


DIGITAL TRANSFORMATION

ONE Data.
Citizen.
Service Delivery Journey.



**SPONSORSHIP
OPPORTUNITIES**

GovTech 2025 in a Nutshell

GovTech 2025 is the 16th edition of South Africa's world-class platform for private and public sector ICT industry, other industries ICT stakeholders and relevant governance and citizens stakeholder engagements. The vision has been revised to being "An ICT thought leadership platform driving collaboration, innovation, and solutions **for a digitally transformed, citizen-centric government**".

The revised vision focuses on:

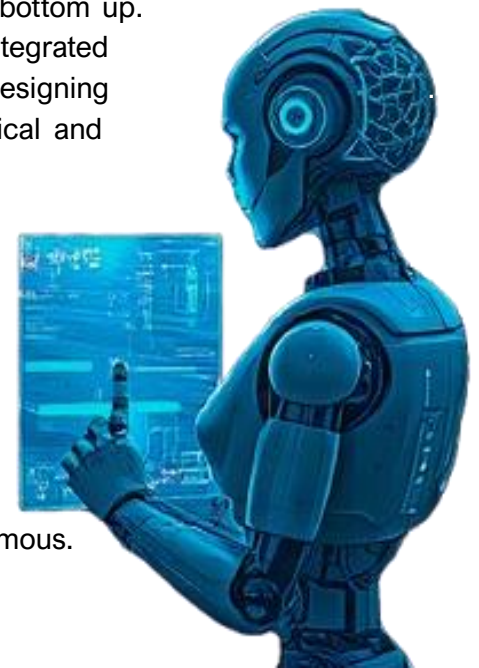
- Policy advocacy
- Innovation scale-up from GovTech showcases
- Skills development for all relevant stakeholder
- Inclusive platform building with youth and SMMEs

This year the conference seeks to focus not only on hosting a great event as we always do without outcomes. The conference therefore seeks to ensure pivoting from GovTech the event to GovTech the programme, making the conference a strategic resource for SITA and the public service. The focus of the conference will also be on delivering tangible outcomes and not just having discussions about various topics. Most importantly GovTech seeks to be positioned as a "**year-round enabler and convener**"

The theme for GovTech 2025 is "**One Data, One Citizen, One Citizen Service Journey – Digital Transformation.**" This places the spotlight on the importance of data driven service delivery changing how citizens should experience government as a single, coherent entity rather than a collection of disconnected departments. The need for the development of standards which enable service delivery and ensure interoperability and integration of systems must be prioritized to ensure the end-to-end citizen experience across all touchpoints. This will further require highlighting a radical shift from fragmented siloed systems to integrated citizen-centric systems which enable effective and efficient service delivery. One data signifies one data set for every citizen profile. Data should flow seamlessly across departments, with common definitions, formats, and exchange protocols. Platforms should be designed for integration from the bottom up. The theme reflects a bold commitment to engaging around building an integrated digital government, the importance of unlocking interoperability at scale, designing service systems from the citizen's point of view and driving seamless, ethical and inclusive digital public service.

Artificial intelligence and automation if strategically deployed can transform service delivery introducing efficiency and innovation thus reducing administrative burdens for public servants and improving citizens' experience of government service delivery.

The theme further places the spotlight on how digital transformation is also changing how citizens are enabled to have more access to services thus improving inclusiveness. The opportunities provided by access to technology, tools and services which are brought about by access to the internet are enormous.





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This rampant access is buoyed by the advancements of the smart telephony, making access more prevalent and therefore ensuring that no one is or should in essence be left behind.

In this era where digital transformation is more and more becoming the order of the day in all walks of lives, including work, economic activities and access to government; more and more technological advancements are happening. These are brought about by fast paced innovations and AI advancements. GovTech is not the solution in itself – it is the spark that confronts these pressing public sector challenges and enables meaningful and measurable transformation.

Join us as we challenge ourselves as GovTech stakeholders to make it matter to all stakeholders and bring about tangible outcomes. Join us as we build together and be part of this critical change agenda!





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GovTech Objectives

The objectives of GovTech are to:

- Provide a world class platform for private and public sector ICT Collaboration and Knowledge exchange.
- Open shared dialogues that all can participate in with ideas and thought leadership.
- Facilitate the free sharing of information amongst delegates.
- Showcase insight into the successful ICT initiatives, Products and Services.

Who will Attend?

- Directors-General (DGs).
- Deputy Directors-General (DDGs).
- Chief Information Officers (CIOs).
- Chief Technology Officers (CTOs).
- C-Level Executives.
- IT Directors.
- Senior-level leaders across all levels of government, who are involved in the evaluation, selection, procurement, or management of technology.
- Top-level representatives from large, medium, and small ICT organisations.

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What is in it for You?

The 16th annual SITA GovTech Conference & Exhibition provides the perfect channel for your company to attract new business, meet new partners, and reach the government technology market.

It's also the perfect place to brand your company, launch new products and services, and add value to existing customer relationships.

Depending on the level of support and the type of sponsorship opportunity selected, you can benefit from the following:

- ICT Lead generation.
- Direct access to an audience made up of current clients and prospects.
- Relationship marketing.
- Demonstration of your products and services.
- Enhanced company profile.
- Significant marketing advantages.
- Increased business potential.
- Brand awareness and building.
- Networking opportunities.
- Enhanced partners relationships.
- Increased credibility as a brand.
- Return on Investment.

In exchange for your partnership support you will receive an attractive package of benefits, designed to maximise your company's ICT profile to a key government audience.

An estimated 3000 representatives from public and private sectors are expected to attend the 16th annual GovTech conference.



SPONSORSHIPS GRID





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Sponsorship Packages

Sponsorship Level	Zettabyte	Exabyte	Petabyte	Megabyte
Quantity Available	1	2	7	50
Sponsorship Fee	R 3 500 000	R 2 500 000	R 1 500 000	R 200 000
Sponsorship Benefits				
Sponsor Holding Room at the Conference Venue	✓			
Sponsor Access to Meeting Room		✓	✓	
Hosting of Own Meeting / Session at GovTech	✓	✓		
Plenary Speaker	✓			
Panel Member	✓	✓	✓	
Panel Facilitator / Track Scene Setter	✓			
Bilateral Engagement with Shareholder Representative and SITA Board Members	✓	✓		
Bilateral Engagement with Shareholder Representative and SITA EXCO	✓		✓	
Ministerial Policy Discussion Attendance (<i>C level Executive Session</i>)	✓	✓	✓	✓
One on one meeting at GovTech with SITA Executives and Board Members	✓	✓	✓	
Sidebar Presentation in the Exhibition Center (<i>Technical / Demos</i>)	✓	✓	✓	Limited Slots First Come First Serve
New product Launch including Competitions (<i>During breaks / Lunches</i>)	✓	✓	✓	✓
GovTech Brochure / Magazine	Double Spread Advert & Thought Leadership Piece	Double Spread Advertorial	Log & Description (30 words)	Logo
Sponsor Gala Dinner Table Allocation	3	2	1	
Gala Dinner / Awards Main Table Allocation	x1 Delegate Shareholders Chairpersons Table	x1 Delegate Shareholders / Deputy Chairpersons Table	x1 Delegate Executive Table	
Gala Dinner Looping Logo	✓	✓	✓	
Branding on Street Poles	✓			
Logo on Delegates Bags	✓			
Promotional Video at Plenary Sessions	✓	✓		



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Sponsorship Packages (Continuation)

Sponsorship Level	Zettabyte	Exabyte	Petabyte	Megabyte
Promotional Video at the Track Sessions	✓	✓	✓	
Logo on-site on GovTech Banners	✓	✓	✓	✓
Logo on GovTech banner in Exhibition Venue	✓	✓	✓	✓
PR / Interviews Across Various Platforms (Limited)	✓	✓		
Branding - Logo on billboards (Limited)	✓	✓	✓	
Brochure / Promotional Item in the Conference Bag (Insert)	✓	✓	✓	✓
Logo on GovTech App	✓	✓	✓	✓
Company Hyperlinked Logo on GovTech Website	✓	✓	✓	✓
Activation During Breaks	During Lunch (Rotational with Other Sponsors)	During Lunch (Rotational with Other Sponsors)	During Lunch (Rotational with Other Sponsors)	
Golf players (<i>Hosted in Durban, 1 or 2 days before the Conference</i>)	4	3	2	
Complimentary Conference Admission	20	15	10	5
Exhibitors Passes	9	6	4	1
Additional Exhibitor Passes (<i>Paid at a reduced Delegate fee of R8900</i>)	8	4	3	2
*Exhibition Booth Space (m ²)	10x10m ² (Space)	8x8m ² (Space)	6x6m ² (Space)	3x3m ² (Shell Scheme)
Stand Height Restrictions	7m	5m	4m	2.5m

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Sponsorship – Digital Public Service Awards and Gala Dinner Partner

Sponsorship Level	Gala Dinner Partner
Quantity Available	1
Sponsorship Fee	R 1 500 000
Sponsorship Benefits	
15 Minute Speaker Slot at the Gala Dinner / Awards	✓
2 Reserved Tables at the Gala Dinner	✓
Branding on the Gala Dinner Menu	✓
Option to give a Gift to all Attendees (<i>Access can be sold to other organisations</i>)	✓
Branding on Various Media Platforms (<i>Limited</i>)	✓
Branding on the Venue Signage	✓
Branding in the Exhibition Centre	✓
Logo on Conference Website	✓
Brochure / Promotional item in the Conference Bag	✓
Branding at Plenary / Track Sessions	✓
1 Advert in the GovTech Magazine / Brochure	✓
5 Complimentary Conference Admission	✓

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Sponsorship – Golf Prize Giving Dinner

Sponsorship Level		Golf Prize Giving Dinner
Quantity Available		1
Sponsorship Fee		R 600 000
Sponsorship Benefits		
10 Minutes Speech		✓
8 Players		✓
12 Attendees Inclusive of 8 Players		✓
Registration Area Branding		✓
Looping Logo at the Awards		✓
Branding and Activation of a Hole		✓
Branding at the Prize Giving		✓
Co-Branding of the Cap		✓
Co-Branding of Golf Shirt		✓
Handover of Awards		✓

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Sponsorship – Knowledge Partner

Sponsorship Level	(Only for Consulting Companies)	Knowledge Partner
Quantity Available		4
Sponsorship Benefits		
Track Scene Setting		✓
Co Creation of the Programme / Agenda for Conference		✓
Panel Facilitation		✓
Bilateral Engagement with Shareholder Representative SITA Board and SITA EXCO		✓
One on one Meeting at GovTech with SITA Executives and Board Members		✓
Video in the Auditorium and Track Sessions		✓
Logo on-site on GovTech Banners		✓
Logo on GovTech Banner in Exhibition Venue		✓
Logo on GovTech App		✓
Company Hyperlinked Logo on GovTech Website		✓
Complimentary Conference Admission		5
Golf Players		2
Exhibition Shell Scheme Stand		3x3m ²
Exhibitor Pass		1

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ENQUIRIES & BOOKINGS



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Sponsorship Enquiries

SPONSORSHIPS & EXHIBITION:

govtechsponsorship@sita.co.za

SPONSORSHIPS & EXHIBITION TEAM:

Mantwa Putuka: +27 76 125 9394

Sindi Nyirenda: +27 83 769 1312

Nothie Bunyonyo: +27 83 661 4130

TERMS & CONDITIONS SECTION

SITA GovTech 2025

1. Selection of Sponsorship and Exhibition Stand Position for GovTech Conference is on a first-come, first served basis.
2. The sponsoring organisation is expected to submit the signed, official sponsorship agreement, which constitutes the formal contractual and legally binding commitment to participate in the conference as a sponsor.
3. The sponsorship fee is subject to Value Added Tax (VAT).
4. Sponsorship is ONLY secured upon receipt of a fully signed contract and payment of thirty percent (30%) of total Sponsorship Fee as non-refundable deposit.
5. Payment in full is required 30 days after the contract is signed or, at the latest, two weeks prior to the event.
6. All sponsorship contracts are final and cannot be retracted.
7. SITA reserves the right to decline sponsorship.
8. SITA reserves the right to amend the rules and regulations governing sponsorship at its discretion.



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Sponsorship Bookings

Official Company Name:

Contact Name & Surname:

Title:

Physical Address:

Code:

City:

Province:

Contact Number:

Email Address:

Sponsorship Options:

Zettabyte:

☐

Petabyte:

☐

Exabyte:

☐

Megabyte:

☐

Golf Prize Giving:

☐

Knowledge Partner:

☐

Digital Public Service Awards and Gala Diner Partner:

☐

Number of Additional Exhibitors Passes Required: *(At a reduced rate)*

Number Required:

(Limited to Sponsor Allocation: Zettabyte: 6 | Exabyte: 4 | Petabyte: 2 | Megabyte: 1)

I hereby accept and agree to the terms of the SPONSORSHIP BOOKING for GovTech 2025.

Authorised Signatory Only:

Date:



Reserve your space now at