

RESEARCH AND INNOVATION

2022

# Open Distance and eLearning Conference

3-5 August 2022

All things  
**RESEARCH**  
in ODeL

Define tomorrow.



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO Chair on Open Distance Learning,  
UNISA, University of South Africa,  
Pretoria, South Africa

UNISA |   
university  
of south africa

## Sponsorship packages

### 2022 Open Distance and eLearning Virtual Conference

3–5 August 2022

#### Joint hosts:

Research, Postgraduate Studies, Innovation and Commercialisation  
UNESCO Chair on Open Distance Learning

The Unisa Open Distance and eLearning Virtual Conference will take place from 3–5 August 2022. It is preceded by a series of pre-conference workshops on 2 August. The aim of the conference is to encourage debate on contemporary and new opportunities, challenges, and models facing open, distance, and e-learning (ODeL) in a globally connected digital era.

This virtual conference is targeted at 350–400 academics, administrative, and student support staff, researchers, as well as governmental and non-governmental stakeholders from South Africa, the rest of the African continent, and overseas countries, thus affording your brand greater exposure in these challenging times when COVID-19 protocols are still restricting the hosting of large gatherings and events.

Define tomorrow.

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of south africa

### Your positive support could:

- build your brand's positioning through association with Africa's leading open, distance and e-learning institution
- help you to gain organisational visibility and community goodwill as a supporter of open, distance and e-learning in times of crisis, such as the COVID-19 pandemic
- help you to reach a wider demographic audience
- generate fresh marketing and promotional material to expand your content strategy on social media
- enable you to gain valuable screen branding as a sponsor on the chosen broadcast channel

### We are offering three sponsorship packages, which we believe could benefit your organisation.

## Platinum Sponsorship Package (1 available)

- **In-Stream video adverts** can play before or after a session, at the beginning of the day's proceedings and before or after the coffee break and lunch. The sponsor can decide where in the programme they want their video or advertisement placed (not longer than 2 mins). Three per day – beginning, middle, and end of day x3 days.
- **In-Chat promo offers** with click-throughs to sponsor links. This appears in the chat box as a pop-up during the session. Twice per session – sponsor to select the session.
- **On-screen logo** placements as in top or bottom corners during the session as well as sponsored bar at the bottom of the screen. Pre-recorded sessions only. The logo will appear at the bottom of the screen for the duration of the session. All sessions x3 days. Logos will be replaced with other logos in pre-recorded edited sessions.
- **Sponsor segments** – video segment as part of the programme 3x per day.
- **Sound bites and music** of the sponsor's choice which can be played before or at the end of a session or day. Three times per day at the beginning, middle and end of day.
- **Images or pictures included in pre-recorded sessions** – if the sponsor does not have a video but a still picture or advert – this can be added into the session at a convenient part of the session. In place of video option 3x per day.
- **Logo promotion** on virtual conference website landing page (run-up and during).
- **Company "blurb"** on sponsorship page (load-ready content to be provided by sponsor).
- **Mention** in any media coverage (not guaranteed).



**R250 000.00 ex VAT @ 15%**

## Gold Sponsorship Package (1 available)

- **Flighting of short promotional clip** during breaks (broadcast-standard clip to be provided by sponsor) 1x per day at the end of the plenary sessions (2).
- **In-Chat promo offers** with click-throughs to sponsor links. This appears in the chat box as a pop-up during the session. Twice per session.
- **Sound bites and music** of the sponsor's choice which can be played before or at the end of a session or day 2x in a pre-recorded session at the beginning and end. Sponsor to select either a breakaway or a workshop session.
- **Logo promotion** on virtual conference website landing page (run-up and during).
- **Mention** in any media coverage (not guaranteed).



**R100 000.00 ex VAT @ 15%**

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## Silver Sponsorship Packages (2 available)

- **On-screen logo placements** as in top or bottom corners during the session as well as sponsored bar at the bottom of the screen – 1x predetermined session. On screen for a predetermined length of time.
- **Logo promotion** on virtual conference website landing page (run-up and during).
- **Company “blurb”** on sponsorship page (load-ready content to be provided by sponsor).
- **Mention** in any media coverage.



**R50 000.00 ea. excluding VAT @ 15%**

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## For more information

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