



## MEMORANDUM OF UNDERSTANDING

### PRINCIPAL SPONSORSHIP

This document serves to record an agreement between  
 (hereinafter known as The Client]  
 and Africa Supply Chain Excellence Awards <sup>NPC</sup>, ASCEA, (hereinafter known as The Host).

**The Host agrees to provide the following:**

ITEM	DETAIL
<b>Address at the Awards Dinner</b>	A 5-minute thought leadership address to the delegates at the Awards Dinner.
<b>Premier table at the event</b>	Complimentary access to 20 guests at the event – 10 guests each at 2 premium tables.
<b>Press Release</b>	Dedicated press release on The Client, its initiatives and its reason to sponsor.
<b>Name of organisation on the certificates</b>	The Client’s logo on the Award certificates.
<b>Webinar</b>	Opportunity to host a webinar. Promotion will be via email and on social media
<b>Logo at the event</b>	Exposure of The Client’s logo in the principal sponsor capacity. If the event is online, then handouts, and a banner will be shown on the platform.
<b>Thought Leadership articles</b>	The Client will be able to share thought leadership articles written by The Host on the ASCEA website and social media platforms.
<b>Social Media exposure</b>	Once a month The Host will post a specific message to the followers, such as a relevant promotion, event, or thought leadership article. Content to be supplied by The Client and to be approved by The Host.
<b>Exhibition Stands at Conferences</b>	An exhibition booth will be offered on a complimentary basis at the 46 <sup>th</sup> SAPICS Conference in June 2024 in Cape Town. Exhibiting at other participating conferences still to be confirmed.

**Standard Inclusion below in all packages in addition to the above**

ITEM	DETAIL
Sponsor Logo Pre-Awards evening	On selected promotional material pre – event: Email signature, newsletters, website – logo, banner and profile, and logo on the invitation
Sponsor Logo at the event	On selected elements at the event, either online or physical, Programme and banners
Social Media exposure	Logo alongside other sponsors, and then 2 specific messages to the followers to promote a product, update news, and to advertise an event
Logo to be included on a banner for all stakeholders to share	A banner will be created for the promotion of the awards to be used by the judges and stakeholder organisations in their own promotional platforms.

**The client agrees to the following Terms and Conditions.**

1. The Client agrees to become the Principal Sponsor of the Host’s annual event for 2 years in 2024 and 2025.
2. The Fee in respect of the items listed above for the 2024 and 2025 events is **R 200 000.00 (Excluding VAT). Per year**
3. A 50% non-refundable deposit payment in respect of the first year’s fees is payable 15 days after this document has been signed. The balance of the payment for the 2024 event is due on or before the **(tba)**
4. Exposure of The Client’s brand as outlined above will commence upon payment of the deposit due.
5. The Client will provide names and any special dietary requirements of all its guests no later than 2 weeks before the event.
6. The Client will promote the Awards and event regularly through their platforms and distribution channels.
7. The Client will circulate its logo and call to action details to the databases of the participating associations and the ASCEA distribution channels
8. In the event that any provision of this Agreement is determined to be invalid and unenforceable, such provision shall be severed here from and the remainder of the Agreement shall remain of full force and effect.
9. Nothing contained in the Agreement shall be deemed to create or constitute a partnership between the parties hereto or be regarded as limiting the powers or rights of either party to carry on its separate business for its sole benefit except that the parties shall co-operate with each other according to the terms and spirit of this Agreement in the performance of this Agreement.
10. This agreement supersedes all prior agreements, representations, communications, negotiations and understandings between the parties and represents the entire agreement regarding The Client’s participation at the events.

Signed on Behalf of The Host			
Name		Surname	
Designation		Date	
Signature			

Signed on Behalf of The Client			
Name		Surname	
Designation		Date	
Signature			

Invoicing details:	
Company Name	
Company Address	
VAT #	
Purchase Order If Applicable	



**Africa  
Supply  
Chain  
Excellence  
Awards**

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