

SUPPORT THE PROPERTY DEVELOPMENT AND CONSTRUCTION INDUSTRY BY BECOMING A WCPDF PATRON



ABOUT THE WCPDF

The Western Cape Property Development Forum (WCPDF) is a registered non-profit organisation (246-760 NPO). It was founded in 2008 to create awareness and address the challenges that impede the property development industry, and to be the collective voice of that industry in the Western Cape. We focus on the full production line of private and public property projects and associated infrastructure provision, and represent the broadest range of professionals involved in that production line. As a result, representatives from 20 industry organisations sit on our Management Committee, along with other professionals from the legal, financial and investment sectors.

We actively engage and lobby politicians and government representatives and provide detailed input and feedback on draft legislation and policy to make the public sector aware of the ramifications that decision-making processes and service delivery have on property development and, in turn, the economy and most importantly jobs.

While the industry is also impacted by national legislation, the most critical development issues tend to occur at ground level, and therefore our emphasis is regional. Property is produced at municipal level.

“As a developer, I see the propensity of officials to create more and more regulation. I joined the WCPDF in the hope that I could make a difference by helping to rein in the worst excesses. Being a member of a group of like-minded professionals, my opinion is at least heard by the authorities as part of a collective voice.

Rod MacPhail
Owner at Vergenoegd Property Holdings

“The WCPDF represents a committed and eclectic bunch of professional industry activists across the entire construction economy value chain who are willing to roll-up their sleeves and get dirty to advocate and lobby for change from the ground up. This is an organisation that engages in rigorous and robust debates around the best course of action to take to resolve challenges for the greater good of our industry.

Bafikile Simelane
Director at AL&A and former-President at Master Builders South Africa

WHAT THE WCPDF REPRESENTS TO OUR PATRONS

Since 2008, the WCPDF has become both the voice and sounding board of the property development and construction industry not only in the Western Cape but, increasingly, nationally. A simple “Google” of the organisation in online news reveals the extent of that voice.

In turn, association with the WCPDF drives the credibility of our patrons with our members, and shows commitment towards - and support of - a diverse industry that works extensively within both the private and public sectors.

Participation as a Patron therefore ensures:

- Recognition as a supporter of economic development in the Western Cape and beyond;
- A highly representative platform for engaging with potential customers and future business partners;
- The opening of doors for exploring new opportunities within the property development and construction industry, identifying emerging trends and sparking new ideas;
- The enabling of a rapport among industry colleagues, as well exposure to political leaders and authorities at both local and provincial level.



Please note that the WCPDF is not currently registered for VAT, and therefore no VAT is payable on patronage fees. The fees below are valid until 31 May 2022.

We are currently offering patrons the following annual packages, ranging from Platinum to Bronze.

PLATINUM	GOLD	SILVER	BRONZE
R100 000	R75 000	R50 000	R25 000



PATRON ACKNOWLEDGEMENT

- Acknowledgement on WCPDF's Home page with a carousel image, logo and byline.
- Listing on WCPDF's Patron page with logo, company profile and contact details, plus links to company website and social media platforms.

✓	✓	✓	✓
150-word profile	100-word profile	75-word profile	50-word profile



MEMBERSHIP BENEFITS (click [here](#) for more on our corporate membership benefits)

- Firsthand and ongoing access to information on the most important industry developments as they occur, including the WCPDF's monthly newsletter.
- All patrons will be given full corporate membership benefits, which will also extend to fulltime company employees. The number of employees to be registered as members to be commensurate with class of patronage detailed to the right.
- Special patron benefits at the WCPDF's annual conference during the year of membership and any other events held by the WCPDF (as detailed below).

✓	✓	✓	✓
Up to 151 employees	Up to 50 employees	Up to 25 employees	Up to 10 employees
✓	✓	✓	✓



PROMOTION ON MEDIA CHANNELS

- Press release in mainstream property-centric media announcing patronage.
- If agreeable, comment from the patron (where relevant) will be included in other selected media releases issued either by the WCPDF and/or to promote a major new development within the patron's company (up to a maximum of two releases per patronage year).
- Acknowledgement of the patronage agreement in the Chairperson's upfront introduction in the relevant edition of the WCPDF monthly newsletter with link to patron's website.
- Separate article about the patron to appear within the body of the same WCPDF newsletter with link to patron's website.
- Acknowledgement of the patronage on other WCPDF social media platforms (eg. LinkedIn and Twitter).

✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓
✓	✓	✓	✓



PARTICIPATION AT ANNUAL WCPDF CONFERENCE & OTHER EVENTS

- All events: Relevant patron acknowledgement on all event-specific websites including logo, 200-word bio, links to company website and social media platforms. Additional links to company product brochures.
- All events: Showing of promotional video during event breaks.
- Physical events: Company logo on front or inside front cover of printed event material plus colour advertisements/advertorial inside where applicable.
- Physical events: Display of company banners in appropriate locations.
- Physical events: Company brochure may be included in delegate conference bags.
- Virtual events: Free event tickets for all registered company members.
- Physical events: Limited free tickets to the annual conference; plus 10% member discount for all other company employees registered as members.
- Physical events: Substantial discounts on exhibition space, where applicable.

✓	✓	✓	✓
3-min video	2-min video	1-min video	30 second video
2 full pages	1 full page	half page	quarter page
2 banners	1 banner	1 banner	1 banner
✓	✓	✓	✓
✓	✓	✓	✓
6 free tickets	4 free tickets	2 free tickets	1 free ticket
✓	✓	✓	✓