

# 7<sup>TH</sup> GLOBAL ALCOHOL POLICY CONFERENCE

24 - 26 OCTOBER 2023

INVESTING IN PEOPLE  
BEFORE PROFITS

BUILDING MOMENTUM TOWARDS THE FRAMEWORK CONVENTION ON ALCOHOL CONTROL



ACHIEVING EXCELLENCE

*Together*



SPONSORSHIP OPPORTUNITIES

*Be Seen*



# ENHANCE AWARENESS

GAPC is the leading forum for the world's alcohol policy makers, advocates, researchers, civil society activists and practitioners. South Africa has a culture of high levels of episodic drinking and related harms, and its long history of challenges in getting policy shifts in areas such as controls on alcohol marketing and retail sales of alcohol.



**A first for South Africa to host the GAPC 2023 conference at which we will discuss alcohol policies.**

**LET'S CONNECT!**

Contact Mandy Salomo at [mandy.salomo@mrc.ac.za](mailto:mandy.salomo@mrc.ac.za)





## WHY GAPC 2023?

### BRAND RECOGNITION.

As the meeting place for all civil society organisations, academic institutions, funding agencies and others free from any ties to the alcohol industry who are seeking a solution to the country's harmful drinking practices and particularly upstream drivers, there's no better place to promote your organization. With several sponsorship options available, you can customize a plan that meets your organisations goals and objectives.



# WHO'S ATTENDING?

Looking to get your brand in front of key decision-makers? We anticipate about **500 – 700 delegates** to attend from civil society organisations, academic institutions, funding agencies and others free from any ties to the alcohol industry. Explore co-sponsorship opportunities for the conference.

GAPC is made up of mostly international attendees and we are expecting a high number of participants from West, East and Southern Africa in 2023.



**500 – 700  
delegates**





BRAND  
AWARENESS

# PUT YOUR BRAND ON TOP: SPONSOR PACKAGE

Gain maximum exposure as a Sponsor with a package that includes prime positioning throughout the event. Your on-site presence includes an exhibit booth, a prominent sponsored component, and recognition in the program guide. Your organisation logo will be featured online and in social media, and you'll have access to the conference attendee via the app .

## EXHIBIT BOOTH

- One (1) **6x3 booth** that includes signage and recognition on the conference website

## SPONSORED COMPONENT

- Opportunity for Conference Sponsor **includes the following:**
  - Networking
  - Branding
  - Promotional Opportunities
  - Full branding at the Welcome Reception
  - One of your organisations staff be included as a Session Chair in the programme
  - Support 3 junior researchers from Africa to attend

## ACCESS AND NETWORKING

- **Five (5)** full registrations to the GAPC 2023 which includes access to Conference, coffee breaks, luncheons, Welcome Reception and Conference dinner as well as other networking sessions throughout the conference (**Value: R500 000 Ex VAT**).

## SPONSOR RECOGNITION: PUBLICATIONS AND COMMUNICATIONS

- Logo placement in GAPC 2023 items, including:
  - **One (1) time advert**
  - Recognition in the on-site Conference Program and the Conference App
  - Recognition in Conference email marketing communications
  - Logo recognition on Conference web page

SPONSOR



## STAND OUT FROM THE REST: SUPPORTER PACKAGE

A package that highlights your organisation throughout the event Your sponsorship includes an exhibit booth, a promotional component, and conference registration

**Sponsorship commitment required: R300 000**

### EXHIBIT BOOTH

- **One (1) 3x3** booth that includes signage

### SPONSORED COMPONENT

- Opportunity for Conference Supporter to sponsor the following:
  - Networking
  - Branding
  - Promotional Opportunities
  - One of your organisations staff be included as a Session Chair in the programme

### ACCESS AND NETWORKING

- **Two (3)** full registrations to the Conference to the GAPC 2023 which includes access to Conference, coffee breaks, luncheons, Welcome Reception and Conference dinner as well as other networking sessions throughout the conference (**Value: R300 000 Ex VAT**).

### SPONSOR RECOGNITION: PUBLICATIONS AND COMMUNICATIONS

- Logo placement in Conference items, including:
  - One (1) time advert
  - Recognition in the Conference Program and the Conference App
  - Recognition in Conference email marketing
  - Logo recognition on Conference web page

SUPPORTER





## MAKE YOUR MARK: SPONSORED COMPONENTS

Select from a variety of opportunities to make your sponsor package complete. There are many additional opportunities available to build brand recognition.

### NETWORKING & EVENT SPONSORSHIPS

- Exhibition & Poster venue with full branding opportunities (R200 000 Ex VAT)
- Network lounge with full branding opportunities (R180 000 Ex VAT)
- Closing session (with entertainment) R150 000 Ex VAT
- Conference app (R100 000 Ex VAT)

### BRANDING SPONSORSHIPS

- Presentation booth (including signage) R100 000 Ex VAT
- Conference booklets R80 000 Ex VAT
- Exhibition booth (3 x 3) R25 000 Ex VAT

For more information please visit <https://gapc2023.samrc.ac.za/index.html>



# SPONSORSHIP FORM

## APPLICANT DETAILS

Title:	
First name:	
Surname:	
Contact details	Tel: Cell: Email:

## INVOICE DETAILS

Name of Organisation/Company:	
Address	
VAT no:	

## PLEASE SELECT A SPONSORSHIP PACKAGES (Ex VAT)

Put your brand on top R500 000	
Stand out from the rest R300 000	
Exhibition & Poster venue with full branding opportunities (R200 000)	
Network lounge with full branding opportunities (R180 000)	
Closing session (with entertainment) R150 000	
Conference app (R100 000)	
Presentation booth (including signage) R100 000	
Conference booklets R80 000	
Exhibition booth (3 x 3) R25 000	
Other:	If you have any specific items you would like to sponsor, please provide more information

Terms and conditions will follow once the sponsorship package has been selected and confirmed with Event manager.





# INVEST WISELY, ACHIEVE GOALS.

FOR GENERAL CONFERENCE QUESTIONS AND SPONSORSHIP OPPORTUNITIES,

PLEASE CONTACT:

Mandy Salomo, Event Manager, SAMRC

[mandy.salomo@mrc.ac.za](mailto:mandy.salomo@mrc.ac.za)



## INVESTING IN PEOPLE BEFORE PROFITS

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