



# SPONSORSHIP PROSPECTUS



## Youngsters on the Air - 2018

### Summer Event

8-15 August 2018 – South Africa

South Africa will host 80 young Radio Amateurs from 34 countries in Europe, Africa and the Middle East, for a week-long international event from 8 – 15 August 2018. This is the first time that YOTA (Youngsters – on – the – Air) Summer Event, is presented in South Africa and hosted by the South African Radio League (SARL).

This annual event creates, in addition to amateur radio, the opportunity to learn about different nationalities and cultures, foster international friendships and goodwill as well as learning new radio communication and technical skills.

### More about the SARL

The SARL is the international recognised national body for amateur radio in South Africa with its main objective to encourage, develop and promote all activities associated with Amateur Radio, wireless communications, computer science and radio science in general.

The role of the SARL is to safeguard amateur radio frequency allocations, interact with government departments such as ICASA and DTPS and to promote international goodwill and understanding. The SARL provides, through its subsidiary HAMNET, emergency communications in times of disaster and community sporting events.

### YOTA

The YOTA (Youngsters On The Air) Summer Event brings together young radio amateurs under the age of 26 who have a passion for amateur radio and technology to learn new skills, discuss and share ideas about amateur radio and its future.

### Amateur Radio

Amateur Radio is a service that brings people, electronics and communication enthusiasts together. Radio amateurs communicate with one another locally, around the world and into space, all without the use of the Internet or cell phones.

Amateur radio offers a wide scope of activities and defines the use of radio frequency spectrum for purposes of non-commercial exchange of messages, wireless experimentation, self-training, electronics, radio wave propagation research, radio sport, contesting, and emergency communication.



# Amateur Radio and the Youth

The education of our youth is the foundation of preparation to ensure that the necessary interest is created amongst young people in the fields of science and engineering as a career choice and for amateur radio as a service and technological past time to continue to prosper into the future.

Amateur radio has an excellent track record of introducing young people to technical and engineering careers and though its experiential learning activities make a career choice in engineering cool.

The large number of professionals in industry who started with amateur radio before they entered a career in communication and electronics and now hold top level position attests to this.

## How sponsorship will benefit your organisation

Your organisations sponsorship is not solely a Social Investment contribution, but is indeed a marketing opportunity for your company or organisation.

By becoming a sponsor of this event, you are making an invaluable contribution to amateur radio and youth career development.

By hosting this event, South Africa has become a renowned and valued contributor to the future of the amateur service.

This is an opportunity to showcase and promote South Africa on an international platform, and to create further interest in this country as a business or vacation destination.

Sponsors will receive extensive exposure both formally and informally in around 35 countries as the event will feature in news bulletins, newspapers, magazines, websites and TV coverage.

We invite you to become a sponsor and a supporter of this great event. Call the South African Radio League on +27 (0) 11 675 2393 or send an email to [info@zs9yota.co.za](mailto:info@zs9yota.co.za) or alternatively [admin@sarl.org.za](mailto:admin@sarl.org.za)

You can contribute via PayPal on our website at [www.zs9yota.co.za/web/our-sponsors/](http://www.zs9yota.co.za/web/our-sponsors/)

*This event is a unique opportunity for introducing young people to technical careers in science and technology and an investment prospect for industry to help shape the future of technology training.*

*Nico van Rensburg ZS6QL – SARL President*

## Individual sponsors

Become an individual sponsor by making a donation, your name will be added to our Individual Sponsors List published on the South African Radio League and YOTA Summer Event web as well as in the SARL publication, Radio ZS,

You can contribute via PayPal on our South African website or by EFT to the SARL account, see banking details below with YOTA-and \_callsign as a reference (Example: YOTA-ZS6TRE).



## Links

Official IARU YOTA website: [www.ham-yota.com](http://www.ham-yota.com)

YOTA 2018 South Africa website: [www.zs9yota.co.za](http://www.zs9yota.co.za)

Visit our Sponsor page on our website at [www.zs9yota.co.za/web/our-sponsors/](http://www.zs9yota.co.za/web/our-sponsors/)



# Sponsorship Levels



**Diamond : \$5 000 +**

**Platinum \$3 000 – \$4 999**

**Gold : \$1 500 – \$2 999**

**Silver : \$500 – \$1 499**

**Bronze : up to \$490**



Visit our Sponsor page on our website at [www.zs9yota.co.za/web/our-sponsors/](http://www.zs9yota.co.za/web/our-sponsors/)

## Diamond

- Logo on web and all printed material
- Company Profile on the web
- Welcome message by company representative at the event
- Access to video material and photos
- Organisation's Logo on event's banner



QRP Labs



## Platinum

- Logo on web and all printed material
- Company Profile on the web
- Access to video material and photos
- Organisation's Logo on event's banner

## Gold

- Logo on web
- Company Profile of the web
- Access to video material and photos
- Organisation's Logo on event's banner

## Silver

- Logo
- Company Profile of the web
- Organisation's Logo on event's banner

## Bronze

- Organisation's Logo on event's banner

**Banking Details**

Account Name:	South African Radio League
Bank:	ABSA
Branch Code:	632 005
Account Number:	407 158 8849

[www.sarl.org.za](http://www.sarl.org.za)



INTERNATIONAL AMATEUR  
RADIO UNION  
REGION I

*All sponsors will be acknowledged at the opening and closing of the event and listed in Radio ZS the official publication of the SARL.*

