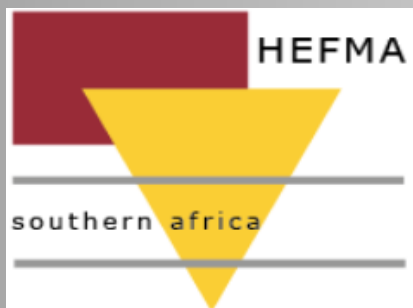


# 2025 HEFMA CONFERENCE SPONSORSHIP



*In collaboration with  
North West University (NWU)*

[www.hefma.org](http://www.hefma.org)



# About the 2025 HEFMA Conference

**Conference Theme:** Innovating Campus Spaces

**Dates:** 13–16 October 2025

**Venue:** North–West University (NWU), Potchefstroom

## About Us

The Higher Education Facilities Management Association of Southern Africa (HEFMA) is a Non Profit professional body representing facilities managers from 26 universities, 50 TVET Colleges and 4 other institutions of higher learning across the SADC region i.e University of Botswana, National University of Lesotho, University of Eswatini and University of Namibia. HEFMA serves as a platform for knowledge sharing, professional development, and strategic collaboration to improve the planning, operation, and maintenance of higher education facilities.

The HEFMA 2025 Annual Conference is a flagship event drawing delegates from universities, TVET colleges, SETAs, government departments, and the private sector. This year's event will focus on fostering innovation in infrastructure, driving sustainable practices, and addressing critical skills development in facilities management. The conference will include keynote addresses, panel discussions, workshops, exhibitions, and site tours.

**Expected Attendance:** 250–300 delegates from across Southern Africa

### Target Audience:

- Higher education Executives and decision-makers,
- Facilities and Infrastructure Managers
- Built environment professionals
- Government and public-sector representatives

### Vision

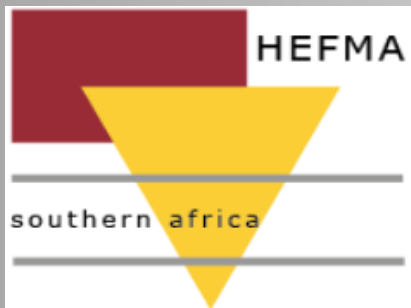


- An Association of choice for higher education institutions in Southern Africa, for the enhancement of best practice in facilities and infrastructure management.

### Mission



- To empower Facilities Professionals to develop, maintain and sustain high quality facilities and infrastructure for Higher Education Institutions.



# Executive Team



**Hendrik Esterhuien**

President



**Hlamarisa Kubayi**

President Elect



**Lindokuhle Mzolo**

Immediate Past President



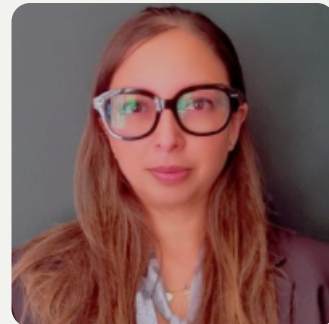
**Swazi Dlamini**

Secretary General



**Tshisevhe Nesengani**

Treasurer General



**Aruna Maharaj**

Director: Business Partnership &  
Professional Affairs



**Kennedy John**

Caretaker Director: Professional  
Development & Training



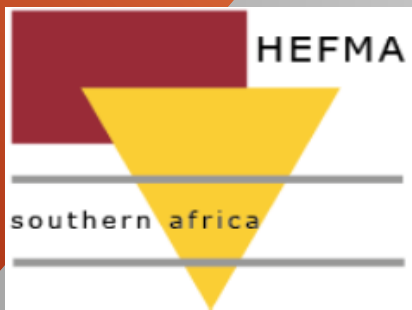
**Lerato Maloka**

Director: Information Services



**Monde Nonjabe**

Assistant Director:  
Information Services



# Why Sponsor the HEFMA 2025 Conference?

Sponsoring the HEFMA Conference provides an exceptional opportunity to:

- Increase brand visibility and reach within the higher education and infrastructure sectors
- Showcase your programmes, initiatives, and successes
- Engage directly with key decision-makers and practitioners
- Demonstrate commitment to capacity-building and national development
- Position your organisation as a thought leader in skills development and innovation

As a valued service provider with a successful history and reputation for doing business within the higher education sector, we invite you to consider becoming one of the sponsors for this upcoming event. The event is the biggest gathering of facilities management professionals from higher education institutions across Southern Africa.

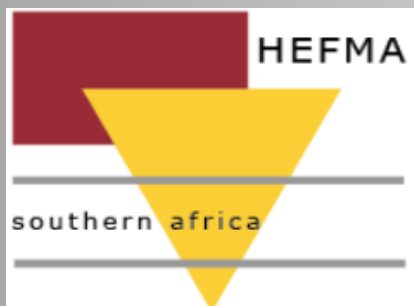
Your sponsorship will provide you with the opportunity to showcase your services in one of the exhibition stands, participate in co-branding activities, and receive positive media coverage for your organisation and services to the Higher Education Facilities Management practitioners and Executives from different Universities, TVET Colleges and the sector delegates including international delegates.

We will also provide an opportunity for your company to make a short presentation depending on your sponsorship contribution (please see value proposition listed below).

This sponsorship offers a unique chance to enhance your brand visibility, connect with industry professionals, and demonstrate your dedication to advancing communities.

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## Sponsorship Packages



### Platinum Package

1. Speaker at HEFMA Annual Conference
2. Conference Exhibition space
3. Hosting of a webinar
4. Presentation at regional workshop
5. Listed as HEFMA business partner for 24-months.
6. Exposure to HEFMA global partners.
7. 2x Free Conference attendance
8. 2x Free attendance to HEFMA Dinner
9. Tax benefit (HEFMA is a Non-Profit Organisation)
10. Networking opportunity
11. Handout of marketing material

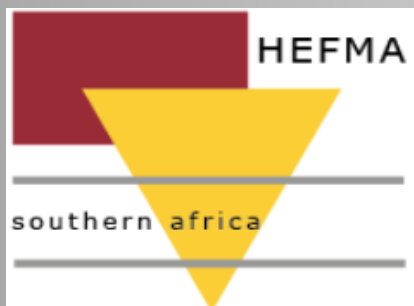
**R 150 000.00**



### Gold Package

1. Speaker at HEFMA Annual Conference
2. Conference Exhibition space
3. Hosting of a webinar
4. Presentation at regional workshop
5. Listed as HEFMA business partner for 12-months.
6. Exposure to HEFMA global partners.
7. 1x Free Conference attendance
8. 1x Free attendance to HEFMA Dinner
9. Tax benefit (HEFMA is a Non-Profit Organisation)
10. Networking opportunity
11. Handout of marketing material

**R 100 000.00**



## Sponsorship Packages



### Silver Package

1. Speaker at HEFMA Annual Conference
2. Conference Exhibition space
3. Hosting of a webinar
4. Participation at regional workshop
5. Listed as HEFMA business partner for 6-months.
6. Exposure to HEFMA global partners.
7. Tax benefit (HEFMA is a Non-Profit Organisation)
8. Networking opportunity

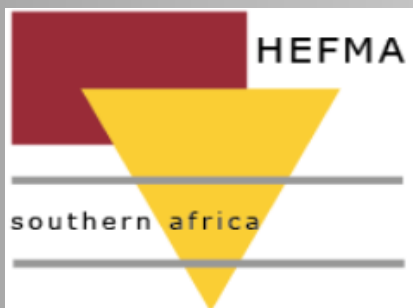
**R 50 000.00**



### Bronze Package

1. Speaker at HEFMA Annual Conference
2. Hosting of a webinar
3. Listed as HEFMA business partner for 6-months.
4. Exposure to HEFMA global partners.
5. Tax benefit (HEFMA is a Non-Profit Organisation)
6. Networking opportunity

**R 30 000.00**



## Sponsorship Packages



### Exhibit Only Package

1. 1x Free Conference attendance
2. Exhibitor logo to be displayed on HEFMA 2025 Conference Webpage and will receive recognition at the conference.
3. 1x Attendance of welcome function
4. Conference lunch included (for the 1x Attendee)
5. Approximately 2x3m floor space
6. 1x Conference size table with cloth
7. 2x Chairs
8. 1x Plug-point
9. Tabletop signage with name of the exhibitor

**R 15 000.00**



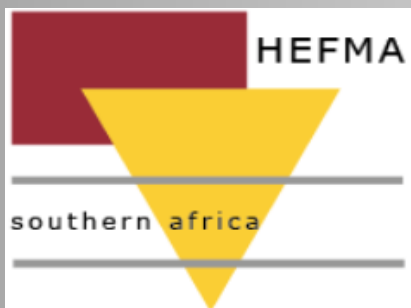
### Custom Sponsorship

Tailored packages can be designed to meet your objectives and available budget (limited package).

Sponsors can choose to contribute or alternatively to host the following functions to be held:

- Gala dinner
- Welcome Cocktail Function, Lunches, Excursion / Braai Function etc.
- Stakeholders' Dinner
- Distribute delegate bags, T-shirts, branded material etc.
- Supply other gifts and donations

**As per sponsor request**



## Sponsorship Registration:

To register as a sponsor please contact the following person:

- **Aruna Maharaj**  
**Director: Business Partnership & Professional Affairs**  
**Email:** mahara@unisa.ac.za

Or simply register using the online platform, link below:

- <https://www.hefma.org/forums.html>

## Enquiries:

Should you require further information or wish to discuss sponsorship opportunities in more detail, please feel free to contact the following person(s):

- **Deedry Grundling**  
**HEFMA: Administrative Assistant**  
**Email:** admin@hefma.org

Your sponsorship will play a vital role in the success of our conference and contribute to the advancement of Facilities Management in the higher education sector. We believe that this partnership will be mutually beneficial and help us create a memorable and impactful event.

We are flexible and open to discussing any specific requirements or preferences you may have, ensuring that your sponsorship aligns with your values, mission, marketing, and business objectives.

We are excited about the prospect of working with you to create a successful and memorable conference experience.

**Thank you!**  
**Hope to see you there!**

