



Advertising on the ADHASA website and Sponsorship

ADHASA is celebrating twenty years of assisting the ADHD community. Back in October 1989 ADHASA was founded on the basis of healthy eating and this principle is reflected in everything we say and do. It is also reflected on our website. This means that we happily advertise products that are going to be of benefit to people with ADHD* or those that come into contact with them. On the other hand we do not advertise products that could have a negative impact.

In the same way we need to establish your approach before we can arrange a website link. For example does your company in any way state that healthy eating is not important on documentation, flyers, or information on your website? If the answer is 'yes' then unfortunately we will be unable to establish a business link with you.

** For more information about suitable supplements and foods, please see the ADHASA Endorsement Policy*

1. Premium advertising

Package 1:

- 1) Lower front page advertising (50mm x 70mm) linked to a second ad of the same product on a different page (182x100mm).
- 2) Plus a regular mention in KUWA (ADHASA e-newsletter)
- 3) A link to your website.

The above would be for a period of six months – total cost of package 1 is R5000 excluding VAT.

Package 2:

- 4) A single advert not on the front page, sized (182mmx100mm) for six months.
- 5) Plus a once-off mention in KUWA (ADHASA e-newsletter)
- 6) No link to your website. This would be a separate amount of R150 per month extra.

Pricing for this package would be R3000 excluding VAT.

2. Business Card advertising on the website (not the front page)

Note: These ads require a minimum booking period of six months. Ad will contain a logo.

R400 per month for an ad the size of four business cards (200 words maximum)

R300 per month for an ad the size of two business cards (100 words maximum)

R200 per month for an ad the size of one business card (50 words maximum)

3. Website Banner: - Sponsorship

If you would like to be a part of our celebration activities, please consider sponsoring (or contributing to) a particular event! Your sponsorship would be invaluable in supporting the following:

1. Our “Educators Guide” (working title) is a South African book with contributions from 40 South African ADHD experts. It is currently at the publishers and expected to be available in mid 2009.
We would like to say thank you to all these leaders in the ADHD world who have contributed their time and expertise. Join us and meet the VIPs – the Professors, the medical fraternity, the therapists, and many other people who have made this amazing resource possible. Adding the media and a couple of special guests we expect sixty to seventy people. Thanks to these people we will soon have a much needed resource for our schools. Your contribution would enable us to say thank you to them and help publicise our book.
2. ADHASA Branch Coordinators Conferences/Full day Seminars – These are held on a quarterly basis where Area Coordinators* and Branch Coordinators** have support, training and further education so that they can provide an even better service to their communities. These coordinators give much of their time, talent and energy and we welcome the opportunity to have the contact and give them the support they need.
* Area Coordinators provide support and information to Branch Coordinators in their designated area. They have regular contact with them.
3. ADHD Awareness Day - 14 September. This is the official ADHD Awareness day which we will be celebrating in Johannesburg and in our thirty branches countrywide. We are still in the planning stages. Perhaps you would like to join us in this exciting event.
4. ADHASA 16th Annual Conference to be held over two days: 24 and 25 October 2009. This is our premium event attended by teachers, therapists and parents. Arrangements are also made for people from disadvantaged areas (usually educators) to attend. An absolute must for anyone with an interest in ADHD.
5. Food List Research. We provide a list of brand name products free of the additives most likely to affect people with ADHD. Preparing this food list

entails spending many hours in supermarkets reading ingredients, and subsequently contacting the manufacturers for more precise information. Then the ADHASA Food List is updated, printed and distributed to paid-up members. This service has made it easier for people to avoid additives most likely to affect people's concentration, health and behaviour. Over the past twenty years we have had countless letters from parents thanking us for the difference in their children. We urgently need help in this department.

Cost of Sponsorship: R25 000 or R15 000:

R25 000 entitles you to a banner on the front page for a period of six months.
R15 000 entitles you to a banner on a page other than the front page for six months.

In addition:

- Should you choose to sponsor 1, 2, 3, or 4 above we invite you to attend and to display your banner at the event.
- The sponsoring company is invited to supply literature and samples of their products for distribution at the event.
- Should you choose to sponsor food list research it would clearly state that the food list has been sponsored by yourself or your company.
- Your sponsorship would be mentioned on all relevant documentation, invitations, notes, the website and Keeping up with ADD.
- Link to your website.

To advertise on our website, please contact ADHASA at 011 888 7655 or email us at adhasa@telkomsa.net

Should you wish to contribute to an event with an amount less than R15 000 please contact ADHASA.