



PARTNERSHIP & SPONSORSHIP PROSPECTUS 2026

SOUTH AFRICAN ENERGY ASSOCIATION (SANEA)

**Partner with SANEA through your choice of
sponsorship packages.**



What will you contribute to?

SANEA'S objective is to Guide Inclusive Energy Progress, through

Three platforms

With one mission: To shape South Africa's energy future.

Leadership Symposium

Mentorship Platform

Podcast Series



WHY PARTNER WITH SANEA

A credible entity with broad access to energy players.

SANEA is South Africa's only truly multi-stakeholder energy association — 102 years old, deeply trusted, and deliberately small. We don't promote a particular technology, but the optimal use of all resources. We offer proximity to the people who shape the sector.

102

YEARS

South Africa's multi-stakeholder energy association

~150

LEADERS

Senior decision-makers at a typical symposium

5

CONSTITUENCIES

Industry · Manufacturing · Government · Academia · Civil Society

"Partnering with SANEA by providing a sponsorship is not buying reach — it is buying credibility-by-association and a seat at the table with the sector's decision-makers."

What your partnership delivers

Credibility by association

Stand alongside a 102-year institution — the whole sector recognises and trusts.

Access, not just exposure

A seat in the room with executives, regulators, technical leads, large energy users and financiers.

Thought-leadership platform

Panel seats, opinion pieces and podcast features — published in your name.

The right audience

Senior, sector-specific and engaged — reach that frames the right question and moves towards practical solutions

Shape the conversation

Co-create event themes and agendas aligned to the issues that matter to you.

Real transformation impact

Contribute to skills, mentorship and B-BBEE objectives — value you can report on.

“Partnering with SANE through a range of sponsorships to shape transitional shifts for inclusive energy progress

Partner where it matters most

Choose one pillar, combine two, or build an integrated annual partnership across all three. All packages are VAT ex.

01

Leadership Symposium

South Africa's premier energy sector gathering. Put your brand at the centre of the conversation with decision-makers, regulators and thought leaders.

R40 000 – R500 000 VAT excluded

Brand · Thought Leadership · Access

02

Mentorship Platform

Build the next generation of energy leaders. Measurable impact, B-BBEE alignment and authentic association with youth development in the sector.

from R50 000 VAT excluded

Transformation · Skills · B-BBEE

03

Podcast Series

Sustained thought leadership beyond live events. Research-led, professionally produced episodes reaching energy stakeholders across South Africa.

R22 500 per series VAT excluded

Visibility · Reach · Expertise

The Leadership Symposium

Resilient by Design - September 2026

SANEA's flagship annual event convenes ~150 of South Africa's most senior energy leaders for a full day of high-stakes dialogue. This is where policy meets practice, and where your brand stands alongside the sector's most credible voices. All packages are VAT excluded. **There are a range of sponsorship opportunities:**

Joule	R40 000	Entry visibility — logo, pass, digital
Kilojoule	R75 000	Enhanced presence + 2 panelist slots
Megajoule	R120 000	Media wall, stage + editorial
Gigajoule	R200 000	Full visibility + keynote + broadcast
Terajoule	R350 000	Branding dominance + 10 VIP passes
Headline Sponsor	R500 000	"Presented by" — exclusive lead brand

Headline Sponsor

R500 000

"Presented by [Your Brand]"

- Welcome address at opening session
- 10 VIP passes + private networking event
- 4 participation opportunities (keynote + other)
- Prime media wall, stage & entrance branding
- Co-branded name badge and lanyards
- Exclusive one-on-one media interview
- Full-page editorial in programme + opinion piece

CORE TIERS

Compare the core tiers

Megajoule and Gigajoule build on the tier before. Numbers show how many are included. All packages are VAT ex.

Benefit	JOULE R40 000	KILOJOULE R75 000	MEGAJOULE R120 000	GIGAJOULE R200 000
Website & social media visibility	✓	✓	✓	✓
Media wall signage	—	—	✓	✓
Press briefing participation	—	—	—	✓
Logo on symposium programme	✓	✓	✓	✓
Registration stand logo	—	—	✓	✓
Logo on stage backdrop	—	—	✓	✓
Banner at main entrance	—	—	—	✓
Own marketing collateral	✓	✓	✓	✓
Branding on event communication	✓	✓	✓	✓
Break-time advert (video)	—	—	—	✓
VIP passes	1	2	4	6
Keynote speaker slots	—	—	—	1
Speaking slots	—	1	2	2
Opinion piece (SANEA database)	—	✓	✓	✓
Broadcast media partner	—	—	—	✓
Editorial symposium content	✓	—	✓	✓
Exhibition Presence	—	—	✓	✓

Build your own — the à la carte menu

Select any combination of benefits. **Minimum spend R20 000.** Final pricing confirmed on application. All prices are VAT ex.

Benefit	Value	Benefit	Value
Website & social media visibility	R10 000	Overhead Banner (own collateral)	Min R 10 000
Media wall signage	R15 000	Keynote speaker slot	R60 000
Logo on symposium programme	R7 000	Speaker slot	R30 000
Registration stand logo	R8 000	Opinion piece (SANEA database)	R20 000
Logo on stage backdrop	R15 000	Broadcast media partner	R25 000
Banner at main entrance	R10 000	Editorial symposium content	R20 000
Own marketing collateral	R8 000	Break-time video advert	R25 000
Branding on event communication	R10 000	Press briefing participation	On request
Gift sponsorship	Own cost	Exhibition Space(custom build option available)	On request
Bespoke Branding (golf carts, barista bars, photo wall and food truck)	On request		

ADDITIONAL SPONSORSHIP

Resilient by Design - September 2026

YOUTH SPONSORSHIP PACKAGE — R80 000 VAT EX.

- Enable the attendance of 10 youth members
- Sponsor nominates youth or SANEA offers sponsored tickets to Youth Members
- Sponsor recognition and agreed branding opportunities

SME SPONSORSHIP PACKAGE — R80 000 VAT EX.

- Enable the attendance of 10 SME representatives (1 per entity)
- Sponsor nominates attendees or SANEA offers sponsored tickets to DEE for allocation to their Women owned business database
- Sponsor recognition and agreed branding opportunities



PILLAR 02 — MENTORSHIP PLATFORM

Invest in South Africa's next generation of energy leaders.

The SANEA Mentorship Platform pairs emerging professionals with experienced energy leaders — delivered in collaboration with the National Mentorship Movement. This is one of the most tangible, deliverable forms of value SANEA can offer a corporate partner. Objectives are to:

Build the talent pipeline

Develop the skills the energy transition demands. Help close the sector's leadership gap.

Have a measurable impact

Defined cohort outcomes and an annual impact report you can share with stakeholders.

Align with B-BBEE policy

May support Skills Development and Socio-Economic Development objectives.

Develop a Values-aligned brand

Authentic association with youth development and transformation in energy.

Delivered in partnership with the National Mentorship Movement — your investment reaches mentees

Mentorship partnership & sponsorship tiers

Final scope and pricing confirmed against cohort size. Indicative tiers shown below.

Supporting Partner

Sponsorship from R50 000 VAT ex

Underwrites platform & coordination

BENEFITS

- Logo and recognition across platform & comms
- Acknowledgement at cohort launch and close
- Share of the annual impact report

Cohort Partner

Sponsorship from R75 000 VAT ex

Sponsors a full mentorship cohort

BENEFITS

- Supporting Partner benefits, plus:
- Named association with a cohort
- Speaking slot at launch & graduation
- B-BBEE-aligned reporting pack

Programme Partner

Sponsorship from R150 000 VAT ex

Headline annual platform partner

BENEFITS

- Cohort Partner benefits, plus:
- Programme co-branding for the year
- Strategic input into design and themes
- Featured across all mentorship comms

** Indicative only. Cohort size, duration and deliverables are scoped with each partner before a sponsorship agreement is confirmed.*

The Thematic Podcast Series

R22 500 · Research-led · Professionally produced · Widely distributed

Four research-led episodes (45–60 min each), professionally produced and distributed across all major podcast platforms. The series keeps your brand present with energy stakeholders between events — sector-wide, sustained, and credible.

BRANDING

Logo on intro/outro slides, show notes & banners · Verbal sponsor mention in each episode · Recognition across podcast directories

CONTENT

A sponsor message or dedicated segment · Feature in a theme aligned to your expertise · Option to join panel-style discussions

REPORTING

Per-episode reach and engagement metrics · Audience and thematic analysis · Consolidated Series Impact Report

Fully produced for you

- Editorial research & thematic design
- Studio recording, editing & mastering
- Executive production oversight
- Distribution across all major platforms
- Targeted LinkedIn amplification
- Cross-promotion via Energy Conversations

R22 500 per thematic series (VAT excluded)

SPONSORSHIP: All three pillars — at a glance

Platform	Entry Point	Top Tier	Best Suited To
Leadership Symposium	R40 000 (Joule)	R500 000 (Headline)	Brand visibility, thought leadership, VIP access
À la carte — Custom Build	from R20 000	Uncapped	Bespoke benefit selection around your objectives
Mentorship Platform — Supporting	from R50 000	from R150 000	B-BBEE, skills development, transformation impact
Podcast Series	R22 500	R22 500	Sustained sector visibility between live events
Annual / Integrated Partnership	By negotiation	By negotiation	Companies seeking full-year brand presence

** Packages can be combined. Annual and multi-event partnerships available on request. All prices are VAT excluded*



WHO'S IN THE ROOM

Quality over quantity. The most inclusive room in the sector.

SANE A events are intentionally intimate — rarely more than 250 people.

That is a feature, not a limitation. Every seat at the table counts.

- Executives, MDs & business leaders
- Policymakers & regulators
- Technical, engineering & operations leads
- Academics & researchers
- Financiers, investors & developers
- Large energy users

Beyond the room

Podcast

Research-led episodes distributed across all major platforms

LinkedIn

Targeted amplification to energy sector professionals

Newsletter

Regular database communications to SANE A members

Post-event

Highlights, recap videos and media coverage

Four simple steps to partnership

01 Choose your focus

Pick a pillar — Leadership Symposium, Mentorship Platform, or Podcast Series — or a blend of all three.

02 We tailor the package

We shape the benefits and investment around your goals, budget and B-BBEE requirements.

03 Simple agreement

The partnership is confirmed through a straightforward sponsorship agreement.

04 Activate & report

We deliver your activation, amplify your brand across all channels, and report back on impact.

Tell us your objectives and we'll build the right partnership · sanea@sanea.org.za · +27 (0)10 312 6797 · www.sanea.org.za



PARTNER WITH SANEA

Join with us to build and shape South Africa's energy future

Leadership Symposium

Mentorship Platform

Podcast Series

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South African National Energy Association NPC