship will use the entrance area to the hotel (excluding the grassed area), directly outside the entrance to reception, where you will be permitted to place your own marketing material etc. Two tables and two chairs will be provided for this purpose. The welcome drinks will be served from tables adjacent to this location, by the very competent hotel staff, or by your staff should you so wish.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton** and **Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards Guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Registration Gifts

Cost of Sponsorship Opportunity: R18,000.00 or R40, 000.00 EXCL. VAT

Upon the guests' arrival, as they proceed to the registration area they will be greeted by your representative, who will present them with a welcome gift.

Being a branding opportunity, this sponsorship allows you to place your logo on the registration gifts. The gifts may be wrapped in branded paper or be presented in branded gift bags.

- * Should you choose to take up the **R18, 000.00 EXCL. VAT** sponsorship option, you will be required to purchase, brand, wrap and transport the gifts to Champagne Sports Resort, at your own expenses and resources (**Please note:** This includes the removal of any excess gifts at the end of the Fulton Awards Weekend).
- * However, should you wish that the Society performs the purchasing, branding, wrapping and transport of the gifts, this Sponsorship Opportunity will cost **R40,000.00 EXCL. VAT**. Prior to any gifts being purchased the administrative staff of the CSSA will confirm the details of these with you.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Room-Drop Gifts

Cost of Sponsorship Opportunity: R18,000.00 or R40, 000.00 EXCL. VAT

To make the guest feel at home as they enter their rooms, something special in the form of a room-drop gift will be awaiting them. Being a branding opportunity, this sponsorship allows you to place your logo on the room-drop gifts. The gifts may be wrapped in branded paper or be presented in branded gift bags.

- * Should you choose to take up the **R18, 000.00 EXCL. VAT** sponsorship option, you will be required to purchase, brand, wrap and transport, to Champagne Sports Resort, the gifts at your own expenses and resources. (**Please note:** This includes the removal of any excess gifts at the end of the Fulton Awards Weekend).
- * However, should you wish that the Society performs the purchasing, branding, wrapping and transport of the said gifts, this Sponsorship Opportunity will cost **R40,000.00 EXCL. VAT**. Prior to any gifts being purchased the administrative staff of the CSSA will confirm the details of these with you.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
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 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Banner Competition & Prize

Cost of Sponsorship Opportunity: R80, 500.00 EXCL. VAT

In order to attract more attention on the actual Fulton Awards Entries, which the event is intended to celebrate, the Society will once again embark upon the highly successful Fulton Awards Banner Competition. Selected information and photographs of each Entry are

displayed on banners, which are displayed in the foyer of the reception area, in plain view of all the guests as they arrive for the Fulton Awards Weekend. The competition provides guests with the opportunity to complete a questionnaire, the answers of which can only be obtained by careful scrutiny of the info displayed on these banners. A Luxurious and widely sought-after get away prize for two can be won. Details to be confirmed.

- * The sponsor will be entitled to place one constructed display **or** two company banners in the Banner Competition Display area.
- * Your company banners may remain in the display area until Saturday evening, and may not be relocated to another area on the hotel premises. Two tables and two chairs will be made available to the sponsor from where they may distribute company promotional material and/or gifts.
- * The sponsor will also be permitted to place company branding on the Banner Competition Entry Submissions Box.
- * The sponsor will receive sole verbal acknowledgement as the only Sponsor of the Fulton Awards Banner Competition at the prize draw of correct questionnaires, which will occur during the Fulton Awards Gala Evening. The sponsor will be allowed to nominate a representative from their company to draw the Banner Competition Winner, and present the prize.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

FAMILY EVENING DINNER & ENTERTAINMENT – FRIDAY, 02 JUNE 2017

Pre-dinner Drinks

Cost of Sponsorship Opportunity: R23, 000.00 EXCL. VAT

As guests make their way to the dinner venue, they will pass through an "arrival avenue" furnished with cocktail tables decked with a selection of aperitifs. These will include fruit cocktails, wine cocktails or sherry.

- * This sponsorship will allow you to place material with your company logo on the aperitif tables and to place two pull-up banners in the "arrival avenue".
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * The Chairman of the CSSA Fulton Awards Committee will during his **Friday Night Welcome** and orientation speech, acknowledge this particular sponsor.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Venue & Table Décor

Cost of Sponsorship Opportunity: R86,500.00 EXCL. VAT

The Family Evening dinner and entertainment, which is a fairly informal occasion, gives people a chance to meet old and new friends, chat, network and just have a good time in a relaxed atmosphere. We try and incorporate something new and exciting for the Family Evening at each Fulton Awards Weekend and this time will be no different! We are, therefore, excited to announce that we are planning a spectacular "Bluegrass Country"-themed evening, appealing to all ages.

- * The venue and table décor will carry through the "Bluegrass Country" theme. The corporate colours of the company, which takes up this sponsorship, will be incorporated into the theme, but will not be the only colours used.
- * You will be allowed to place material with your company logo on all the dinner tables and you will also be allowed to place 6 banners around the inside of the venue.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * The Chairman of the CSSA Fulton Awards Committee will during his **Friday Night Welcome** and orientation speech, acknowledge this particular sponsor.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Entertainment

Cost of Sponsorship Opportunity: R34, 500.00 EXCL. VAT

We have some fabulous entertainment arranged, for the Family Evening, which will astound all - from the children to the older folk. A little later in the evening, once dinner and the main entertainment has drawn to a close, we have made arrangements for a DJ to play some of your favourite tunes and we will open the dance floor for those who wish to dance the rest of the evening away.

- * This sponsorship will allow you to place 2 banners on the entertainment stage.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * This sponsor will also receive **notable exposure** during the evening's entertainment - please contact the Society's Head Office for more information regarding this.
 - * The Chairman of the CSSA Fulton Awards Committee will during his **Friday Night Welcome** and orientation speech, acknowledge this particular sponsor.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

SPECIAL LADIES' EVENT - SATURDAY, 03 JUNE 2017**Cost of Sponsorship Opportunity: R55, 000.00 EXCL. VAT**

This unique event is specifically designed for the ladies attending the Fulton Awards Weekend and will be run on the Saturday morning for approx. 3 hours commencing at 10:00, in a separately hired room, decorated to fit the occasion and in line with the standard set for the whole Fulton Awards weekend. The sponsor's name will be synonymous with the event.

- * Sponsorship funds will cover hire of special room, sponsor-coloured décor, light snacks, small branded gift, prize and any professional's fee (all based on 50 persons). Event will be lighthearted, practical, fun and very interactive with the audience, and at the same time provide attendees with a really practical workshop on gift wrapping.
- * Sponsor will be entitled to display their company branding at the entrance to, and inside the function room.
- * The sponsor will be able to introduce itself as sponsor to the audience at the start of the proceedings.
- * Further exposure that will be received will include:
 - * Recognition on the **CSSA Website**, where the Sponsor's logo will be displayed against the Sponsorship Opportunity. (**Please note:** the logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where the logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key stakeholders within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards Guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of the logo against the Sponsorship Opportunity.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

FULTON'S CHALLENGE GOLF DAY – SATURDAY, 03 JUNE 2017**Golf Day Main Sponsor****Cost of Sponsorship Opportunity: R69, 000.00 EXCL. VAT**

As has become tradition, the Fulton Awards Weekend is marked by the Fulton's Challenge Golf Day, which occurs in the morning of the Saturday on which the Gala Event takes place. The golf day has historically been extremely well attended and many of the industry leaders see it as an essential Sponsorship Opportunity that must not be missed.

This sponsorship package permits the company involved the following privileges:

- * Branding on golf day paraphernalia including caps, shirts, etc., but not the "goodie bag" or its contents.
- * Display banners (max 8) at the club house.
- * Two free golf holes to which the same rules apply as to golf-hole sponsors. The **Main Sponsor** has **first option** as to the choice of holes to be sponsored.
- * One free four-ball entrance into the Fulton's Challenge Golf Day.
- * Further exposure that you will receive will include and be limited to:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the

Sponsorship Opportunity.

- * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
- * At the **Golf Day Prize Giving**, the chairman of the Fulton Awards Committee will acknowledge the Golf Day Main Sponsor.
- * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Golf Day Prizes

Cost of Sponsorship Opportunity: R40,500.00 EXCL. VAT

As has become tradition, the Fulton's Challenge Golf Day offers some really superb prizes. Not to be outdone, the 2017 event will be no different. This Sponsorship Opportunity offers the company full exclusivity to the prize-giving in terms of the following:

- * Branding on all golf day prizes, together with the 2017 Fulton Awards logo.
- * Display banners (max 4) inside the prize-giving venue.
- * One free golf hole to which the same rules apply as to golf-hole sponsors. The **Main Sponsor** however has **first option** as to the choice of holes to be sponsored and thereafter, the **Golf Prize Sponsor** has the **next option** to choose from the remaining holes.
- * One free four-ball entrance into the Fulton's Challenge Golf Day.
- * Further exposure that you will receive will include and be limited to:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * At the **Golf Day Prize Giving**, the chairman of the Fulton Awards Committee will acknowledge the Golf Day Prize Sponsor. A representative of your company may present the prizes.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Golf Day Goodie Bags

Cost of Sponsorship Opportunity: R25, 500.00 EXCL. VAT

The Fulton's Challenge Golf Day has become known for the great "goodie bag" that each golfer is presented with, prior to heading off for his/her round of golf. In 2017 we intend again being able to give the Golf Day participants a fabulous "goodie bag". This Sponsorship Opportunity offers the company the following benefits:

- * Branding on the "goodie bag" and gift set.
- * One free golf hole to which the same rules apply as to golf-hole sponsors. The **Main Sponsor** however has **first option** and the **Golf Day Prize Sponsor second option**, as to the choice of holes to be sponsored and thereafter the **Goodie Bag Sponsor** has the **next option** to choose from the remaining holes.
- * One free four-ball entrance into the Fulton's Challenge Golf Day.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.

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- * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
- * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
- * At the **Golf Day Prize Giving**, the chairman of the Fulton Awards Committee will acknowledge the Golf Day Prize Sponsor.
- * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Individual Golf Holes (14 x holes available)

Cost of Sponsorship Opportunity: R8,000.00 EXCL. VAT per hole

There is an opportunity that 14 holes of the golf course, not taken up as part of the benefits of the Golf Day Main, Prize and Goodie Bag Sponsors as part of their benefits, may be sponsored and this allows for smaller companies to become involved and acquire some valuable exposure. This Sponsorship Opportunity offers the company the following benefits:

- * One free golf hole at which the sponsor may place banners, immediately outside the field of play, at both the T-box and at the green. The sponsor may also provide liquid refreshments, **at their own cost** and using their own staff, to golfer four-balls as they pass through. The Society will arrange for one table per hole to be provided that sponsors may use and dress with their own table cloths and corporate colours. (All drinks must be purchased from the Golf Club at Champagne Sports Resort)
- * The sponsors of this category must note however, that the **Main Golf Day Sponsor, then the Prizes Sponsor and thereafter the Goodie Bag Sponsor have first right of refusal with regards to hole choice.**
- * Further exposure that you will receive will include:
 - * At the **Golf Day Prize Giving**, the chairman of the Fulton Awards Committee will acknowledge the hole sponsors individually.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

GALA EVENT DINNER & ENTERTAINMENT – SATURDAY, 03 JUNE 2017

Pre-dinner Drinks

Cost of Sponsorship Opportunity: R23,500.00 EXCL. VAT

As guests make their way to the Main Gala Evening venue, they will be reach cocktail tables decked with a selection of appetizing alcoholic and non-alcoholic drinks and various Sherries. Guests arriving for the Fulton Awards Gala Evening function will be directed past the pre-dinner drinks table area, thus enhancing the exposure that this particular Sponsorship Opportunity presents.

- * This sponsorship will allow you to place material with your company logo on the Main Gala Evening pre-dinner drink tables and to place two pull-up banners in the immediate proximity to these tables.
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.

- * The MC of 2017 Fulton Awards will thank this particular sponsor during his **Welcoming Address**.
- * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

Venue & Table Décor, Wines on Tables & Table Gifts

Cost of Sponsorship Opportunity: R140,000.00 EXCL. VAT

Venue & Table Décor

As with the previous Fulton Awards, in order to match the extremely high profile nature of the event, the tables and venue are decorated in suitable splendour. **The venue & table décor will be decked in silver/dark blue/white colours which match the 2017 Fulton Awards colours and the "Winter Wonderland" theme of the evening.** The sponsor's colours could also be accommodated after discussion with the organisers. The magnificent hall, in which the event will be held, will also be draped in exquisite fabrics to complement the same.

Table Wines

Apart from the table decorations, guests will notice that each table will have bottles of select red and white wines. These bottles of wine will be sand blasted stylishly with the sponsor's logo. The Society will purchase and arrange the sand blasting of the company's logo onto the wines. The Society will select the wines to be purchased.

Table Gifts

Upon arrival at the tables, a small, yet special gift will be positioned immediately adjacent to each table setting. These can be in the form of "his & hers"- or unisex gifts. Being a branding opportunity, this sponsorship allows you to place your logo on the table gifts. The gifts will be presented in branded gift bags.

- * Over and above the branded table wines and gifts, this sponsorship option also allows the sponsor the following brand exposure:
- * Before the showcasing of the 2017 Fulton Awards Entries, the sponsor will receive 5 minutes where they can do a corporate presentation to a captured audience.
- * This sponsorship will allow you to place 8 pull-up banners around the venue.
- * The sponsor's logo will be on the b cover of the menus, along with those of the Concrete Society and the Anchor Sponsor.
- * The sponsor's logo will be displayed directly below the Anchor sponsor's logo on the electronic and printed marketing material of the 2017 Fulton Awards. (**Please note:** Your logo will only be displayed, once payment has been received in full.) This will include and be limited to:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
- * The MC of 2017 Fulton Awards will thank this particular sponsor during his **Welcoming Address**.
- * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

DEPARTURE GIFTS - SUNDAY, 4 JUNE 2017

Cost of Sponsorship Opportunity: R20, 500.00 EXCL. VAT

Upon the guests' departure, as they proceed through the reception area they will be greeted by your representative, who will present them with a departure gift.

Being a branding opportunity, this sponsorship allows you to place your logo on the departure gifts. The gifts may be wrapped in branded paper or be presented in branded gift bags.

- * You will be required to purchase, brand, wrap and transport the gifts to Champagne Sports Resort, at your own expenses and resources (**Please note:** This includes the removal of any excess gifts at the end of the Fulton Awards Weekend).
- * Further exposure that you will receive will include:
 - * Recognition on the **CSSA Website**, where your logo will be displayed against the Sponsorship Opportunity. (**Please note:** Your logo will only be displayed on the CSSA Website, once payment has been received in full.)
 - * Recognition in the **Fulton Awards Concrete Beton and Fulton Awards DVD** where your logo will be displayed against the Sponsorship Opportunity.
 - * Recognition on a strip column on the right hand side of the third page of the **Weekend e-Brochure and Booking Form** circulated, via e-mail, to all the Concrete Society's members as well as other key entities within the construction industry.
 - * Recognition on the bottom half of the back page of the **Weekend Programme** distributed to all Fulton Awards guests on their arrival at Champagne Sports Resort.
 - * Recognition on the 2017 Fulton Awards Sponsorship page of the **Gala Evening Programme and Menu**, which is presented on the tables as guests arrive, together with all other sponsors (**excluding** the golf-hole sponsors) and will be displayed as a logo together with the Sponsorship Opportunity.
 - * Recognition on the **Audio Visual Presentation** at the Gala Event and Fulton Awards Roadshow, together with all other sponsors in the form of your logo against the Sponsorship Opportunity.
 - * The President of the CSSA will during her **President's Address** at the Gala Event and Fulton Awards Roadshow, acknowledge all sponsors.

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