

CAPEBPO AWARDS 2024

SPONSORSHIP PROPOSAL



CAPEBPO

FROM CAPE TOWN TO THE WORLD

About Us

Introducing the Cape Town BPO Awards and CapeBPO.



CapeBPO is the strategic business partner of the City of Cape Town and the Western Cape Government, dedicated to the growth and development of the BPO industry in Cape Town and the Western Cape, South Africa.

CapeBPO has two key functions:

1. Attract overseas companies to our shores to improve their productivity and efficiency with strong outsourced operations.
2. Facilitating the training and career development of Cape Town and Western Cape youth within the BPO sector.

We're back and committed to hosting a spectacular 2024 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 in October 2024 - complete with an easy-to-use online nomination process, broad categories spanning individual and company, and a high calibre panel of judges.

An aerial night view of a coastal region, likely Cape Town, South Africa, showing city lights and the ocean. The text is overlaid on the left side of the image.

**CapeBPO is committed
to continuing to DRIVE
growth and opportunity
in the BPO Industry**

Award Categories

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



Individual Awards:

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

Company Awards:

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



Be part of the 2024 CapeBPO Awards

We have exclusive sponsorship opportunities to showcase your organisation as a leader in the industry and connect with a targeted audience in a fresh and impactful manner. Gain unparalleled visibility within the BPO community by downloading our comprehensive 2024 sponsorship package today for the 2024 CapeBPO Awards.



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

- 2 Available
- R 300 000 (excl. VAT)

GOLD SPONSOR

- 3 Available
- R 200 000 each (excl. VAT)

PLATINUM SPONSOR

- 4 Available
- R 250 000 each (excl. VAT)

CATEGORY SPONSOR

- 19 Available
- R 30 000 each (excl. VAT)

SPONSORSHIP PACKAGES	HEADLINE	PLATINUM	GOLD	CATEGORY
Acknowledgement in awards PR.	●	●	●	●
MC acknowledgement on the awards evening.	●	●	●	●
Logo on awards communication.	●	●	●	●
Logo on awards website.	●	●	●	●
Complimentary tickets to the awards event.	10	5	3	1
Company representative to hand over awards.	●			
Company ad in 2024 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.	●			

CAPEBPO AWARDS 2024

Get in Touch

Nuhaa Brooks

Strategic Delivery Manager

T: +27 (0) 21 427 2900

M: +27 (0) 78 120 9881

E: nuhaa@capebpo.org.za

W: www.capebpo.org.za



CAPEBPO

FROM CAPE TOWN TO THE WORLD
