



# Sponsor Opportunities



## Who we are

The Ethics Institute is an independent public institute producing original thought leadership and offering a range of services and products related to organisational ethics. We are incorporated as a non-profit company in South Africa and commenced operations in 2000. Our vision is “*Building an Ethically Responsible Society*”.

## Why we need support

The Ethics Institute was originally started with funding provided from a single grant. As this model was not sustainable over the long term, we had to be resourceful and become financially self-sustainable through two channels: the provision of professional services in our capacity as a social enterprise, as well as the financial support of sponsor and funder organisations who enable us to deliver our public benefit activities.

We are on a trajectory that requires ongoing innovation to meet the needs of our target organisations and society at large – and our diversified funding model contributes to the sustainability of this course.

## Sponsorship tiers

There are three tiers of sponsorship open to organisations who would like to support us, with benefits corresponding to the size of contribution. With each tier of sponsorship, multi-year options are available.

## Benefits of sponsorship

The benefits offered primarily relate to branding opportunities, where TEI will feature the logo of the organisation on various platforms (see table below). We also invite the sponsor organisation to select a group of employees to take up subscriptions as individual Supporters of TEI – which carry significant benefits for those individuals – free of charge. Finally, an 18-A Tax Benefit Certificate will be issued for a portion of the sponsorship contribution.

## Sponsorship relationship

- TEI will publicly display the sponsor’s logo on the appropriate channels (see table below). The sponsor does not have the reciprocal right to use TEI’s branding on any public material.
- Reputational and ethics risks will be carefully managed with a sponsor should any ethical failures occur on the part of the sponsor during the terms of the agreement. TEI has the right to request evidence of remediation efforts from the sponsor and, based on the merits thereof, to respond as it deems fair and appropriate.
- The financial contribution made by the sponsor is non-refundable.
- Any public relations material concerning the sponsorship shared by either party should be reviewed by the other party prior to publication.
- The relationship is guided by the principles of transparency, trust and a shared commitment to TEI’s vision.

Sponsor	Annual contribution	Complimentary supporters (Optional)	Logo placement on TEI material						
			Annual conference	Annual Supporter event	Annual Ethics Officer Learning Forum	Website	Integrated report	Monthly newsletter	Weekly Bulletin
Tier 3 Sponsor	R25 000	5 individuals (valued at R5 830.00)				✓	✓		
Tier 2 Sponsor	R50 000	10 individuals (valued at R11 660.00)				✓	✓	✓	✓
Tier 1 Grant Sponsor	Minimum of R150 000	15 individuals (valued at R17 490.00)	✓	✓	✓	✓	✓	✓	✓

For further information on sponsorship opportunities please reach out to us.

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