



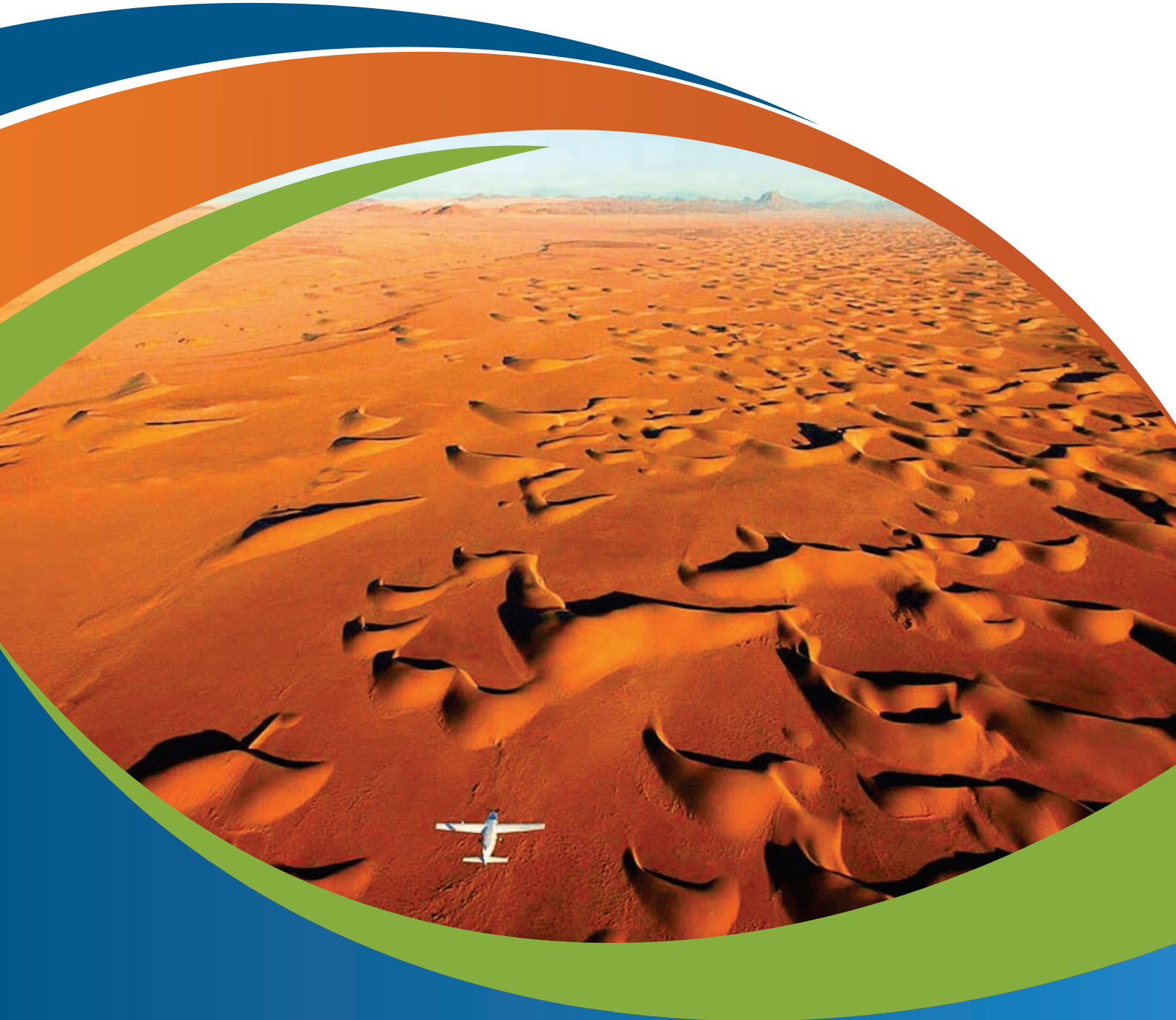
SPONSORSHIP BROCHURE

3rd SADC GROUNDWATER CONFERENCE

**THEME: Enhancing Water and Food Security through Sustainable
Groundwater Development in the SADC Region**

Virtual Conference

24 – 26 November 2020



BACKGROUND

It is estimated that over 70% of the 280 million people living in the SADC region rely on groundwater as their primary source of water, groundwater is critically important for alleviating poverty through improving human wellbeing, livelihoods, food production, ecosystems, industries and growing cities in the region. Despite varying dependency on groundwater across Member States, groundwater usually provides a critical buffer between dry and rainy season, and yet this resource is still not prominently featured in water discourses in national, regional and international policies. This conference seeks to advocate for a more central and pronounced role for groundwater in the WEFE Nexus dialogue as a way of minimising shocks, risks and vulnerability to climate change.

SADC-GMI's core mandate is to promote sustainable groundwater management and providing solutions to groundwater challenges in the SADC region through creation of an enabling policy, legal and regulatory environment, capacity building, advancing research, supporting infrastructure development, enabling dialogue and enhancing the accessibility of groundwater information. In line with this critical mandate, SADC-GMI will host its 3rd Annual Groundwater Conference under the theme **"Enhancing Water and Food Security through Sustainable Groundwater Development in the SADC Region"**. Due to Covid 19 pandemic and international travel restrictions, the conference will be held virtually from 24 – 26 November 2020.

The SADC Groundwater Conference is aimed at rallying Africa's water sector towards a common voice as the world prepares for the 9th World Water Forum (9WWF) to be held in Dakar, Senegal in March 2021.

The overarching objective of the conference is to create a platform for key players in the water sector, specifically in groundwater to collectively share knowledge, success stories and groundwater challenges that impact the region and the continent at large, while ensuring that the groundwater agenda is aggressively pitched while also highlighting the groundwater contribution to the SDGs in the SADC region..

SADC-GMI is committed to making this conference a permanent feature on its annual calendar, with the first instalment being held in 2018. However, the continuation of the conference depends on the support received from the partners at all levels, namely national, regional and international. To ensure that the conference attains the anticipated very high international standards consistent with the SADC-GMI brand; regionally constituted Organizing and Technical Committees were established to spearhead organisational and technical quality assurance.

The SADC-GMI is therefore hereby extending an invitation to all key players in the water sector to support this initiative in order to foster sustainable groundwater development in the SADC Region.



OBJECTIVES OF THE CONFERENCE:

The primary objective of the conference is to provide a platform for the advancement of knowledge sharing on sustainable management of groundwater at national and transboundary levels across SADC Members States in light of the threats imposed by the climate change.

For more information, kindly visit the conference page on the SADC-GMI website, www.sadc-gmi.org which contains all the information pertaining to the conference.

TARGET AUDIENCE:

The conference will bring together SADC Member States governments, regional institutions, international partners, the private sector, academia, scientific community, civil society, and media from around the region and beyond.

SPONSORSHIP

Why sponsor?

SADC-GMI is a Not-for-Profit Company (NPC) registered in South Africa to deliver its regional mandate as a subsidiary structure of the SADC Secretariat in Botswana. As an NPC, most of its activities are funded through projects and events. Business sponsorship has been identified in SADC-GMI's Financial Sustainability Plan as a significant source of funding for events particularly for its potential to mutually share benefits for both the sponsors and the SADC-GMI. Sponsoring an event such as a conference that is attracting key regional players increases brand recognition, the organization's perceived image and strategically positions the business as a key player in the sector (groundwater sector in this case), it also enhances the Corporate Social Responsibility (CSR) standing of the organization.

Our sponsorship benefit sharing perspective emphasizes that:

- It must serve the business interest of the sponsor
- It must serve the best interests of the event and its participants, and
- It must have a positive impact upon the sponsor's customers or target market

BRAND POSITIONING

Depending on your preferred sponsorship level or package, your brand will be included in all conference material including abstract book, PowerPoint templates for the conference, banners and other material available to delegates prior and during the conference.

SPONSORSHIP OUTCOMES MAY INCLUDE THE FOLLOWING:

- Maximizing your organization's brand awareness
- Increasing brand loyalty
- Introducing your organization's brand to people who have never interacted with it before
- Allowing your organization to establish new contacts with decision makers in the public and private sectors



REQUESTED FORMS OF SPONSORSHIP

Although certain investment/sponsorship categories are listed below, we do not bind potential sponsors to the suggested categories only. SADC-GMI will accept, any other denomination of sponsorship amounts, or form and sponsorship is negotiable.

A: CASH SPONSORSHIPS

PLATINUM SPONSORSHIP: R100 000

Sponsorship includes:

- The sponsoring company/institution's logo on the home page of the website
- The sponsoring company will be acknowledged in all conference correspondence; logo included in e-mail signature and appear in all electronic communications sent to delegates
- The logo will also appear in the program available on the conference website
- Two full registration to the conference
- A brochure may be included in the online conference pack to be accessed by participants (the sponsor needs to provide the brochure in advance for inclusion)

GOLD SPONSORSHIP: R50 000

The opportunity to sponsor a plenary session or anything other conference component equivalent to R50 000

Sponsorship includes:

The name of the session will include the sponsor's name

- Sponsor's branding to be included on the virtual platform during the session
- The sponsoring company will be acknowledged in all conference correspondence; logo included in e-mail signature and appear in all electronic communications sent to delegates
- One full registration to the conference
- The sponsoring company's name and logo will be included in the final online program
- The sponsor's logo will be placed on the conference website

SILVER SPONSORSHIP: R20 000

- The sponsor's logo will appear on the conference website
- The sponsor's logo will be included in the final online program



B: IN-KIND SPONSORSHIPS

Sponsors under this category will be permitted to choose whatever sponsorship suits them under any section. Sponsorships outside this list will also be considered.

BOOK OF ABSTRACTS/PROCEEDINGS

Sponsorship includes:

- Sponsor's company name and logo to appear on the front outside cover of the book of abstracts
- One full colour advertisement in the book of abstracts. Complete artwork to be provided by the sponsor
- The sponsor's logo will be placed on the conference website
- The sponsor can erect a free-standing banner at the registration desk

SADC-GMI is looking forward to your sponsorship of one of the items listed above. Your support will be highly appreciated towards this event which has the history of impacting the entire SADC Region.

The Conference is organized by the Southern African Development Community – Groundwater Management Institute (SADC-GMI) in collaboration with the United Nations, Educational, Scientific and Cultural Organization – International Hydrogeological Programme (UNESCO-IHP), the International Groundwater Resources Assessment Centre (IGRAC), the International Water Management Institute (IWMI), International Association of Hydrogeologists (IAH), Global Water Partnerships-Southern Africa (GWP-SA) and the Ministry of Agriculture, Water and Forestry (MAWF) - Namibia.



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GROUNDWATER MANAGEMENT INSTITUTE

Follow us on the following social media platforms for regular updates on the Conference.

