

WATCHCON

MANAGED BY



SPONSORSHIP RATECARD

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controlroominfo@ccphoutbay.co.za
PBO | PSIRA



We are thrilled that you are interested in sponsoring CCP.

CCP has established a strong brand name throughout the valley and collaborates closely with SSPs, SAPS, Watchcon.

We operate car, foot and canine patrols with both salaried and volunteer patrollers and we have a clear impact on reducing crime in the Hout Bay Valley. Watchcon, available 24/7 is the central control room for Security, Fire and Medical Emergency calls in the Hout Bay valley. In April 2018 CCP took over sole responsibility for operating Watchcon and ensuring its upgrading along with meeting all ongoing improvement and operational costs.

CCP has always been run on the generosity of the Hout Bay community and others further afield. Sponsorship in all forms from physical equipment to staff as well as monetary donations is always welcomed.

It is important to us that we ensure all our sponsors are getting the most value for their contribution, over and above the protection we are able to offer in the valley. From our website to vehicles, uniforms to e-mail signatures, anywhere where the Watchcon/ CCP logo appears we can ensure that our sponsors are receiving exposure. We have therefore developed 4 levels of sponsorship, Bronze, Gold, Platinum and Black, each of which offers a variety of brand awareness opportunities ranging from inclusion in our various Social Media platforms to logos on our vehicles & uniforms and more.

Please find attached full explanation of what each sponsorship levels offers and associated costs.

If you would like to offer sponsorship in a non monetary form we will be happy to discuss how we can make that happen.

We are a registered Public Benefit Organisation and as such any charitable contributions made to us are tax deductible both for individuals and businesses. We are able to provide the appropriate paperwork for inclusion in tax returns.

The Hout Bay community looks to their neighbours and local businesses to support the fight against crime - and what better way to show that than to have your name up there with ours?

We very much look forward to discussing with you how we can grow your brand along side ours.

With kind regards,
CCP

PACKAGES	
BLACK	60 000+
GOLD	40 000 - 60 000
SILVER	20 000 - 40 000
BRONZE	10 000 - 20 000



OPTION	BRONZE	SILVER	GOLD	BLACK
WEB FOOTER	✓	✓	✓	✓
WEB SECTION				✓
BLOG POST		✓	✓	✓
FB INCIDENT REP	✓	✓	✓	✓
FB OWN POST (p/q)	1	2	3	6
INSTAGRAM (p/q)	2	4	5	6
VEHICLES	Rear/White	Rear/White	Rear/White	Colour back & sides
CONTROLLER FRONT				Colour Logo
CONTROLLER REAR	White	White	White	Colour
COMMUNITY STEWARD FRONT				Colour Top Right
COMMUNITY STEWARD REAR	White	White	Colour	
PARKING BOARDS FOOTER	✓	✓	✓	✓
ESTATE BOARDS FOOTER	✓	✓	✓	✓
MAIL SIGNATURES	✓	✓	✓	✓
GUEST HOUSE PLACARD	✓	✓	✓	✓



MAIL SIGNATURE

White logo placed in email signature sent with all correspondence.



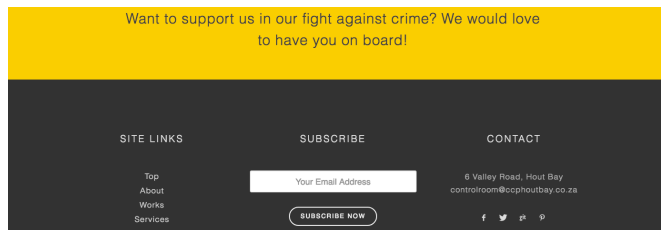
BLOG POST

Longer write-up on our website.
Content to be supplied.
Can have images and colour logos.



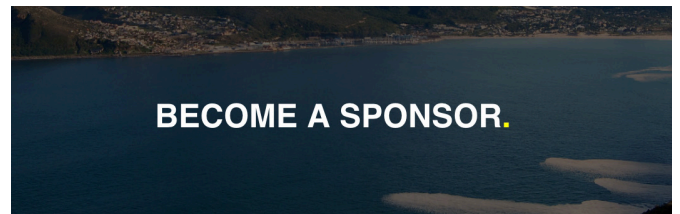
WEB FOOTER

Logo placement at the bottom of our websites.
White logo, no colour, all equal size



WEB SECTION

Dedicated section with large colour logo and short write-up about company involvement

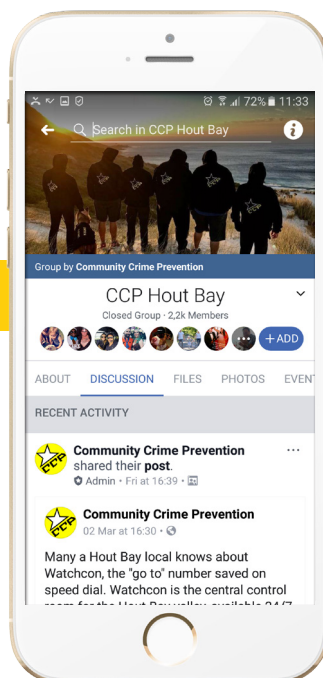


FB INCIDENT REPORT

When an incident happens, we post on our closed Facebook group, although, sometimes we are able to post publically. We will mention those partners who were involved with the incident.

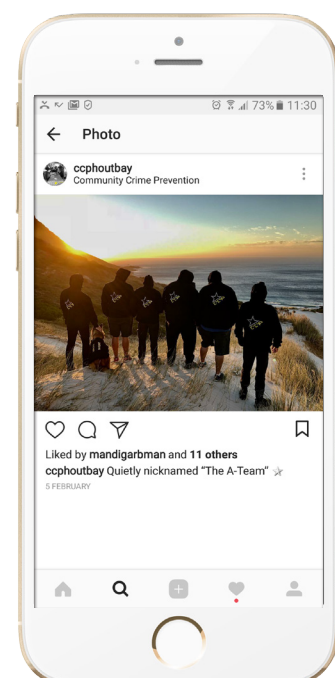
FB OWN POST

Number of public posts we will post referencing your company's involvement or new offerings. (content to be supplied). Quota is allocated per quarter and excludes incident reports.



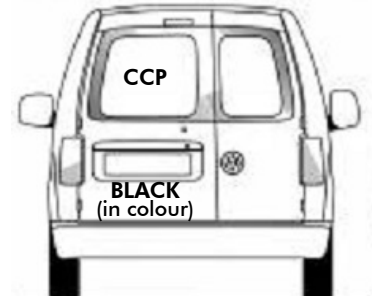
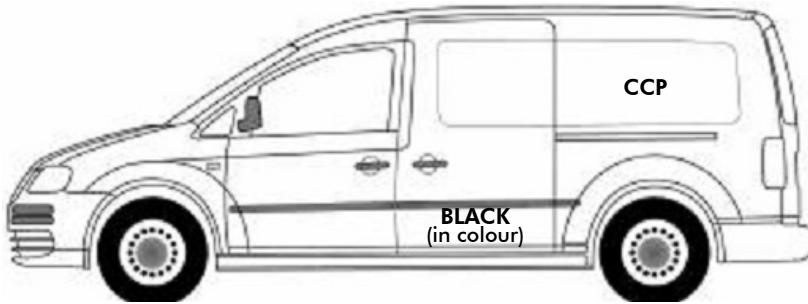
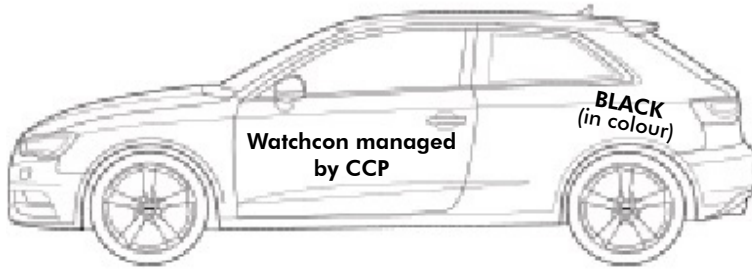
INSTAGRAM POSTS

Posts on our instagram account.
Not linked to facebook.



VEHICLES

Branding space on our patrol vehicles which collectively patrol 5000+ km each month.
 Black sponsors will receive preferential logo placement in colour.
 All other packages will be white logos on the boot lid of the vehicles.



CONTROLLER UNIFORM

The uniforms worn by the controllers in the control room.



COMMUNITY STEWARD UNIFORM

The reflective vests worn by our vetted community stewards.





PARKING BOARDS

Branding placed in the parking areas across Hout Bay encouraging members to ONLY "tip" the registered stewards. White logo in footer.

THIS AREA IS BEING MONITORED
BY CCP COMMUNITY STEWARDS

WATCHCON

MANAGED BY

021 790 9333



WE WANT YOUR FEEDBACK [FB.COM/CCPHOUTBAY](https://www.facebook.com/ccphoutbay)

ESTATE BOARDS

Branding placed at the entrances to the estates who are connected to the Watchcon control room. White logo in footer.

CONNECTED TO:

WATCHCON

MANAGED BY

021 790 9333



IN PARTNERSHIP WITH



GUEST HOUSE PLACARD

Information leaflet placed at guest houses with information on do's and don't for guests when visiting hout bay.

SAVE THIS NUMBER IN YOUR
PHONE FOR ANY PROBLEMS

WATCHCON

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