



Sponsorship/Funding Proposal:

Higher Education Women Leaders Awards (HEWLA) & Academy

Empowering & celebrating women whose leadership and influence have positively impacted universities & the greater community.

Academy Date: 25 – 29 August 2024

Awards Date: 29 August 2024

Venue: Cape Town

About HERS-SA

Founded in 2003, HERS-SA is a self-sustaining non-profit organisation (NPO) that 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. As an organisation, 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 that having a gender-representative leadership is critical for universities and that it is of utmost importance to realise the objectives of the UN SDGs 2030, the African Union Agenda 2063 and National Development Plan 2030.

About: Awards & Academy

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-Chancellors. Also, women in leadership positions rarely gain the recognition that they deserve.

While there have been some awards for women in academia, the focus is mainly on academics, they tend to exclude the support teams or employees and they do not focus on women in leadership. Currently, there are no national awards that recognise these leaders as it is done in other sectors. The 2024 HERS-SA Higher Education Women Leaders Awards will be our second award ceremony, complemented by the HERS-SA Academy.

The HERS-SA Academy is a five-day-long professional and leadership development opportunity for women in Higher Education. It offers a unique opportunity for women to shape their learning according to their development needs by selecting to participate in a range of plenary sessions, development workshops and breakaway activities.

Furthermore, they attend talks by well-known leaders in and outside the academia who, through their achievements, serve as powerful role models to women working in our higher education and other sectors. To date, over 1,680 women have attended this prestigious leadership development programme in the past 21 years.

The Main Aim/Purpose:

- To capacitate women leaders to overcome and thrive within the higher education sector;
- 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; and
- To encourage higher education and other sectors to contribute to women's leadership development.

The Nine Awards Categories

There are nine awards categories and each will have five finalists. One will be selected as the winner at the awards for each category. The categories are as follows:

a) Lifetime Achiever Award

This is a special recognition that acknowledges exceptional contribution made by women leaders in the higher education sector. To qualify for this award, the nominee needs to have a minimum of 10 years of devoted active service and needs to have made a tangible contribution in the higher education sector. This woman needs to be an exceptional achiever who has been able to overcome various challenges and managed to make a significant impact in the sector.

b) Trailblazer Award

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 need to have a demonstrated track record of consistently supporting other women within the higher education sector for at least a minimum of 10 years. These exceptional women are secure in themselves and are strong enough to encourage the growth and success of others, without feeling threatened.

c) Women in STEM Award

The award celebrates and acknowledges the remarkable female leaders with more than five (5) years' experience in the field of Science, Technology, Engineering and Mathematics (STEM) 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 as well as community engagement activities.

d) Women in Humanities and Social Sciences (HSS) Award

The award honours and acknowledges an exceptional female leader with more than five (5) years' experience who has 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 as well as community engagement activities.

e) Women in Academic Administration Award

The award recognises a female leader who has demonstrated exceptional leadership skills over a minimum period of five (5) 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, as well as community engagement activities such as school visits, mentoring and after-school projects for underprivileged students.

f) Women in Support Services (WiSS) Award

Honours a woman leader who has excelled in a leadership position over a reasonable period of time. A minimum of a five (5)-year service in the HE sectors. The nominees must be in the Support Services space. Innovative interventions or practices that enhance institutional performance, peer-mentoring evidence and community engagement activities.

g) Emerging Young Women Leaders (Academic) Award

Recognises an under-40-woman leader who is making an excellent contribution as a leader, with less than 10 years in a leadership role. Exceptional young leaders with at least three (3) years in the HE sectors. They may be academic or non-academic personnel in the HE industry. Their career trajectory needs to suggest an impactful career for them and other women in the sector.

h) Emerging Young Women Leaders (Support Services) Award

Recognises an under-40-woman leader who is making an excellent contribution as a leader, with less than 10 years in a leadership role. Exceptional young leaders with at least three (3) years in the HE sectors. Their career trajectory needs to suggest an impactful career for them and other women in the sector.

i) Women in Student Development and Faculty Administration (WiSDFA) Award

Honours a woman leader who has excelled in leadership in student development. A minimum of a five (5)-year service in the HE sectors. The nominees must be in the academic administration space. Innovative interventions or practices that enhance institutional performance, peer-mentoring evidence as well as community engagement activities that include school visits, mentoring, after-school projects for the underprivileged to name but a few, may be recognised in this category.

Sponsorship

As your marketing partner, HERS-SA commits to providing you with incredible sponsorship benefits. Generate brand awareness and sales LEAD through a unique sponsorship platform that allows maximum visibility before, during and after the event. As a sponsor, you have an option to participate in both the Awards and the Academy or just be a sponsor for the awards as per the sponsorship packages includes as well as costs for organising the one-week long Academy.

As a sponsor, the benefits are as follows:

- **Visibility:** through speaking, networking exhibition opportunities at the Academy/Awards, a sponsor can enjoy exposure across a broad audience as well as Award presentation opportunity during the ceremony.
- **Brand Equity:** build and enhance brand share in the South African higher education sector.
- **PR & Marketing:** Traditional & Social Media Coverage and or mentions.
- **Gender Transformation Advancement:** opportunity to be recognised as a key player in the advancement of women.
- **Influence:** gain direct exposure to decision-makers who use your products and or services.

We offer several sponsorship options that can be customised to meet your needs. Please refer to **Appendix A** for the full details of the various sponsorship packages for the Awards.

Custom-Built Sponsorship

Merchandise/Product/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 Awards Programme and promotional materials.
- **Branding - Company Pull-Up Banner** - at the foyer for the duration of the Awards ceremony.
- **Award Category Presentation Opportunity** - during the ceremony.
- **Company Name** - mentioned in promotional materials.
- **Traditional & Social Media Mention.**

Contact Us:

E: director@hers-sa.org.za; **W:** www.hers-sa.org.za; **C:** +27 (0) 67 724 0236

Appendix A: Awards Sponsorship Packages

Platinum	Gold	Silver	Nine Categories
Price: R220 000	Price: R160 000	Price: R100 000	Price: R60 000
<ul style="list-style-type: none"> ▪ Sponsor's Name in the title of the event: ▪ Sponsor's Executive 10-Minute Talk at the beginning of the programme ▪ Sponsor's Name/Logo to appear on HERS-SA signage and promotional materials. ▪ (Six) Complimentary Tickets to the HERS-SA awards with the VIPs seating. ▪ Networking Opportunity with 200 sector leaders attending the Awards. ▪ Sponsors Branded Items on dinner tables. ▪ Company Pull-Up Banner on stage & Media Backdrop in foyer for the duration of the HERS-SA Awards. ▪ Mention in all HERS-SA Event Media Platforms & Website. ▪ Opportunity to promote your organisation to approximately 25 000 people - working in higher education sector. ▪ Traditional & Social Media Coverage. ▪ Sponsor Acknowledgement on HERS-SA Website, Inside-cover, full-page advert in the programme. ▪ Double-Page Feature in HERS-SA Special Magazine. 	<ul style="list-style-type: none"> ▪ Sponsor's Name/Logo to appear on HERS-SA signage & promotional materials. ▪ Opportunity to do Five-Minute Talk at the end of the HERS-SA Awards ▪ Four (4) Complimentary Tickets to the HERS-SA awards. ▪ Networking Opportunity with 200 sector leaders attending the Awards. ▪ Sponsors Branded Items on dinner tables. ▪ Company Pull-Up Banner on stage & Media Backdrop in foyer for the duration of the HERS-SA Awards. ▪ Mention in all HERS-SA Event Media Platforms & Website. ▪ Opportunity to promote your organisation to approximately 25 000 people, working in higher education sector. ▪ Traditional & Social Media Coverage. ▪ One-Page Feature in HERS-SA Special Magazine. 	<ul style="list-style-type: none"> ▪ Sponsor's Name/Logo to appear on HERS-SA signage & promotional materials. ▪ Verbal Mention of Sponsor at the Awards. ▪ Three (3) Complimentary Tickets to the HERS-SA Awards. ▪ Networking Opportunity with 200 sector leaders attending the Awards. ▪ Sponsors Branded Items 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 Platforms & Website. ▪ Opportunity to promote your organisation to approximately 25 000 people, working in higher education sector. ▪ Traditional & Social Media Coverage ▪ Half-Page Feature in the special Award Programme Magazine. 	<ul style="list-style-type: none"> ▪ Each Category - Sponsor's Name in the Title of the Award Category. ▪ Opportunity to Announce the Winner of Sponsored Award Category. ▪ Networking Opportunity with 200 sector leaders attending the Awards. ▪ Sponsor's Name/Logo to appear on the programme & promotional materials. ▪ Two (2) Complimentary Ticket to the HERS-SA Awards & hosting category finalists. ▪ Company Pull-Up Banner on the stage and in the foyer for the duration of the HERS-SA Awards. ▪ Company Name Mentioned in media releases/promotional materials. ▪ Traditional & Social Media Mention in Coverage ▪ Mention of Sponsors' contribution in the special magazine.

Advancement of Women Leaders in Higher Education

www.hers-sa.org.za

