



CORPORATE SPONSORSHIP OPPOURTUNITY

WELCOME TO THE DIGITAL ECONOMY

BAABMEDIA.COM

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Introduction

At BAAB Media Group, we are more than a digital marketing agency—we are a catalyst for change. Guided by our commitment to the United Nations' Sustainable Development Goals (SDGs), we prioritize empowering communities, fostering innovation, and reducing inequalities. By partnering with us, your company will not only gain exposure but also align with impactful initiatives that deliver measurable outcomes.

Why Partner with BAAB Media Group?

- **Alignment with SDGs:** Showcase your company's commitment to SDG 5 (Gender Equality), SDG 9 (Industry, Innovation, and Infrastructure), and SDG 10 (Reduced Inequalities).
- **Amplified Brand Visibility:** Leverage BAAB Media Group's platforms and campaigns to reach a diverse, engaged audience.
- **Measurable Social Impact:** Partner on initiatives with tangible outcomes, ensuring your contribution creates lasting value.
- **Purpose-Driven Storytelling:** Let us tell your brand's story as a force for good, highlighting your role in driving change.

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Sponsorship Tiers

Platinum Partner (Exclusive to 1 Partner)

- Naming rights to a flagship BAAB initiative, e.g *Girls Want Funds Series brought to you by Sponsor a BAAB Media Group Platinum Partner*
- Dedicated social media campaigns highlighting your brand's role in our initiatives.
- Featured logo placement on all project materials (digital and print).
- Opportunity to co-author a whitepaper or report showcasing the impact of your partnership.
- Customized video highlighting your brand's commitment to sustainability and innovation on our YouTube channel with over 2M views and 3k subscribers
- ROI insights: Detailed reports showcasing reach, engagement, and social impact metrics.

Investment: R500 000

Gold Partner

- Prominent branding on a specific initiative (e.g., "Powered by [Sponsor Name]").
- Social media recognition: Two dedicated posts monthly across BAAB platforms.
- Logo placement on project materials and website.
- Mention in press releases and email newsletters.
- Opportunity to sponsor a co-branded digital marketing webinar.

Investment: R250 000

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Silver Partner

- Shared branding on project materials and website.
- Mention in a “Thank You” post on BAAB platforms.
- Recognition in project updates shared with our network.
- Opportunity to sponsor a blog or case study about your company’s involvement.

Investment: R100 000

Bronze Partner

- Logo placement on the initiative’s website page.
- Mention in a group “Thank You” post on BAAB platforms.
- Inclusion in the project’s final impact report.

Investment: R50 000

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Key Initiatives for 2025

1. Girls Want Funds

A program designed to spotlight and support women entrepreneurs leveraging technology to solve real-world problems. Sponsorship will:

- Offer seed funding to five female-led startups.
- Host storytelling campaigns featuring women innovators.
- Facilitate networking opportunities with industry leaders.

2. Digital Literacy Learnership Program

This learnership program focuses on equipping South African youth with foundational and advanced digital literacy skills, empowering them to thrive in the Fourth Industrial Revolution.

Sponsorship will:

- Provide stipends for learners during the program.
- Fund resources, tools, and materials for hands-on learning experiences.
- Facilitate placement opportunities for learners in corporate environments to gain real-world experience.

Impact Metrics

As a sponsor, you'll receive regular updates and reports detailing:

- Reach and Engagement: Audience metrics from social media, campaigns, and events.
- Social Impact: Stories and testimonials from beneficiaries.
- Brand Visibility: Data on impressions, mentions, and overall brand amplification.

Partner with BAAB Media Group and take your brand's social impact to the next level. Together, we can empower communities, drive innovation, and create a more equitable future.