

# SPONSORSHIP OPPORTUNITIES

## TOP WOMEN IN MICE 2025

Meetings magazine and The Planner Guru bring you a celebration of the Top Women in the Meetings, Incentives, Conferences and Exhibitions (MICE) industry. This event is the first annual Top Women in MICE celebration under 4Mal Media and we invite you to join with us in making it an even greater success.

### HONOURING WOMEN IN MICE

Based on nominations from peers, the Top Women in MICE selects the finest event organisers, suppliers and business events professionals across a range of categories. We honour these women for their contribution to the industry during a mid-morning celebration.

### PARTNER WITH US

The Top Women in MICE initiative gives you the platform to support the industry and the women who keep it running as efficiently as it does. These are the unsung heroines who make sure events go off without a hitch.

This is your opportunity as a venue or service provider to tip your hat to the Women in MICE who make things happen.

	PLATINUM SPONSORSHIP	GOLD SPONSORSHIP	SILVER SPONSORSHIP
<b>Naming Rights</b>	<ul style="list-style-type: none"> <li>Top Women in MICE 2025 proudly brought to you by <b>(name of sponsor)</b></li> <li>Exclusive naming rights</li> <li>Expires 31 Dec 2025</li> </ul>	None	None
<b>Number of Sponsors</b>	One	Three	Eight
<b>Meetings Magazine</b>	<ul style="list-style-type: none"> <li>Two double-page spread printed advertisements, to be taken within 12 months of signature <b>AND</b></li> <li>Two full-page printed advertisements, to be taken within 12 months of signature</li> </ul>	<ul style="list-style-type: none"> <li>One double-page spread printed advertisement, to be taken within 12 months of signature <b>OR</b></li> <li>Two full-page printed advertisements, to be taken within 12 months of signature</li> </ul>	<ul style="list-style-type: none"> <li>One full-page printed advertisement, to be taken within 12 months of signature</li> </ul>
<b>Newsletter</b> Subscribers: 5630	4 branded newsletters, to be taken within 12 months of signature	2 branded newsletters, to be taken within 12 months of signature	2 branded newsletters, to be taken within 12 months of signature
<b>The Planner Website</b> Page impressions: 19 892	4 side-banners on theplannerguru website, to be taken within 12 months of signature	3 side-banners on theplannerguru website, to be taken within 12 months of signature	2 side-banners on theplannerguru website, to be taken within 12 months of signature
<b>Social Media</b> Followers: 7649	<ul style="list-style-type: none"> <li>4 Social media posts on X, Facebook, Instagram &amp; LinkedIn to The Planner audience</li> </ul>	<ul style="list-style-type: none"> <li>3 Social media posts on X, Facebook, Instagram &amp; LinkedIn to The Planner audience</li> </ul>	<ul style="list-style-type: none"> <li>2 Social media posts on X, Facebook, Instagram &amp; LinkedIn to The Planner audience</li> </ul>
<b>Before the Two Events</b> 1) Pre-Launch Breakfast Event 2) Pre-Awards Luncheon Event	<ul style="list-style-type: none"> <li>Sponsor mention and logo included in Launch Breakfast and the Awards Luncheon invitations</li> <li>Logo to appear at top next to WIM branding</li> <li>Sponsor logo to appear on the RSVPs for both events, at the top next to WIM branding</li> </ul>	<ul style="list-style-type: none"> <li>Gold sponsors' logo included in Launch Breakfast invitations</li> <li>Logos will appear at the bottom of the invitations</li> <li>Sponsors' logos to appear on the RSVPs for both events, at the bottom</li> </ul>	<ul style="list-style-type: none"> <li>Bronze sponsors' logo included in Launch Breakfast invitations</li> <li>Logos will appear at the bottom of the invitations</li> <li>Sponsors' logos to appear on the RSVPs for both events, at the bottom</li> </ul>
<b>At the Two Events</b> 1) At the Launch Breakfast Event 2) At the Awards Luncheon	<ul style="list-style-type: none"> <li>Sponsor to be mentioned at Launch Breakfast and acknowledged as Headline Sponsor</li> <li>2 client-supplied pull-up banners to be posted on the stage for both events</li> <li>Sponsor logo to appear on programme and menu for both events, at the top next to WIM branding</li> <li>4 delegate seats at the WIM Awards Luncheon</li> <li>Business cards and other marketing collateral to be supplied and inserted into goodie bags</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor to be mentioned at Launch Breakfast and acknowledged as Headline Sponsor</li> <li>2 client-supplied pull-up banners to be posted on the stage for both events</li> <li>Sponsor logo to appear on programme and menu for both events, at the top next to WIM branding</li> <li>4 delegate seats at the WIM Awards Luncheon</li> <li>Business cards and other marketing collateral to be supplied and inserted into goodie bags</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor to be mentioned at launch breakfast</li> <li>2 client-supplied pull-up banners to be posted at prominent off-stage positions at both events</li> <li>Sponsor logo to appear on programme and menu for both events, at the bottom</li> <li>2 delegate seats at the WIM Awards Luncheon</li> <li>Business cards and other marketing collateral to be supplied and inserted into goodie bags</li> </ul>
<b>After the Two Events</b> 1) Post-Launch Breakfast Event 2) Post-Awards Luncheon	<ul style="list-style-type: none"> <li>Mentions and reference in all post-event editorial coverage across <b>Meetings</b> printed products, as well as theplannerguru website</li> </ul>	<ul style="list-style-type: none"> <li>Mentions and reference in all post-event editorial coverage across <b>Meetings</b> printed products, as well as theplannerguru website</li> </ul>	<ul style="list-style-type: none"> <li>Mentions and reference in all post-event editorial coverage across <b>Meetings</b> printed products, as well as theplannerguru website</li> </ul>
<b>Total Value</b>	<b>R158 900</b>	<b>R85 700</b>	<b>R48 750</b>
<b>Cost</b>	<b>R100 000</b>	<b>R65 000</b>	<b>R35 000</b>

Personalised packages and gift sponsorships is also open

#WOMENINMICE

women in MICE

To book or enquire about packages, contact

Vanessa Bischoff +27 (0)84 805 6752 | vanessa@4mal.co.za or Antois-leigh Nepgen +27 (0)72 738 7993 | antois-leigh@4mal.co.za

Meetings

THE MEETINGS & EVENT  
PLANNER

THE EXHIBITION  
PLANNER

THE INCENTIVE  
PLANNER

thePlannerguru.co.za