



Podcast Series

► **SPONSORSHIP PACK**



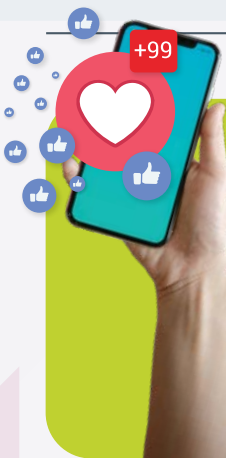
We are thrilled to invite you to a unique opportunity - becoming a "Conversation Starters" sponsor with AFSUG.

Our **Conversation Starters** sessions are hosted conversations and the platform is crafted to fuel discussions, link industry leaders, and boost your brand in the SAP ecosystem.

Be part of it!

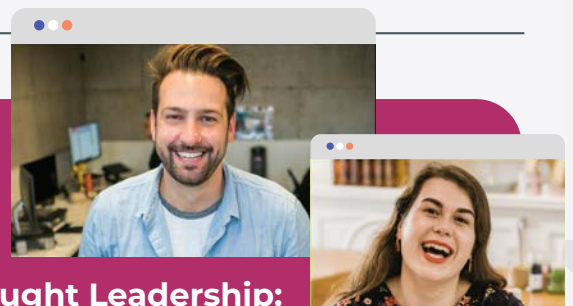
Our promotional campaign will be a **full digital activation**, catalysed by a video recorded podcast conversation, bolstered across all our digital media channels.

Here's why you should consider sponsorship:



Brand Visibility:

Your brand featured in our promotional campaign materials, granting you status as a trusted partner and industry leader.



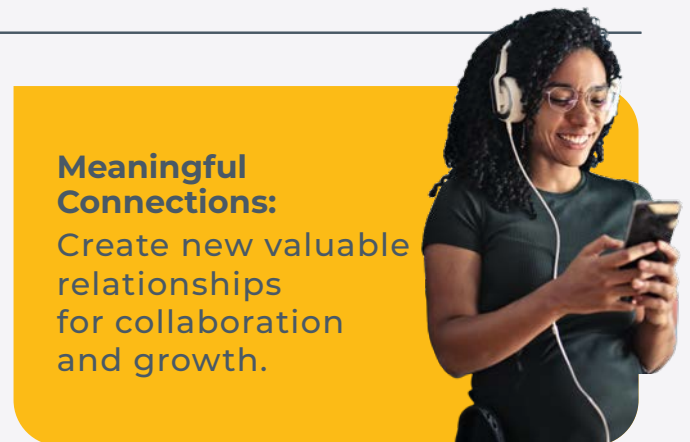
Thought Leadership:

Display your expertise to SAP decision-makers and grow the AFSUG knowledge base.



Business Opportunities:

Advertise and communicate with a qualified network of contacts, clients and partners.



Meaningful Connections:

Create new valuable relationships for collaboration and growth.

With a range of sponsorship packages on offer, we can be tailor activations to suit your brand needs.


Episode sponsor

- R 25,000.00 per episode
- Sponsors AV at the start of every episode (logo reveal & 10sec Ad-script).
- Co-branding across the full podcast episode.
- *Sponsor provides artwork or video

Ad space

- R 5,000.00 per ad-slot
- 2 slots available per episode
- Host Read Ads during recording - up to 30sec Ad-script. Mid-roll.
- *Sponsor to provide script.

Connect with Genevieve Myburgh to secure your sponsorship now.

 **Podcasts have proven to be a powerful advertising medium. According to Spotify Advertising, they offer a unique and intimate way to reach audiences. Further, research shows that podcast ads increase brand recall by 24%.**

Secure your sponsorship today and position your organisation at the forefront of innovation and collaboration with AFSUG.

 For inquiries, contact Genevieve Myburgh at Genevieve.myburgh@afsug.com.

Let's start conversations and shape the future of SAP together!