



NEW GENERATION
AWARDS

2025

13TH EDITION

NEW GEN AWARDS SPONSORSHIP OPPORTUNITIES 2025



ABOUT NEW GEN AWARDS:

As we embark on our 13th year, the New Generation Awards stands tall as a beacon of excellence in South Africa's digital media landscape. Celebrated as the largest performance-based, independent awards in the realm of social and digital media, creativity, integrated marketing, and online technology, they symbolize the highest achievements in these dynamic fields. In just 12 years, New Gen has welcomed over 5000 corporate and agency submissions, celebrating the brilliance of innovation, and awarded more than 1500 accolades, inspiring the industry to soar to new heights.

The awards inspire us to strive for excellence and push the boundaries of innovation, setting new standards of success that we can all aspire to. With 60 industry-specific categories, the New Generation Awards are the country's most prestigious independent digital media awards program. They acknowledge exceptional and innovative result-driven marketing campaigns, the best use of social and digital media, creativity, traditional marketing, and cutting-edge tech solutions employed by leading companies, agencies, and individuals to promote their brands and products in disruptive and pioneering ways.

10 REASONS TO SPONSOR THE 2025 AWARDS:

1. Previous sponsors have successfully obtained new business through their association with the awards.
2. Gain exclusive access to a captive and relevant audience of 500+ industry leaders from the corporate/agency & tertiary sectors.
3. Showcase your brand and services to over 200 CEOs during the awards gala ceremony.
4. Establish your brand as a thought leader alongside SA's largest independent digital media awards.
5. Incorporate New Gen Awards into your annual digital strategy to exhibit innovation and best practices.
6. **Testimonial:** "Corporates, brands, and agencies seeking an impactful return on investment should not miss the opportunity to get involved" - Calvin Collett, Founder & CEO at Melon Mobile, Previous Managing Director Supersonic Powered by MTN: *The 2022 New Gen Awards Headline Naming Sponsor.*
7. Benefit from brand exposure to influential digital creatives and key decision-makers in South Africa
8. Sponsor specific categories that align with your business strategy – For example 'The Student Categories'.
9. Sponsors who are involved from the beginning benefit from up to 6 months of brand exposure.
10. The entire 6-hour awards ceremony is live-streamed – The 2024 event was watched by approx.3000 people.

SPONSOR EXPOSURE - NEW GEN AWARDS: Stats that count - 2024:

New Generation Facebook 2024: Post Organic Impressions

The Number of times our page posts entered a person's screen through unpaid distribution. Stats for September/October:
TOTAL COUNT – 86, 584

New Generation Website 2024:

TOTAL EVENT COUNT – 39, 000 – During the Awards Period: May-Oct 2024
Active users by country - 26, 000 South African – Event Count per country
Active SA Users – 6, 500
Activity on awards night - 3, 102 users – Thursday 26 September 2024

New Generation Instagram 2024:


TOTAL ACCOUNTS REACHED – 16, 240 During the Awards Period:
By Content Type – Post = 12, 700
Profile Visits – 2, 909
Content Engagement – Average 1k – 2.7k per post
X – Twitter:

Reach – 50, 221 – Between 15 -31 September –Engagement rate – 0.38%

Awards Ceremony Attendee Stats:

- 450-500 Attendees from the Corporate/Agency and Tertiary sectors.
- Over 200 CEOs attend each year's awards ceremony.
- Powerful Influencers.



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 www.newgenawards.co.za



2025 SPONSORSHIP PACKAGES:

PLATINUM HEADLINE NAMING SPONSOR: R350, 000.00 Ex VAT

- Awards Naming Rights – All mentions of the awards will feature the sponsor's name.
- Company branding on a variety of digital screens.
- 3 x Tables to attend the awards ceremony – Seats 30 people.
- Social media mentions on New Generation and partner platforms.
- Branding on all PR pre & post-event featured on Biz-Community, Modern Marketing News & Media Update.
- 15 x Sponsored Awards Categories.
- Branding on New Generation Website.
- Branding on the Awards Live Stream. Branding on Main Presentation.
- Speaker slot - Address 500 industry leaders from the Corporate and Agency sectors.
- Sales video played during the ceremony.
- 20 x Entries into the 2025 awards

GOLD SPONSORSHIP PACKAGE: R260, 000.00 Ex VAT

- Company branding on a variety of digital screens.
- 2 x Tables to attend the awards ceremony – Seats 20 people.
- Social media mentions on New Generation and partner platforms.
- Branding on all PR pre & post-event featured on Biz-Community, Modern Marketing News & Media Update.
- 10 x Sponsored Awards Categories.
- Branding on New Generation Website.
- Branding on Awards Live Stream.
- Branding on Main Presentation.
- Speaker slot - Address 500 industry leaders from the Corporate and Agency sectors.
- Sales video played during the ceremony.
- 15 x Entries into the 2025 awards



2025 SPONSORSHIP PACKAGES:

SILVER SPONSORSHIP PACKAGE: R180, 000.00 Ex VAT

- Company branding on a variety of digital screens.
- 15 x Seats to attend the awards ceremony.
- Social media mentions on New Generation and partner platforms.
- Branding on all PR pre & post-event featured on Biz-Community, Modern Marketing News & Media Update.
- 6 x Sponsored Awards Categories.
- Branding on New Generation Website.
- Branding on Awards Live Stream.
- Branding on Main Presentation.
- Speaker slot - Address 500 industry leaders from the Corporate and Agency sectors.
- Sales video played during the ceremony.
- 10 x Entries into the 2025 awards

BRONZE SPONSORSHIP PACKAGE: R120, 000.00 Ex VAT

- Company branding on a variety of digital screens.
- 1 x Table to attend the awards ceremony – Seats 10 people.
- Social media mentions on New Generation and partner platforms.
- Branding on all PR pre & post-event featured on Biz-Community, Modern Marketing News & Media Update.
- 4 x Sponsored Awards Categories.
- Branding on New Generation Website.
- Branding Awards Live Stream.
- Branding on Main Presentation.
- Speaker slot - Address 500 industry leaders from the Corporate and Agency sectors.
- Sales video played during the ceremony.
- 5 x Entries into the 2025 awards



2025 SPONSORSHIP PACKAGES:

INDIVIDUAL CATEGORY SPONSORSHIPS:

R25, 000.00 Ex VAT – Per Category:

(You can choose the amount based on your budget)

- **Company branding on a variety of digital screens.**
- **Social media mentions on New Generation and partner platforms.**
- **Branding on all PR pre & post-event featured on Biz-Community, Modern Marketing News & Media Update.**
- **Branding on New Generation Website.**
- **Branding on Awards Live Stream.**
- **Branding on Main Presentation.**

BRAND SPONSORSHIP:

R80, 000.00 Ex VAT

- **Company branding on a variety of digital screens.**
- **5 x Seats to attend the awards ceremony**
- **Social media mentions on New Generation and partner platforms.**
- **Branding on all PR pre & post-event featured on Biz-Community, Modern Marketing News & Media Update.**
- **2 x Sponsored Awards Categories.**
- **Branding on New Generation Website.**
- **Branding Awards Live Stream.**
- **Branding on Main Presentation.**
- **Sales video played during the ceremony.**



SPONSOR TESTIMONIALS: “Don’t take our word for it”!

MultiChoice Group – Awards Category Sponsor 2024 - Partnering with the New Gen Awards celebrates innovation and excellence in marketing and media. These awards inspire creativity and recognise work that truly resonates. Winning Silver for *DStv Presents: What's Next* reaffirms our commitment to meaningful, customer-focused storytelling. Events like these inspire us to keep pushing boundaries, creating work that resonates and drives impact. It was an extraordinary event showcasing industry brilliance and I am looking forward to the next one already! Well done to all involved.

Charis-Apelgren Coleman, Head of Digital Content, MultiChoice Group

HELM - 2024 AWARDS BRONZE SPONSOR

"Sponsoring the New Gen Awards was a worthwhile brand awareness exercise. Helm got some great exposure to a captive audience of marketing professionals, and we look forward to meeting them further down the funnel."

Stef Adonis – Head of Marketing – Helm.

Standard Bank – Awards Gold Sponsors 2023

"We truly value our partnership with you and are excited about future prospects, on the back of last year’s partnership"

Lesego Ngcamu - Executive Head of Digital and Interactive Marketing – Standard Bank

Wimpy, Brand Sponsor 2024

It was an absolute pleasure to sponsor this year’s awards. Thank you for letting us be a part of these amazing awards.

Jacques Cronje –Marketing Executive, Wimpy

Supersonic, powered by MTN – Awards Platinum Headline Naming Sponsors 2022

"As a past Headline Naming Sponsor, the New Gen Awards allowed Supersonic to expose some of the most influential digital creatives and key decision-makers in South Africa to our brand. The event was exceptionally well organized and executed to an excellent standard. Supersonic was afforded the naming rights and given sufficient brand exposure pre and post the event. Corporates, brands, and agencies who are looking for great value and an impactful return on their investment versus cost should not hesitate to get involved as sponsors".

Calvin Collett - Founder & CEO at Melon Mobile, Previous Managing Director Supersonic/MTN



**THANK YOU FOR CONSIDERING
THE NEW GENERATION AWARDS...**

