

# Nedbank and Klipdrift make a grand sweep of Raptor Awards



The winners of the 2002 SABC Raptor Awards for sponsorship excellence were announced at a charity banquet at the Sandton Convention Centre on Thursday evening. Just two Grand Raptor Awards were presented to Nedbank and Klipdrift for entries that stood out from the rest as highly exemplary.

The awards, which have been sponsored by the SABC for the past four years, recognise excellence in the sponsorship industry.

Two types of awards were made. A Raptor Award (certificate) was awarded in 18 categories of the sponsorship awards, while just two Grand Raptor Awards (sculpture) were presented to entries that the judging panel decided stood out from the rest as highly exemplary.

The two Grand Raptor winners were Nedbank for its Nedbank Golf Challenge entry in the Best Super Budget Category (excess of R10 million per annum total) and Klipdrift Export for its sponsorship of the Klein Karoo Kunstefees - Best Small Budget Sponsorship (R50 000 - R2.5 million per annum total).

"The Nedbank Golf Challenge sponsorship is by no means new. However, it is evident that Nedbank and Sun International have done their time, and fine tuned the lessons learned. The leveraging of the sponsorship is creative; product association is intrinsic; there is an excellent social investment spin-off with the Sports Trust Challenge that raises more than R1million for sports development; superb staff involvement throughout the organisation; imaginative cross promotion with other sponsors of the event, and certainly the most impressive aspect is the achievement of a 655% excess on targeted product sales," said Danie Malan, chairperson of the Raptors Organising Committee.

The second Grand Raptor was awarded to a sponsorship at the opposite end of the sponsorship spectrum. Klipdrift Export was recognised for its investment in the Klein Karoo Kunstefees.

"One of the judges commented at the outset of the judging process early in September, that this was the first entry he looked at, and from there it was hard for any other submission to equally impress," said Malan.

"One of the judges commented at the outset of the judging process early in September, that this was the first entry he looked at, and from there it was hard for any other submission to equally impress," said Malan.

"This entry is proof that spend, while important, is not the only factor in determining a successful sponsorship. The days of throwing money at sponsorships and not understanding the art of professionally leveraging the deal are over. In this

instance, Klipdrift took a relatively small budget and applied clever creative and tactics to make the association work. The key is they made the sponsorship really work for them rather than the other way around. The KKNK humour which tapped into the soul of the target audience broke the traditional sponsorship clutter and brought about great entertainment, publicity and sales. At the very least, this Grand Raptor was refreshing and very deserving!".

Malan summarised that of all the entries awarded Raptors, six went to sports sponsorships; five were awarded to submissions in entertainment categories; three were for Arts and Culture entries; three for Cause / educational sponsorships and one Raptor was awarded for an environmental entry.

"We did not award any Raptor in the category of Best Rights Package. We examined this phenomenon, and it may be that more careful explanation of what is required for this entry is needed in future. The entries received were for packages that have yet to be implemented which is a critical factor in evaluating the entry. However, we want to encourage property owners to persevere as there is great merit in retaining such a category. It is a vital cog in the sponsorship wheel that, until these awards, were not acknowledged," said Malan.

He said that as with any awards, there are bound to be entrants who are delighted and others not. "I am confident that we had one of the best judging panels ever. It was impartial and made up of experts from all disciplines making up the sponsorship industry. The feedback I received was that the panel was strict but fair. They looked for true integration of sponsorships from branding through to employee relations, media and publicity, promotions and impact on product if that was an objective.

"Our brief was to look for sponsorships that broke the mould the past 18 months. We wanted to reward big ideas and innovation. We did not judge an entry by only their return on investment. Key to these Raptors is understanding that the awards don't reward executing a sponsorship. Many companies will expect this. However the industry is too sophisticated to continue doing this. The Raptors must stand for something and that is recognising exemplary sponsorships.

"I am comfortable that this was achieved and that the results announced today reflect this sentiment," said Malan.

Mark Jakins, group sales and marketing director of the SABC added, "We have sponsored these Raptor Awards the past few years to give something back to an industry that is important to the SABC. It is important that we encourage continued investment in this form of brand building. Not only because locally and internationally, the trends reflect that this is where spend is going, but also because Raptors should be a beacon to us all - encouraging us to push the limits, grow skills in this form of marketing and continuously learn how we can better use the unique opportunities to our advantage that sponsorships alone can provide."

"Many changes were implemented this year by the organisers and I am pleased that the immediate impact was a 70% growth in entries and the creation of a judging panel that the entire industry believes is credible and trustworthy.

"The path is decided for the Raptor Awards, now we must all follow it and help build what is essentially the only recognition in existence for a mega player in global marketing," said Jakins.

## **WINNERS LIST:**

### **Best Super budget sponsorship (excess of R10 million p.a. total)**

#### **Entertainment RAPTOR**

Sponsor	The South African Breweries
Brand	Castle Lager
Event/Product	Castle Loud
Brand Manager	Abey Mokgwatsane
Sponsored Party	SABC and YFM

Sponsorship Manager and Sales  
Other Parties

Michelle Jacobs and Belinda Camera  
Quo Vadis Communications

## **Best Super budget sponsorship (excess of R10 million p.a. total)**

### **Sport RAPTOR**

Sponsor	The South African Breweries
Brand	Castle Lager
Event/Product	Springbok Rugby
Brand Manager	Rob Fleming
Sponsored Party	SA Rugby (Pty) Ltd
Managing Director	Rian Oberholzer
Consultancy	MSports Marketing
Director	Carol Vosloo
Other Parties	Quo Vadis Communications

## **Best Super budget sponsorship (excess of R10 million p.a. total)**

### **Sport RAPTOR**

Sponsor	The South African Breweries
Brand	Castle Lager
Event/Product	Test Cricket
Brand Manager	Rob Fleming
Sponsored Party	United Cricket Board of South Africa
Chief Executive Officer	Gerald Majola
Consultancy	MSports Marketing
Director	Carol Vosloo
Other Parties	Quo Vadis Communications

## **Best Super budget sponsorship (excess of R10 million p.a. total)**

### **Sport RAPTOR**

Sponsor	Coca-Cola
Brand	Coca-Cola
Event/Product	Premier Soccer
Marketing Assets Manager	Chris Couchman
Sponsored Party	Premier Soccer League
Chairman	Leepile Taunyane
Consultancy	Octagon
Business Director/Account Director	John Dixon/Justin Sampson
Other Parties	Kassey Belluigi (PR) Jo Hooper (Strategy) Khotso Moabi (Eventing) Worldwide Sports Marketing

## **Best Super budget sponsorship (excess of R10 million p.a. total)**

### **Sport RAPTOR**

Sponsor	The South African Breweries
Brand	Castle Lager

Event/Product	World Cup Soccer Campaign
Brand Manager	Peter Luyanda
Sponsored Party	SA Football Association
Chief Operating Officer	Albert Mokoena
Other Parties	Quo Vadis Communications

## **Best Super budget sponsorship (excess of R10 million p.a. total)**

### **Sport GRAND RAPTOR**

Sponsor	Nedbank
Brand	Nedbank Golf Challenge
Event/Product	Nedbank Golf Challenge
Senior Manager: Sponsorships	Grahame Jones
Sponsored Party	Sun International
General Manager	Alistair Roper
Other Parties	Audi

## **Best Large budget sponsorship (R5 million to R10 million p.a. total)**

### **Entertainment RAPTOR**

Sponsor	Vodacom
Brand	Vodacom
Event/Product	Idols
Executive Head of Marketing	Andre Beyers
Sponsored Party	Oracle - Idols
National Sales Manager	Tracy Hawkridge
Consultancy	FCB Sponsorship
Client Service	Allison Witherspoon, Natalia Roskrug

## **Best Medium budget sponsorship (R2.5 million to R5 million p.a. total)**

### **Arts & Culture RAPTOR**

Sponsor	Rand Merchant Bank
Brand	Rand Merchant Bank
Event/Product	Starlight Classics
Public Affairs	Colette Wynne
Sponsored Party	SA regional orchestras and SA artists
Conductor and co-ordinator	Richard Cock
Other Parties	Quo Vadis Communications

## **Best Medium budget sponsorship (R2.5 million to R5 million p.a. total)**

### **Arts & Culture RAPTOR**

Sponsor	Appletiser (Pty) Ltd
Brand	Appletiser
Event/Product	Women with Appletude
Marketing Manager	Jean Sloane
Sponsored Party	Various SA Photographers and Kirstenbosch Gardens

Snelco PRO  
Consultancy

Andre Schwartz  
Snelco PRO

## **Best Medium budget sponsorship (R2.5 million to R5 million p.a. total)**

### **Causes (Health/Education/Social Upliftme RAPTOR**

Sponsor	Eskom (Pty) Ltd
Brand	Eskom
Event/Product	Expo for Young Scientists
Sponsorship Manager	Anneke Beech
Sponsored Party	Expo for Young Scientists
National Expo Manager	Priscilla Moodley
Consultancy	Octagon
Account Director	Billy Lascaris

## **Best Small budget sponsorship (R50 000 to R2.5 million p.a. total)**

### **Arts & Culture GRAND RAPTOR**

Sponsor	FCB Cape Town
Brand	Klipdrift Export
Event/Product	Klein Karoo Kunstefees
Marketing Manager	Rhode Snyman
Consultancy	FCB Sponsorship
Sponsorship Director	Annalie Watt
Other Parties	FCB Impact

## **Best Small budget sponsorship (R50 000 to R2.5 million p.a. total)**

### **Causes (Health/Education/Social Upliftment) RAPTOR**

Sponsor	Eskom (Pty) Ltd
Brand	Eskom
Event/Product	Lights from Africa
Sponsorship Manager	Anneke Beech
Sponsored Party	Light Africa (Pty) Ltd
Director	Carl van der Merwe
Consultancy	Octagon
Account Director	Billy Lascaris
Other Parties	Interactive Africa - Freddy Khan, Ravi Naidoo

## **Best Small budget sponsorship (R50 000 to R2.5 million p.a. total)**

### **Causes (Health/Education/Social Upliftme RAPTOR**

Sponsor	Pick 'n Pay
Brand	Pick 'n Pay
Event/Product	Supercap Day
GM of Marketing	Tessa Chamberlain
Sponsored Party	Quadriplegic Ass. of SA
Chairman	Aris Searlis

Consultancy  
Account Director

Y&R Hedley Byrne  
Cathy Coyle

## **Best Small budget sponsorship (R50 000 to R2.5 million p.a. total)**

### **Sport RAPTOR**

Sponsor	Pick 'n Pay
Brand	Pick 'n Pay
Event/Product	Comrades Marathon
GM Corporate Marketing	Tessa Chamberlain
Sponsored Party	Comrades Marathon Association
Event Manager & Co-ordinator	Brad Glasspoole
Consultancy	Y&R Hedley Byrne
Account Director	Cathy Coyle

## **Best Broadcast Sponsorship**

### **Entertainment RAPTOR**

Sponsor	Mitsubishi
Brand	Pajero & Colt
Event/Product	Survivor Africa
Brand Manager	Khumbulani Ndebele
Consultancy	Starcom
Media Strategist	Erica Gunning
Other Parties	Old Shanghai

## **Best Broadcast Sponsorship**

### **Entertainment RAPTOR**

Sponsor	Vodacom
Brand	Vodacom
Event/Product	Big Brother
Executive Head of Marketing	Andre Beyers
Sponsored Party	Oracle - Big Brother
National Sales Manager	Tracy Hawkridge
Consultancy	FCB Sponsorship
Vodacom Client Service	Glynis Rudolph, Mogani Naaido

## **Best Broadcast Sponsorship**

### **Environment (Ecotourism) RAPTOR**

Sponsor	Toyota
Brand	Hilux
Event/Product	SA Farmers
General Manager National Promotional	Mike Herb
Sponsored Party	Kew Productions - Wenakker
Producer	Johan Badenhorst
Consultancy	FCB Sponsorship

## NAB AWARD - Best Broadcast Sponsorship

Sponsor	Vodacom
Brand	Vodacom
Event/Product	big Brother
Executive Head of Marketing	Andre Beyers
Sponsored Party	Oracle - Big Brother
National Sales Manager	Tracy Hawkrigde
Consultancy	FCB Sponsorship
Vodacom Client Service	Glynis Rudolph, Mogani Naaido

Judging panel of the 2002 SABC Raptor Awards:

### Godfrey Morley, MacDonalds

This popular personality in sponsorship is probably best known for his position as Head of Sponsorship SAB from 1998 until 2001. At present he is Marketing Director of one of the world's best known brands, MacDonalds, where sponsorship once again is a key performance area. Given his eight or so years in commercial and managerial experience, four of which were spent in brand orientated sponsorships and marketing (many of which are previous winners of Raptors), Godfrey is well versed in the art of negotiating, leveraging and measuring sponsorships. He was appointed as Chairperson of the 2002 Judging Panel.

### Richard Relton, World Sport Group (Europe, Plc)

Richard has more than 15 years experience in Sports Marketing and Promotions. He is currently Managing Director of World Sport Group, a sports marketing company based in the UK. His currently positions most notably include Commercial Director of the 2003 ICC Cricket World Cup and MD of the Ladies European Golf Tour. In addition, his company was appointed a 10-year contract to re-launch and manage professional Snooker. Previously he held the position of CEO for four years of the Asian CDA Tour and prior to that was employed by IMG.

### Ross Chowles, Jupiter Drawing Room, CT

Ross has been in the Advertising industry for 23 years, 14 of which as Creative Director. He has been a Loeries Awards judge for 15 years, and also judged Awards in Cannes, Canada and Namibia.

### Mvuzo Mbebe, SABC Topsport

Currently the MD of SABC Topsport and a member of the SABC's Group Executive Management Committee. Mvuzo has a long successful career in sport administration having held such positions in his early career as 1st Secretary General of Athletics South Africa, 1st CEO of the National Sports Council and MD of NSC Investments. He is a former advisor to the Minister of Sport and Recreation and Executive Consultant for the SA Sports Commission.

### Dana Cooper, ABSA

Dana is Group Executive - Group Marketing for ABSA in charge of a R300 million budget which in part covers ABSA's sponsorships of sport including amongst others rugby and athletics. She previously worked for Action Stations as GM: Sales and Marketing, Colgate Palmolive SA, Premier Foods and other classical marketing companies such as Lever Brothers and SC Johnson.

### Roger Jardine, Kagiso Media

Roger is the CEO of Kagiso Media which listed on the JSE in June 1999 and has interests in radio, specialist publishing

and exhibitions. He trained as a physicist in the USA and returned to South Africa in 1992 to co-ordinate the ANC's desk on science and technology. In 1995 he was made Director-General of the Department of Arts, Culture Science and Technology - a position he held until he joined Kagiso Media. He is the current Chairman of the Board of the CSIR and the Nuclear Energy Corporation of SA.

## **Annie Williamson, FCB Sponsorship**

Annie was recently appointed MD of FCB Sponsorship, and has been a judge on the Raptors for three years running. She is currently responsible for maximizing such sponsorships as Vodacom's Tri-Nations and Super 12 Series as well as Big Brother and Pop Idols. Her sponsorship experience dates back to her time at Grinaker Sponsorship Marketing where she was responsible for the conceptualization and implementation of sponsorship programmes related to the SA Olympic Team, the Penny Heyns Foundation and various music and sports events.

## **Noma Simamane, ZANUSI Brand Solutions**

Noma is the founder member of Zanusi Brand Solutions following a stint as MD of BLGK Bates. In the 17 years she has been in marketing she has built a superb track record with companies such as the British American Tobacco and Unilever. She has acquired vast experience particularly in South Africa, Kenya and the USA and has played an active role in the Association of Marketers from acting as a judge on Loeries to serving on various boards such as the Association of Advertising Agencies, Product Marketing Services and various other committees. She is on the Advisory Committee for UNEP's Advertising and Communication Initiative and has presented a great deal internationally.

## **Jodi-Ann Jones, Eventive Public Relations**

Jodi is the founder member of Eventive PR, one of South Africa's leading sponsorship communications consultancies. With nearly 15 years of communications experience, at least 12 of which have been in the sponsorship industry, Jodi has worked with most of the country's leading sponsorship companies. She has successfully handled the image and publicity campaigns around such projects as the 1996, 2000 and 2004 Paralympic Team, the 1998 and 2002 Commonwealth Games Team, the 1999 All Africa Games Team, the visit to South Africa by Dame Kiri Te Kanawa and the London Philharmonic Orchestra as well as Whitney Houston's One South Africa Tour. She is at present working on the 2004 Olympic Team PR and a variety of Blue Chip sponsorship clients such as Sasol's sponsorship of Amaglug-Glug and Vodacom's soccer and rugby sponsorships.

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