



SPONSORSHIP PROPOSAL

INAUGURAL HIGHER EDUCATION WOMEN LEADERS AWARDS 2023

Celebrating women whose leadership and influence have positively impacted universities and the greater community.

Date: Thursday, 7th of September 2023

Time: 17:30 for 18:00

Venue: DoubleTree by Hilton, Woodstock, Cape Town

ABOUT HERS-SA

HERS-SA is a self-sustaining non-profit organisation (NPO), founded in 2003. HERS-SA is dedicated to women's advancement and leadership development in the Higher Education sector. In 2022 HERS-SA was awarded a top gender-empowered company award. HERS-SA advocates for and contributes to, the career and leadership development of women employed in the higher education sector via carefully crafted programmes. We also do advocacy, research and strategic collaborations to advance our vision.

The United Nations (UN) 2030 Agenda for Sustainable Development sets seventeen interrelated Sustainable Development Goals (SDGs), with gender equality at the heart of achieving these goals. Even more reason, the Higher Education Resource and Services – South Africa (HERS-SA) believes that the attainment of gender transformation of leadership in higher education can accelerate the attainment of the SDGs.

The higher education (HE) sector plays a critical role in developing skilled labour and transforming society, economy, and politics. Should the HE remain unchanged, we risk the reproduction of inequalities. For this reason, HERS-SA believes having a gender-representative leadership is critical for universities and realising the UN SDGs 2030, the African Union Agenda 2063 and National Development Plan 2030.

ABOUT THE EVENT

Women leaders remain underrepresented in South African Higher Education, more so at a Senior Leadership level. Currently, out of 26 universities, we have only six women Vice-Chancellor and women in leadership rarely gain the recognition they deserve. While there have been some awards for women in academia, the focus is mainly on academics, excluding the support staff and not focusing on women in leadership. Currently, there are no national awards that recognise these leaders as is done in other sectors. The HERS-SA Higher Education Women Leaders Awards will be our inaugural awards, with the aim of hosting the awards annually.

The aim of the awards:

- to recognise the achievements of women who lead, inspire and motivate those around them to be more and do more
- to attract new leadership talent to the sector, thus advancing gender transformation
- to give women a national recognition
- to gain institutional support and credibility for women who are nominated
- to encourage higher education and other sectors to contribute to women's leadership development

Programme for the awards:

Date : 7TH September 2023
Time : 17:30 for 18:00 to 23:00
Venue : DoubleTree by Hilton, Woodstock, Cape Town

THE SEVEN CATEGORIES

There are seven awards categories. Each category will have three finalists. One will be selected as the winner at the awards for each category.

The categories are as follows:

a) Lifetime Achiever

This is a special recognition that acknowledges exceptional contributions made by women leaders in the higher education sector. To qualify for this award, the nominee must have a minimum of 10 years of devoted active service in the higher education sector and have made tangible contributions to the sector. These women are exceptional achievers who have overcome various challenges to make a significant impact in the higher education sector.

b) Trailblazer

This award is designed to recognise a woman leader who embodies the principle of lifting others up as they rise and actively advocates for the empowerment of women and students. The recipient will have a demonstrated track record of consistently supporting other women within the higher education sector for a minimum of 5 years. These exceptional women are secure in themselves and are strong enough to encourage the growth and success of others, without feeling threatened.

c) Humanitarian

The award recognises individuals who surpass the expectations of their position and strives to make a positive impact on the lives of women and the wider community in need, without any anticipation of compensation or recognition. These exceptional individuals are recognised for their selfless service, both within and beyond the higher education sector, and their work speaks volumes about their dedication to helping others.

d) Women in STEM

The award celebrates and acknowledges the remarkable female leaders in the fields of science, technology, engineering, and mathematics who have excelled in their respective domains. This recognition encompasses women who have made noteworthy contributions to STEM innovations, capacity development initiatives, innovative teaching and learning practices, and community engagement activities.

e) Women in Humanities and Social Sciences (HSS)

The award honours and acknowledges exceptional female leaders who have made outstanding contributions to the fields of Humanities and Social Sciences. This recognition encompasses women who have demonstrated excellence in their respective disciplines, including HSS

innovations, capacity development initiatives, innovative teaching and learning practices, and community engagement activities.

f) Women in Academic Administration

The award recognises a female leader who has demonstrated exceptional leadership skills over a minimum period of five years in the higher education sector, specifically in academic administration. Nominees in this category will be evaluated based on their innovative interventions and practices that enhance institutional performance, evidence of peer mentoring, and community engagement activities such as school visits, mentoring, and after-school projects for underprivileged students.

g) Emerging Young Women Leaders

The award celebrates an outstanding female leader under the age of 40 who has been in a leadership role for less than ten years and has a minimum of two years of experience in the higher education sector, either as an academic or PASS (Professional, Administrative Support and Service) staff member. This award recognises young leaders who show promise for an impactful career and have the potential to uplift other women in the sector.

SPONSORSHIP

As your marketing partner, HERS-SA commits to providing you with sponsorship benefits. Generate brand awareness and sales LEAD through unique sponsorship that allows maximum visibility before, during, and after the event.

As a sponsor, you will benefit:

- Visibility: enjoy exposure across a broad audience
- Brand equity: build and enhance brand share in the South African higher education sector.
- Gender transformation advancement be recognised as a key player in the advancement of women.
- Influence: gain direct exposure to decision-makers who use your products /and services

We offer several sponsorship options AND can be customized to meet your needs. Please refer to **Appendix A** for the full details of the various sponsorships. We also offer custom-built sponsorship.

CUSTOM BUILT SPONSORSHIP

Merchandise/gift or in-kind sponsorship

The One-of-a-kind opportunity created specifically for your brand. Take us through how we can customise your sponsorship to meet your needs.

- Sponsor's name/logo to appear on THE program and promotional materials.
- Company pull-up banner AT THE foyer for the duration of the awards
- Company name mentioned in promotional materials.
- Social media coverage

CONTACT US AT

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Appendix A

PLATINUM	GOLD	SILVER	SEVEN CATEGORIES
PRICE: R200 000	PRICE: R150 000	PRICE: R100 000	PRICE: R60 000
<ul style="list-style-type: none"> Sponsor's name in the title of the event: CEO a 10-minute talk at the beginning of the programme Sponsor's name/logo to appear on HERS-SA signage and promotional materials. 3 complimentary tickets to the HERS-SA awards with the VIPs seating Network with sector leaders Your branded item on dinner tables Company pull-up banner on the stage and in foyer for the duration of the HERS-SA Awards Mention in all HERS-SA event media and website. Opportunity to promote your organisation to approximately 25 000 people working in the higher education sector. Social media coverage Sponsor acknowledgement on our website Inside-cover, a full-page advert in the program A double-page feature in our special magazine 	<ul style="list-style-type: none"> Sponsor's name/logo to appear on HERS-SA signage and promotional materials. Opportunity to do a five-minute talk at the end of the HERS-SA Awards 2 complimentary tickets to the HERS-SA awards Network with sector leaders Your branded item on dinner tables Company pull-up banner on the stage and in the foyer for the duration of the HERS-SA Awards Mention in all HERS-SA event media and website. Opportunity to promote your organisation to approximately 50 000 people working in the higher education sector. social media coverage A one-page feature in our special magazine 	<ul style="list-style-type: none"> Sponsor's name/logo to appear on HERS-SA signage and promotional materials. Verbal mention at the awards 1 complimentary ticket to the HERS-SA awards Network with sector leaders Your branded item on dinner tables Company pull-up banner at the foyer for the duration of the HERS-SA Awards Mention in all HERS-SA event media and website. Social media coverage Half-page feature in the special award programme magazine 	<p>EACH CATEGORY</p> <ul style="list-style-type: none"> Sponsor's name in the title of the award category. Opportunity to announce the winner of your sponsored award category. Network with sector leaders Sponsor's name/logo to appear on the program, and promotional materials. 1 complimentary ticket to the HERS-SA Awards and hosting the category finalists. Company pull-up banner on the stage and in the foyer for the duration of the awards Company name mentioned in media releases and promotional materials. Opportunity to promote your organisation to people working in the sector. Social media coverage Half page feature in the special magazine