

# BIGFIVE DIGITAL 2021-22 MEMBER & SPONSOR GUIDE

bigfivedigital



September 2021

# About BigFive Digital

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**BigFive Digital** is an events, content, & consulting business based in Cape Town, South Africa. BigFive supports the transformation of African & Middle Eastern SMMEs with digital technology.

## **Our Mission**

To create a community of companies serving the Africa/Middle East SMME. This benefits the SMME tech industry by aiding partnership formation and challenging the market to solve small business pain points.

## **How BigFive Fulfills its Mission**

We support the community through in-person and online events that educate our audience on trends impacting their businesses in the future. Our events also provide a forum for companies to connect, interact and form partnerships that advance their business interests.

We also produce thought-leading content focused on the region's emerging SME tech ecosystem. The BIG5D Podcasts, The Africa SMME Tech Report newsletter, reports, original research, and more.

# BigFive Membership Options

Membership Tier	Partner	Pro	Enterprise
BigFive Event Passes*	2	3	5
Discount on additional event passes	25%	50%	75%
Event sponsorship discounts	10%	25%	50%
Sponsored webinars (per year)	0	1	2
Sponsored white papers (per year)	0	0	1
Newsletter subscriptions included	1	5	10
Podcast sponsorship (individual insertions of up to 30 second reads)	0	4	10
Sponsored <a href="http://Bigfivedigital.org">Bigfivedigital.org</a> blog posts (per year) ^^	0	2	5
Logo on BigFive Membership page	Yes	Yes	Yes
Newsletter Ads	0	4	10
Marketing & Business Development Support **	No	No	Available
<b>Annual Fee in USD</b>	<b>\$450</b>	<b>\$2,500</b>	<b>\$8,500</b>
<b>Annual Fee in ZAR</b>	<b>6,750</b>	<b>37,500</b>	<b>127,500</b>
Prompt payment discounts available	Yes	Yes	Yes

Membership is subject to VAT

# Choosing Your BigFive Membership

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## Partner

Designed for individuals -- students, consultants, freelancers, job seekers. Become part of our community and work up to a Pro membership. Ask us about special rates for students and early-stage founders.

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## Pro

Great for smaller tech companies with five or fewer stakeholders likely to attend events or require access to our content.

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## Enterprise

Designed for larger companies, with multiple (5+) stakeholders who will attend events and require access to our content. Also designed for companies seeking to partner with BigFive on marketing and business development projects.

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# BigFive Digital 2022 Event Calendar

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## **The BigFive MENA Summit**

*“Building the MENA region’s local and SME technology stack”*

**17<sup>th</sup> February 2022 Dubai**

**The Media One Hotel**

## **The BigFive Summit**

*“Building Africa’s local and SME technology stack”*

**11<sup>th</sup>-13<sup>th</sup> May 2022 Cape Town**

**Workshop 17**



# BigFive Digital Events FAQs

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## **Why attend?**

To learn about the growing and increasingly interconnected ecosystem enabling the digital transformation of small and local businesses in the Middle East, North Africa region. And to make connections that will lead to the partnerships that will help this space grow and prosper.

## **What do we mean when we say “small and local”?**

SMMEs (small, midsize and micros enterprises); Regional brands; Multi-location brands

## **Why BigFive Digital?**

BigFive Digital is an event and content organization fostering the development of the local and SMME digital technology ecosystem in Africa and the Middle East. BigFive does this via in-person and virtual events, thought-leading content that includes the popular BIG5D Podcast, and original research.

## **Our Events Are Focused on**

Martech, fintech, commerce and logistics for local and small businesses.

## **Organizations that should attend our events**

Digital agencies, Martech companies, Digital presence providers, Listings and location management companies, Mapping companies, eCommerce platforms, Telecoms, Banks, SaaS companies, Online publishers, Media companies, Fintechs, Logistics techs, Food techs, Investors

# Companies Participating in Past BigFive Events



# BIGFIVE EVENT SPONSORSHIP (USD)

Sponsor Level	Benefits	Non-members		Partner members (10%)		Pro members (25%)		Enterprise members (50%)	
		MENA (USD)	CPT (USD)	MENA (USD)	CPT (USD)	MENA (USD)	CPT (USD)	MENA (USD)	CPT (USD)
Platinum	Reception or lunch, 2x booth, delegate list curation, Tier 1 branding, sponsor video, 10-minute live demo, 5 event passes	\$15,000	\$25,000	\$13,500	\$22,500	\$11,250	\$18,750	\$7,500	\$12,500
Gold	Refreshment break, booth, delegate list, Tier 1 branding, sponsor video, 4 event passes	\$7,500	\$15,000	\$6,750	\$13,500	\$5,625	\$11,250	\$3,750	\$7,500
Silver	Booth, delegate list, Tier 2 branding, sponsor video, 3 event passes	\$5,000	\$7,500	\$4,500	\$6,750	\$3,750	\$5,625	\$2,500	\$3,750
Bronze	Booth, delegate list, Tier 2 branding, 2 event pass	\$2,500	\$5,000	\$2,250	\$4,500	\$1,875	\$3,750	\$1,250	\$2,500
Partner	Delegate list, Tier 3 branding, 1 event pass	\$1,500	\$2,500	\$1,350	\$2,250	\$1,125	\$1,875	\$750	\$1,250

# BIGFIVE EVENT SPONSORSHIP (ZAR)

Sponsor Level	Benefits	Non-members		Partner members (10%)		Pro members (25%)		Enterprise members (50%)	
		MENA (ZAR)	CPT (ZAR)	MENA (ZAR)	CPT (ZAR)	MENA (ZAR)	CPT (ZAR)	MENA (ZAR)	CPT (ZAR)
Platinum	Reception or lunch, 2x booth, delegate list curation, Tier 1 branding, sponsor video, 10-minute live demo, 5 event passes	225,000	375,000	202,500	337,500	168,750	281,250	112,500	187,500
Gold	Refreshment break, booth, delegate list, Tier 1 branding, sponsor video, 4 event passes	112,500	225,000	101,250	202,500	84,375	168,750	56,250	112,500
Silver	Booth, delegate list, Tier 2 branding, sponsor video, 3 event passes	75,000	112,500	67,500	101,250	56,250	84,375	37,500	56,250
Bronze	Booth, delegate list, Tier 2 branding, 2 event pass	37,500	75,000	33,750	67,500	28,125	56,250	18,750	37,500
Partner	Delegate list, Tier 3 branding, 1 event pass	22,500	37,500	20,250	33,750	16,875	28,125	11,250	18,750

# BIGFIVE MEMBERSHIP NOTES

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Live event passes apply to the BigFive Summit (Cape Town) and BigFive MENA (Dubai) events. Or any other yet to be announced in-person event produced by BigFive Digital during the time of your membership. Unused event passes do not rollover into the next membership year.

\*\* Marketing & Business Development Support is a premium service we offer our Enterprise members on a bespoke basis. Additional fees will apply. Enterprise membership required.

Webinars, white papers and podcast sponsorships also available to non-members at a la carte rates (please request details).

^^ Sponsored blog posts are written by the member and published on the BigFive Digital blog. Ghost writing services available for an additional fee. All posts are shared on BigFive's social media channels and summarized/linked to in our newsletter.

# BIGFIVE SPONSORSHIP NOTES

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Branding Tier	Definition
Tier 1 Branding	Pre-event: Top level on B5D website, email announcement, blog profile, social announcement/shoutouts (10), podcast shout outs (5), press announcement, sponsor video shared on social (5), delegate list (at 2 weeks and at 48 hours) At event: exhibit booth; top level listing on programme, sponsor video played between sessions at least 5 times during event.
Tier 2 Branding	Pre-event: Mid level on B5D website, email announcement, social announcement/shoutouts (5), podcast shout outs (3), sponsor video shared on social (3). delegate list (at 2 weeks and at 48 hours) At event: exhibit booth, mid level listing on programme, sponsor video played between sessions at least 3 times during event.
Tier 3 Branding	Pre-event: Bottom level on B5D website, email announcement, social announcement/shoutouts (2), podcast shout outs (1). delegate list (at 72 hours) At event: exhibit booth, bottom level listing on programme.

# SPONSOR BRANDING OPTIONS



Sponsor Branding Options (Included in fee, first come, first serve basis)

Item	Minimum Required Tier
Podium Branding (1)	Platinum
Lanyards (1)	Gold
Seat Covers (1)	Gold
Delegate Badge	Silver
WiFi (1)	Silver
Delegate Bags (1)	Silver
Delegate Bag Insertion*	Bronze

Bag items (flyers, small gifts, etc.) are limited capacity and require the approval of the organizer.

Event passes included in sponsor packages are in addition to any member passes. For example, a Partner member who sponsors at the Bronze level will be entitled to two event passes, one from their membership and one from their sponsorship. Sponsors can buy additional event passes at a 50% discount.

# ADDITIONAL SPONSOR OPPORTUNITIES



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*Additional fees apply*

Item	Minimum Required Tier
Celebrity speaker	Platinum
Gala dinner	Platinum
After party	Gold
Reception entertainment	Gold
Pre-event outings (e.g., golf, sightseeing)	Gold