

The background of the entire page is a close-up photograph of several pieces of gold jewelry, including bangles and a bracelet, resting on a fabric with dark and light grey diagonal stripes. The lighting is warm, highlighting the metallic sheen of the gold.

CAPEBPO

FROM CAPE TOWN TO THE WORLD

CAPEBPO AWARDS 2025

# SPONSORSHIP PROPOSAL

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Awards Categories & Questions

# 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 2025 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.



# AWARDS CATEGORIES:

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## Individual Awards:

- Top BPO Customer Service Professional
- Top BPO Sales Professional
- Top BPO 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
  - A. Operational Enablement & People Management Support
  - B. Business Operations & Project Delivery
  - C. Commercial & Client Services
  - D. Technical & Infrastructure Support
  - E. Facilities & Transport
- Gareth Pritchard Award

## Company Awards:

- Top Technical Innovation
- Top Non-Technical Innovation
- Top Support Services Provider
- Top Impact Sourcing Operation
- Top Impact Sourcing Partner
- Top Offshore Campaign
- Top BPO Operator
  - Small Operator
  - Medium Operator
  - Large Operator
- Top Captive Operator
- Top Shared Service Centre
- Top Emerging Operator
- Top BPO Community Impact
- Top Digital Solution & Transformation Operator of the Year
- Top Leadership Development Initiative



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

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# Be part of the 2025 CapeBPO Awards

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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 2025 sponsorship package today for the 2025 CapeBPO Awards.





# SPONSORSHIP BENEFITS

Boost your credibility

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## Operators

Showcase your brand to BPO operators in the Western Cape



## Engagement

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



## Access

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



## Youth

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



## Sales

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



## Partners

Reach and form new potential business partnerships.



## Reach

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

# PACKAGE OPTIONS

There are 32 sponsorship options available plus additional options.

## HEADLINE SPONSOR

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

## PLATINUM SPONSOR

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

## GOLD SPONSOR

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

## CATEGORY SPONSOR

- 25 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.	●			

# ADDITIONAL PACKAGE OPTIONS

## WINNER PRIZE & GIFTING

- 1 Available
- R 50 000 (excl. VAT)

## SELFIE BOOTHS

- 5 Available
- R 5 000 each (excl. VAT)

## EXHIBITION SPACE

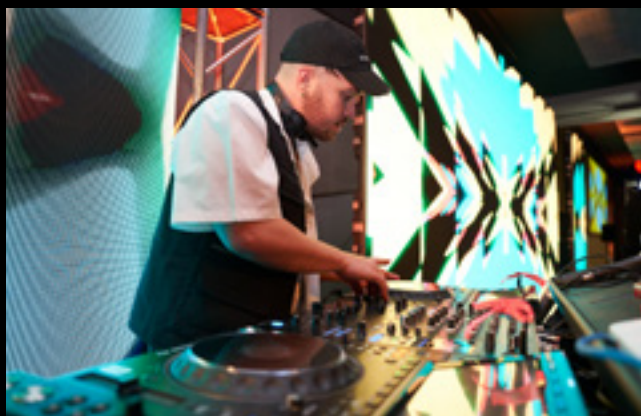
- 5 Available
- R 15 000 each (excl. VAT)

## ENTERTAINMENT

- 2 Available
- R 100 000 each (excl. VAT)

## 360 BOOTHS

- 2 Available
- R 10 000 each (excl. VAT)







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# GET IN TOUCH

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