OPTION 1

CAPEBPO

FROM CAPE TOWN TO THE WORLD

CapeBPO Awards

Sponsorship Proposal 2023

About Us

Introducing the Cape Town BPO Awards and CapeBPO.

We're back and committed to hosting a spectacular 2023 awards ceremony!

The Cape Town BPO Awards, hosted by CapeBPO and in partnership with the City of Cape Town and the Western Cape Government, honours the industry's top achievers. We want to acknowledge and reward those within the Business Process Outsourcing (BPO) sector who have excelled over the past year.

In recognition of the impressive success story of the sector, CapeBPO is proud to announce that we will be hosting an awards ceremony at the end of 2023 - complete with an easy-to-use online nomination process, new categories, and a brand-new panel of judges.

CapeBPO is the City of Cape Town and the Western Cape Government's strategic business partner responsible for the growth and development of the BPO industry in the Western Cape.

CapeBPO has two key functions:

1. Attract overseas companies to our shores to improve their productivity and efficiency with strong outsourced operations.
2. Facilitate the training and deployment of the youth of the Western Cape into careers within the BPO sector.

Award Categories

Please note: this is a preliminary list that is still in development.

Individual Awards

- Top BPO Customer Service Professional Award
- Top BPO Sales / Marketing Professional Award
- Top BPO Collections Professional Award
- Top BPO Team Leader / Supervisor Award
- Top BPO Operational Manager Award
- Top BPO Workforce Planning Professional Award
- Top BPO Trainer / Coach Award
- Top BPO Quality Professional Award
- Top BPO Analyst Award
- Top BPO Support Professional Award

Company Awards

- Top Technical Innovation Award
- Top Non-Technical Innovation Award
- Top Support Services Provider Award
- Impact Sourcing Award
- Top Offshore Campaign Award
- Top BPO Operator Award
- Top Captive Operator Award
- Top Shared Service Centre Award
- Top Emerging Operator Award

Sponsorship Benefits

Boost your credibility

Operators

Showcase your brand to BPO operators in the Western Cape.

Sales

Sponsoring events is a great opportunity to generate leads and sales.

Engagement

Increase your company's involvement in the sector and improve loyalty.

Partners

Reach and form new potential business partnerships.

Access

Allow us to boost your business by giving you access to thousands of people who you can build relationships with.

Reach

Increase your brand's visibility and product recognition. There are several opportunities for media exposure between now and the event.

Youth

Over 228,000 young people (18 - 35) make up this sector.

Package Options

There are 28 sponsorships available.

HEADLINE SPONSOR

- 1 available
- R 200 000 (excl. VAT)

GOLD SPONSOR

- 4 available
- R 100 000 each (excl. VAT)

PLATINUM SPONSOR

- 4 available
- R 150 000 each (excl. VAT)

CATEGORY SPONSOR

- 19 available
- R 15 000 each (excl. VAT)

SPONSORSHIP PACKAGES	HEADLINE	PLATINUM	GOLD	CATEGORY
Acknowledgements in awards PR.	●	●	●	●
MC acknowledgement on the awards evening.	●	●	●	●
Logo on awards communication.	●	●	●	●
Logo on awards website.	●	●	●	●
Company information on awards website.	●	●		
Complimentary tickets to the awards event.	10	5	3	1
Company representative to hand over awards.	●			
Company ad in 2023 Key Indicator Report.	Full page, colour	Half page, colour		
Logo on event program, media wall, & award slide.	●	●	●	
Logo on award category slide, gift bag, & certificate.	●			Category specific
Banners at awards event.	3	2	1	
5 minute speaking slot at awards event.	●			
Award category name sponsorship.	●			
Banner ad space on live stream.	3	2	1	Category specific
Sponsored ice breaker activity to open event.				
Logo inclusion on live stream page.	●	●	●	●
Fully branded page where live stream is embedded.	●			

Next Steps?

Get in touch to start the conversation.

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