

Benefit Sections		Platinum Balanced Marketing ROI
SINGLE ENTITY FEES		
Annual Membership Fee (ex VAT)	£4,900	
Annual Membership Fee (inc VAT)	£5,880	
SUMMARY		
	<p>Four Newsletter entries and website exposure - Platinum Level</p> <p>Second opportunity to bid for head sponsorship at the Gala or Awards events</p> <p>Selected invitation opportunities</p> <p>Engagements to include second level introductions, meetings, dinners, roundtables</p> <p>Selected access to webinars, seminars, speaking at events</p> <p>Member discount for selected events</p> <p>Maximum two specific tailored projects designed to member’s needs.</p> <p>Annual program agreed and planned, managed and delivered by the Chamber</p> <p>Strategic engagement and contribution via the Exco</p> <p>First option to take a table at either the Gala Dinner or Awards Evening</p>	
COMPARISONS	Relative to other foreign Chambers of Commerce, recent research indicates that:	
	<p>SA Chamber UK categories are wide spread to cater for a diverse membership and engagement offering</p> <p>SA Chamber UK category bands are cost effective and deliver genuine marketing return on investment</p> <p>SA Chamber UK Chapters, national and international, reach and special interest activities, are deep and wide</p> <p>SA Chamber UK focused solutions to the top membership categories offers tailored engagement which is robust and valuable</p> <p>SA Chamber UK our services are tailored to the member's requirements</p>	
	Please see the benefits offered, described in detail per section, on the pages that follow	
EVENTS		
GALA		
Gala Dinner Sponsorship	Second choice for Platinum Members to headline the event	
Gala Dinner Speaker	Yes, if headline sponsor	
Gala Dinner included seats	If sponsored at full headline sponsorship value, the table price is included at the members rate. If not headline sponsor, seats will be purchased at sponsor package terms, member rates or sponsored table rates	
Gala Dinner Media Coverage	Yes, fair coverage	
AWARDS		
Award Sponsorship	Yes, second choice for Platinum Members to choose an Award Category to sponsor	
Deliver the Award Sponsored	Yes, and give a few words to feature the company, relationship and the individual	
KEY INVITATIONS		
Senior Event Invitations	Second on list for senior level invites to "desired" in-person meetings	
CFCC & Third Party Events	Second on list for private invitations, free tickets to key CFCC, third party, trade missions, conferences, events and activities, subject to caps, restrictions and availability	
CHAMBER WITH MEMBER		
Focused Joint Events	Seminars, Functions, Panels, Debates, Roundtables, Gatherings, etc Yes, one per year, as compiled in the plan	
Webinars	Webinars - Yes, one per year, as compiled in the plan	
Pre and Post Social Media & Media Newsletter, Email, Invitations As related to the event	Weeks to months campaigns Yes, wide coverage, as agreed in plan	
Newsletter content, company profile, loyalty offers etc	Lower frequency - aligned to plan Write articles, sponsor content, thought leadership, product or services exposure, loyalty offerings, member exposure	

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INTRODUCTIONS	
Government Government Departments Trade and investment promotion bodies Business People	Government level introductions to SA and UK governments  Ability to create introductions via other Foreign Chambers executives  Create required introductions, where possible  Reach into UK and SA networks as relevant to Member's needs  When spaces, proactive invitations to functions where the relevant target market is present
BUSINESS	
Business Exposure  Business Support  Brand Promotion  Offer Services to Members / on SA Chamber Provider list  Networking  Gain from SA Chamber Affiliation  ESG values through SA Chamber membership  Links to British Chamber for Business in SA  Links to foreign chambers through the CFCC  Links to other International SA Chambers via IASACC	<b>As per plan, designed relative to Platinum membership</b>  The member to define their target market and engagement desires for the Chamber to match where possible  Ask for support to get signposted to solutions or answers sourced, engage with Chamber senior people for business insights  SA Chamber will promote the member's brand  May be placed on the Provider's List as a Premium supplier  Networking will be supported based on desired meetings  Gain value as a business from being a member of the Chamber, use the logo, put links to Chamber on own websites  Through association, gain the kudos of the community efforts made by the Chamber  Attend events when in SA, network  Global solutions, markets, insights, trusted referrals - to many different continents  Find South Africans globally and engage in trusted relationships
ENGAGEMENT	
Events, most are free to members  Geographic or special interest groups  Engagement level in the SA Chamber  Membership Listing on the website  Offer products and services via the Loyalty Channel  Member achievements	Attend events in your area, where you are visiting and online. Many events are hybrid  Join a region or a subject matter grouping to engage with like minded people  Engage with senior team, Board and Exco and if appropriate, to join the Advisory Board  Access to membership area to promote the business  Based on product, service and membership category, offer loyalty that is aligned to your business, members, the Chamber and your company benefit  Member achievements will be promoted
CONTRIBUTION	
Executive Committee  Provide thought leadership  Provide technical content  Contribute to policy, lobbying & advocacy	May put forward a defined person to be considered to serve on the Executive Committee / Committees / Regions / Chapters / Forums  Provide thought leadership articles for publishing by the Chamber  Provide technical content articles for publishing by the Chamber  Contribute to activities of policy formulations, lobbying to government or industry and advocacy relevant to the business
	Your marketing deliverables, via the SA Chamber UK, will be tailored to your specific needs