

SPONSORSHIP PROSPECTUS



Advocacy.

Insights.

Connections.

INTRODUCTION



WELCOME FROM THE CEO

Firstly, thank you for being here. If you are reading this brochure, you are already part of our extended network of members, industry partners and friends. We really believe in the power of a good network, and your enthusiasm and support has been instrumental in AAMEG's success since it was founded 10 years ago.

And what a decade it's been. There's much to be proud of, from establishing the AAMEG Africa Awards, the country's leading ESG event for the Australia-Africa resource industry, to our international and growing influence as an advocate on matters such as security, antibribery, taxation, corruption and human rights.

But the achievement I'm most proud of is the community we've built. With a network of 100 member companies—from explorers to resource development to majors, government and mining services—our members represent a growing and diverse pool of perspectives and experience. I'm pleased to say it's a truly engaged network built on meaningful dialogue and reciprocity. This is evidenced by our well-attended sundowners, workshops and seminars, as well as our ability to bring together delegations in times of crisis to address the West

African security threats and the Tanzanian mining regime overhaul. We also have a great number of members who volunteer expertise towards ongoing working groups, such as our ESG Forum.

As an AAMEG sponsor, you'll gain privileged access to this group of influential thought leaders in the minerals and energy sector. A range of customisable sponsorship opportunities are featured in this brochure, providing options for your organisation to maximise its profile and exposure, generate business leads and build strategic industry connections, while demonstrating your commitment to the responsible development of Africa's mining industry.

Whether you are a new partner or a long-time supporter of AAMEG, my colleagues and I look forward to working with you.

Yours sincerely,

Bill Witham
AAMEG CEO

ABOUT



ABOUT AAMEG

Founded in May 2011, the Australia-Africa Minerals and Energy Group is the peak body representing Australian companies engaged in the development of Africa's resource industry. We support members operating in Africa and facilitate collaboration between industry, governments and other stakeholders to ensure that resource development produces sustainable outcomes in Africa.




AAMEG exists to support and better enable these Australian companies to operate successfully in Africa. We do this by helping our members better understand, and more effectively and efficiently manage the non-technical risks they face, these include political and social risks, health, security, human rights, taxation and anti-bribery and corruption, amongst others. Through the sharing of knowledge and resources, AAMEG facilitates collaborative solutions by drawing on the experiences of those members who are African "veterans". This creates support networks, provides a focal point for engagement with governments and a voice to influence policy and narrative on behalf of members confronted with challenges.

"AAMEG does an incredible job at connecting people within our industry. The support, referrals and introductions we have received have made Rescology feel like part of the family. As a small service provider, it's fantastic."

- Cathy Galli, Director, Rescology Environmental Consultants

WHY BECOME A PARTNER

When you partner with AAMEG, you become part of “Team Australia” in Africa, joining a robust network of 100 organisations united by the common goal of building a sustainable and successful minerals and energy sector from Sierra Leone to Mozambique.

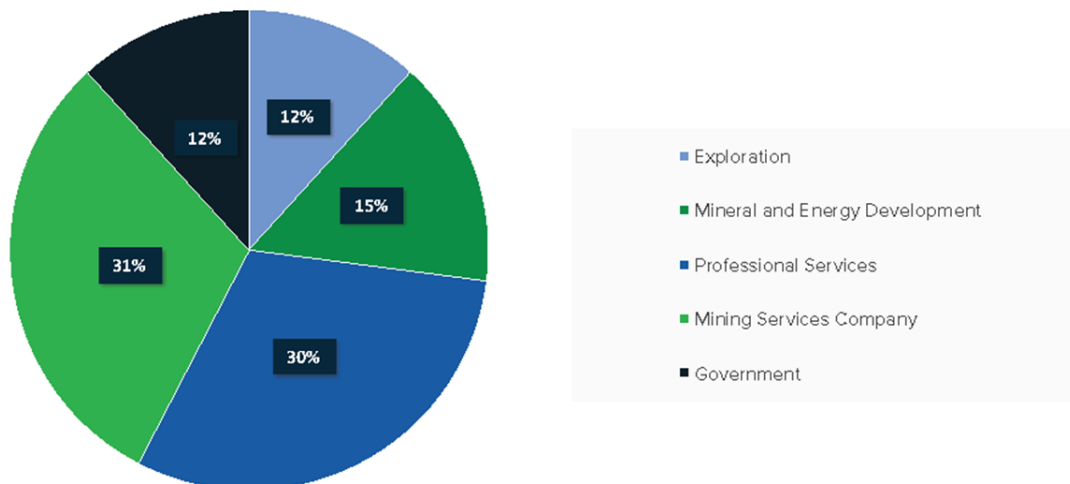
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- | | | |
|--|--|--|
|  <p>01 A cost-effective way to build brand equity among influential decision makers</p> |  <p>02 Gain brand exposure to a captive audience at AAMEG events</p> |  <p>03 Build strategic relationships with a multitude of senior executives</p> |
|  <p>04 Generate new opportunities for your business product and/or service</p> |  <p>05 Gain access to insights and knowledge among Australia's leading network for the African resource sector</p> |  <p>06 Access tools for the handling of a company's approach to environmental, social and governance matters</p> |
|  <p>07 Demonstrate your commitment to advancing the profile of Australian Companies operating in Africa</p> |  <p>08 Gain discounted and/or priority access to AAMEG events, including sundowners, seminars, workshops and the annual AAMEG Africa Awards</p> |  <p>09 Contribute to submissions that impact legislative and investigative reform to ensure fair representation with Australian and African Governments</p> |
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WHO WILL YOU CONNECT WITH?

From big name multinationals, to up and coming developers and mining services companies, AAMEG stands behind a diverse pool of experience and geographies. And with our member-base growing markedly year on year, our network is continuing to gain strength and influence.

- The 1st and only member organisation representing Australian mining and energy companies operating in Africa
- 100 members - both big and small, from the exploration, production and services sectors
- Our esteemed network includes: Lycopodium, maxgeo, Perseus Mining Ltd, Perenti, Base Resources Ltd, Woodside Energy, Paydirt, PricewaterhouseCoopers

MEMBER DEMOGRAPHICS



OUR MEMBERS REPRESENT ACTIVITY IN MULTIPLE COUNTRIES OF AFRICA



SPONSORSHIP LEVELS



PARTNERSHIP OPPORTUNITIES AT A GLANCE

AAMEG offers a range of opportunities to get more involved, offering flexible approaches to designing a mutually beneficial sponsorship agreement that meets your organisation's brand objectives and ESG commitments. Our members can gain recognition across two core investment streams:

PLATINUM PARTNER

\$25,000 per annum

INDUSTRY PARTNER

By Negotiation (unlimited but subject to sector)

"I want to extend my deepest thanks to AAMEG for your amazing support. We would not have ventured forth to the Mining Indaba Conference in South Africa without the AAMEG association and guidance, which was truly the fundamental reason for our successful time in Cape Town. We look forward to a successful association in years to come."

- Grant Strudwick, Vice President - AMEA, Pinkerton

PLATINUM PARTNER



\$25,000 PER ANNUM

Our premium tier with limited availability, Platinum Partners receive unparalleled promotional opportunities and exclusive branding rights, suitable for organisations looking to place themselves at the very front and centre of the Australia-Africa minerals and energy sector and forge strategic relationships with senior executives. Platinum Partners receive:

EVENTS

- Invitation to speak/present at an AAMEG event (to be agreed upon by sponsor and AAMEG)
- Pre-sale and priority access to AAMEG ticketed events, including first option to sponsor major events
- Free access to sundowners and exclusive industry events
- Priority opportunities to host or sponsor an event
- Recognition as a major sponsor of the AAMEG Africa Awards

NETWORKING / ADVOCACY

- Invitation to chair or participate in an AAMEG Working Group or Sub-Committee (1 advocate per company)
- Connection Program – formal introductions to members of interest
- Invitations to attend Canberra delegations or in-country government briefings (travel not included)
- Invitations to participate in AAMEG coordinated site visits for senior government and media representatives
- Priority in your industry sector (excluding membership and other sponsorship opportunities)

DISCOUNTS

- Discounts via industry partnerships including, but not limited to: Insurance cover through Woods Insurance Brokers, Hawcroft risk management services, conference registration, Paydirt Media magazine subscriptions and exclusive airfare and accommodation rates from ATPi
- Market studies and industry reports at discounted rates
- Significant discounts at any future hosted conferences and events

PROMOTIONAL

- Logo featured on AAMEG homepage
- Logo featured on dedicated 'sponsors' webpage
- Logo featured in AAMEG's Annual Report
- Logo featured in email newsletter footer
- Logo on press release template
- Logo featured on AAMEG event banners and major signage
- AAMEG member directory listing
- New member announcement in AAMEG newsletters
- Use of the AAMEG member logo on marketing materials, on sponsor website and at expo booths (a specific version for both of the sponsor tiers – platinum and industry)
- Opportunity to display company brochures at international events including: The Mining Indaba Cape Town, Africa Down Under Perth, AAMEG Africa Awards, Mines & Money London
- Sharing of corporate content on LinkedIn - 4x posts per/year
- Sharing e-insights to AAMEG member base - 3 x per/year

INDUSTRY PARTNER



BY NEGOTIATION (UNLIMITED BUT SUBJECT TO SECTOR)

The second tier offers a comprehensive suite of benefits, including some cross-promotional and branding opportunities, as well as discounted access to events, for organisations looking to develop key relationships and align their brand with the sector. Industry Partners receive:

EVENTS

- Pre-sale and priority access to AAMEG ticketed events, including first option to sponsor major events
- Free access to sundowners and exclusive industry events
- Priority opportunities to host or sponsor an event

NETWORKING / ADVOCACY

- Connection Program – formal introductions to members of interest
- Priority in your industry sector (excluding membership and other sponsorship opportunities)
- Opportunity to design and host professional development seminars as member needs demand

DISCOUNTS

- Discounts via industry partnerships including, but not limited to: Insurance cover through Woods Insurance Brokers, Hawcroft risk management services, conference registration, Paydirt Media magazine subscriptions and exclusive airfare and accommodation rates from ATPi
- Market studies and industry reports at discounted rates
- Significant discounts at any future hosted conferences and events

PROMOTIONAL

- Logo featured on dedicated 'sponsors' webpage
- Logo featured in AAMEG's Annual Report
- Logo featured in email newsletter footer
- AAMEG member directory listing
- New member announcement in AAMEG newsletters
- Use of the AAMEG member logo on marketing materials, on sponsor website and at expo booths (a specific version for both of the sponsor tiers – platinum and industry)
- Sharing of corporate content on LinkedIn - 4x posts per/year
- Sharing e-insights to AAMEG member base - 3 x per/year

SPONSORSHIP BENEFITS

SPONSORSHIP BENEFITS

PLATINUM

INDUSTRY

EVENTS

Invitation to speak/present at an AAMEG event (to be agreed upon by sponsor and AAMEG)	●	
Pre-sale and priority access to AAMEG ticketed events, including first option to sponsor major events	●	●
Free access to sundowners and exclusive industry events	●	●
Priority opportunities to host or sponsor an event	●	●
Recognition as a major sponsor of the AAMEG Africa Awards	●	

PROMOTIONS

Logo featured on rotating homepage banner	●	
Logo featured on dedicated 'sponsors' webpage	●	●
Logo featured in AAMEG's Annual Report	●	●
Logo featured in email newsletter footer	●	●
Logo on press release template	●	
Logo featured on AAMEG event banners and major signage	●	
AAMEG member directory listing	●	●
New member announcement in AAMEG newsletters	●	●
Use of the AAMEG member logo on marketing materials, on sponsor website and at expo booths (a specific version for both of the three sponsor tiers – platinum and industry)	●	●
Opportunity to display company brochures at international events including: The Mining Show in Dubai, Africa Down Under, AAMEG Africa Awards, Mines & Money London <i>*subject to impact of global restrictions</i>	●	
Sharing of corporate content on LinkedIn - 4x posts per/year	●	●
Sharing e-insights to AAMEG member base - 3x per/year	●	●

NETWORKING / ADVOCACY

Invitation to chair or participate in an AAMEG Working Group or Sub-Committee (1 advocate per company)	●	
Connection Program – formal introductions to members of interest	●	●
Invitations to attend Canberra delegations or in-country government briefings (travel not included)	●	
Invitations to participate in AAMEG coordinated site visits for senior government and media representatives	●	
Priority in your industry sector (excluding membership and other sponsorship opportunities)		●

DISCOUNTS

Discounts via industry partnerships for insurance cover, airfare and accommodation rates, subscriptions and more	●	●
Market studies and industry reports at discounted rates	●	●
Significant discounts at any future hosted conferences and events	●	●

RATE

\$25,000
+ GST

COST
BY NEGOTIATION

BUILD YOUR OWN PACKAGE



FLEXIBLE OPTIONS TO SUIT YOUR BUSINESS PRIORITIES

An agile option to align with company marketing objectives, we are inviting potential corporate partners to build a unique sponsorship program.

Perhaps you'd like to become an Industry Partner, while getting your brand front and centre at our popular Mining and Exploration Sundowners? Or sponsor one of our AAMEG Africa Awards while aligning yourself with our monthly Out of Africa video series? The choice is yours. Peruse our list of additional partnership opportunities.



AAMEG AFRICA AWARDS



ALIGN YOUR BRAND WITH AUSTRALIA'S ESG LEADERS

Taking place yearly as part of the esteemed Africa Down Under Conference in Perth, the AAMEG Africa Awards is Australia's premier event for recognising best practice in mineral exploration across the African continent.

WHY SPONSOR THE AAMEG AFRICA AWARDS?

- Align your brand with a prestigious industry event
- Raise the flag for team Australia in Africa
- Show your organisations' commitment to delivering mutually beneficial outcomes in Africa.
- Promote your brand to a captive audience at Africa Down Under
- Ability to use the Africa Awards Logo on your Company website and promotions
- Logo placement on AAMEG's Award pages on the website and regular promotion in lead up to event
- Logo placement on event night screens and awards booklet, as well as named recognition on stage
- Develop strategic relationships with the who's who of the Australia-Africa resources sector
- Demonstrate your commitment to best practice in ESG

AWARD CATEGORIES AVAILABLE FOR SPONSORSHIP:

EMERGING ESG LEADER AWARD

Archetypal of AAMEG's efforts to bolster the capacity of junior companies in Africa, this year's event will acknowledge junior explorers or service companies (with a market capitalisation below \$100,000,000 and less than 25 employees in Perth) whose outstanding company initiative delivers sustainable and tangible benefits to their host communities.

BEST INNOVATION IN CORPORATE SOCIAL DEVELOPMENT

This award recognises an outstanding company initiative that delivers sustainable and tangible benefits to a community while demonstrating leadership in environmental, social and governance practices. The recipient will have demonstrated that they have gone beyond traditional CSR and ESG efforts, showing collaboration and engagement between the African community and government.

BEST WORKFORCE AND INDUSTRY DEVELOPMENT INITIATIVE

This award recognises a company demonstrating leadership in African mining workforce development. The recipient will have demonstrated capacity building and empowerment of African people, innovation through training or workforce development, and have addressed local content requirements such as mentoring and apprenticeships.



NEWSLETTER SPONSORSHIPS



GET STRAIGHT INTO THE INBOX OF MORE THAN 3,000 BUSINESS LEADERS

As a membership and advocacy organisation, we take our communications seriously here at AAMEG. We currently have two monthly e-newsletter options to choose from, as outlined below.

WHY BECOME A NEWSLETTER SPONSOR?

- Gain consistent industry exposure to more than 3,000 business leaders and government representatives
- Logo placement in the newsletter banner, including a link to your website
- Align your business with the 'source of truth' for the Australia-Africa minerals and energy industry
- Get the opportunity to promote your business initiatives in the newsletter (at AAMEG's discretion)

OUT OF AFRICA VIDEOCAST SERIES SPONSOR

\$2,500 PER ANNUM

Shared with more than 2,800 followers on LinkedIn and distributed to our list of 3,000+ members, partners and friends, Out of Africa is a monthly videocast where our CEO Bill Witham shares all the latest goings on at AAMEG, plus industry insights and information about upcoming events.

NEWSFLASH SPONSOR

\$2,500 PER ANNUM

From research call outs to updates from our ESG Forum and information about our lobbying efforts, our Newsflash emails convey important, specific details to our list of 3,000+ members, partners and friends. Contained within a succinct, engaging e-newsletter format, Newsflashes go out as stories arise - approximately once per month.

EVENT SPONSORSHIPS



PERTH MINING AND EXPLORATION SUNDOWNERS FROM \$2,900 SUBJECT TO INCLUSIONS

Taking place monthly from February to November, our popular Perth Mining and Exploration Sundowners are where the networking really happens. Around 80 guests come together for a casual evening of drinks and finger food in West Perth. The evening's sponsor has the opportunity to:

- Give a brief address about your company and welcome guests to the event
- Display branding materials and signage (brochures, pull-up banners, business cards, etc)
- Receive recognition on the event invitation (sent out to 3,000+ subscribers)
- Receive recognition and mention on our website and LinkedIn page
- The price is inclusive of the venue hire for 60 guests, drinks and finger food. All AAMEG members receive complimentary entry.

Month	Availability
February	AVAILABLE
March	AVAILABLE
April	AVAILABLE
May	AVAILABLE
June	AVAILABLE
July	AVAILABLE
August	AVAILABLE
September	AVAILABLE
October	AVAILABLE
November	AVAILABLE

WORKSHOPS AND SEMINARS - COSTS VARY PER EVENT

From our fortnightly ESG Forums to our regular Legal and Tax working group, AAMEG walks the walk of being a truly interactive, member-focussed organisation with a dynamic calendar of face-to-face industry events.

Keen to get involved? We'd love to discuss sponsorship opportunities with you.



SPONSORSHIP BOOKING FORM



CONTACT DETAILS - PLEASE PRINT CLEARLY IN BLOCK CAPITALS

Contact Name:	<input type="text"/>
Company Name:	<input type="text"/>
Position:	<input type="text"/>
Address:	<input type="text"/>
State:	<input type="text"/>
Telephone:	<input type="text"/>
Mobile:	<input type="text"/>
Email:	<input type="text"/>

Name:	<input type="text"/>
Organisation:	<input type="text"/>
Signed:	<input type="text"/>
Date:	<input type="text"/>

SPONSORSHIP ITEM	Price
Platinum Partner	\$25,000
Industry Partner	TBC
Out of Africa Newsletter	\$2,500
Newsflash Sponsor	\$2,500
Perth Mining & Exploration Sponsor	Starting from \$2,900
Members Christmas Party Sponsor	TBC
Africa Awards Cocktail Reception Sponsor	\$5000
Mining Indaba	TBC
Best Innovation in Corporate Social Development Award	TBC
Best Workforce and Industry Development Award	TBC
Emerging ESG Leader Award	TBC

Payment Details

- I require a tax invoice to make payment
- I have enclosed / I will forward a cheque
- I will pay by Electronic Funds Transfer (EFT)

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Account Name:	<input type="text"/>
BSB:	<input type="text"/>
Account Number:	<input type="text"/>

NOTES



CONTACT US

Keen to support
Team Australia in Africa?
We'd love to work with you.

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