To Whom it May Concern

ASHRAE South Africa and Sponsorship Opportunities

ASHRAE (American Society of Heating Refrigerating and Air Conditioning Engineers) Founded in 1894 is an International Society advancing human well-being through sustainable technology for the built environment. It has more than 55,000 members from over 130 different countries and is one of the few societies in the world with its own R&D program. ASHRAE aims to provide technical information for its members, to be the industry's source of sectoral standards and technical principles, to create a network of professionals within the sector and to facilitate their continued training.

ASHRAE is comprised of 14 Regions and over 190 chapters with 12 of the regions on the American Continent. The region at Large has 30 Chapters in over 20 countries including India, UAE, Nigeria, Egypt, Pakistan, Saudi Arabia, Qatar, Lebanon, Sri Lanka, Spain, Turkey, India, Oman, Saudi Arabia, Bangladesh, Sudan and South Africa. Each Section and Chapter, established based on national or geographic locations, uses its strength as a part of a highly institutionalized society to make it possible for its members' voices to be heard on a global scale. Additionally, Sections facilitate its members' access to ASHRAE trainings, contribute to the organization of various regional conferences conducted by distinguished instructors and make it possible for such programs to be held in their own countries. ASHRAE continues with the mission of being the main contributor and leader of the HVAC-R sector worldwide.

On the 27th of July 2018, ASHRAE chartered the South African Chapter. The South African Chapter forms part of the region at Large. South Africa currently has 156 ASHRAE members. The goal was to grow this number by 30% since chartering where we had 120 members only. The vision for the ASHRAE South African Chapter is to promote knowledge transfer and ethics in the South African HVAC sector. The Society and Chapter is completely volunteer based and a not-for-profit organization.

Whilst each member pays their own Society and Chapter dues there is still a lot of work to be completed with distinguished lecturer visits, HVAC training, conferences, support to CESA and ECSA along with on-going training at the annual GBCSA and monthly training organized by the chapter.

Funding and Sponsorships are always welcome allowing the Chapter to better serve its members and the HVAC industry at large.

Attached to this introduction are various proposals where even the smallest contribution can make a huge difference. Some of the options offered will need to be reviewed in terms of the Society’s Commercialism Policies but further engagement is welcome and encouraged.

Your Faithfully

O. Soluade
Chapter President (2020 – 2021)
INVITATION TO BECOME A SPONSOR
AND PROMOTE YOUR BRAND

ABOUT ASHRAE

ASHRAE was formed as the American Society of Heating, Refrigerating and Air-Conditioning Engineers by the merger in 1959 of American Society of Heating and Air-Conditioning Engineers (ASHAE) founded in 1894 and The American Society of Refrigerating Engineers (ASRE) founded in 1904.

With more than 56,000 members from over 132 nations, ASHRAE is a diverse organization representing building system design and industrial processes professionals around the world.

ASHRAE’S MISSION, VISION & VALUES

MISSION
To serve humanity by advancing the arts and sciences of heating, ventilation, air conditioning, refrigeration, and their allied fields.

VISION
A healthy and sustainable built environment for all.

VALUES
Commitment, Diversity, Excellence, Collaboration, Volunteerism, Integrity

ASHRAE REGION-AT-LARGE (RAL)

“From Chapter At Large To Region At Large”

The South African Chapter falls directly under Region XIII, also known as ASHRAE Region-At-Large. A region rich in culture and diversity broken in to two Sub Regions, Subregion 1 is Africa
and the middle east consisting of 19 chapters and Subregion 2 being India, Sri Lanka and Bangladesh consisting of 12 Chapters.

The Region At Large (RAL) history started with the formation of its first chapter, ASHRAE India Chapter at Large (AICAL, 158). The seeds of RAL were sowed way back in 1980 when four engineers in India formed the Indian Society of Heating, Refrigerating and Air Conditioning Engineers (ISHRAE), with similar objectives.

In 1987, ISHRAE members decided to make an application to ASHRAE to form a chapter in India. A petition signed by 25 members was presented at ASHRAE’s first Far East conference in Hong Kong in October 1987, however, these members were disappointed to learn that new rules required a minimum of 50 members.

In 1989, a revised petition was made, and the 1989 ASHRAE Far East conference at Kuala Lumpur provided the opportunity for another dialogue with ASHRAE’s Senior Executives, to generate interest in ASHRAE having its Chapter in India.

The Chapter was officially chartered on March 29th, 1990 with an impressive ceremony held at the Hyatt Regency Delhi, by ASHRAE President, Mr. David S Butler.

In 1992, a mini-CRC was held at Hong Kong, and a proposal was made to include the four Chapters of South East Asia & ASHRAE India Chapter at Large in Region X, located in California USA. All overseas chapters attended CRCs of Region X, starting from 1992 until 1996. The first CRC was held at Riverside California, April 28th to 1st May 1993, and the last, at Lake Tahoe, Nevada, May 2nd to May 4th, 1996.

The Saudi Chapter was chartered in 1993; Cairo, Lebanon & Western India in 1995; and the Kuwait chapter in 1996. It is interesting to record that the Lebanese chapter was chartered on 9th October 1996 in Cairo, by ASHRAE President, Dick Hayter and Region X DRC, Mr. Sukhdev S. Mathaudhu. The Chapter Officers, Board of Governors, Committee Chairs, Student Branch Officers, and their advisors from Lebanon, travelled to Cairo for the Charter Ceremony.

In order to gauge the response of the Overseas Chapters, a meeting of representatives from all Overseas Chapters was held in Hong Kong on the 14th & 15th November 1995.

Representatives from India, Lebanon, Hong Kong, Malaysia, Singapore and Taiwan Chapters were present. The Cairo and Saudi Arabia Chapters were absent from the meeting. The issues discussed at this important meeting were concerning the future operation of ASHRAE Overseas Chapters.

At the meeting, the Overseas Chapters were candid with their views on the formation of Region XIII.

Today, RAL had grown in stature to over….33 chapters, the largest within the Society with its own DRC.
REASONS TO GET INVOLVED IN ASHRAE AS A SPONSOR

Your company will be visible to the following:

- Members enjoy access to the world’s largest library of HVACR related technical information
- Connection to Our Global Community of Professionals
- Opportunities to be Part of the Change
- Career & Professional Development Resources

There is a choice of sponsorship opportunities available to suit your company’s marketing objectives. If you do not find a package that suits your requirements or budget, please get in touch with Olu Soluade and we will tailor-make a package for you. Sponsorships are available on a first come, first served basis.

The following sponsorships opportunities and subsequent benefits are available for your consideration, note that all sponsorship durations are per Society Calendar Year for July to June of each year.
SPONSORSHIP PACKAGES 2021-2022

**PLATINUM Sponsorship**  
+R 40 000.00

- Attendance (2 attendees) at no cost for all paid technical talks hosted by the SA Chapter for 12 months,
- Logo on all printed material,
- Logo on all Technical Talk invitations,
- Free attendance to social activities when hosted, (2 attendees)
- Free attendance to technical conference Local CRC (2 attendees)
- Display Company logo in ASHRAE SA Newsletter for 12 months
- Company Logo included in and acknowledged on the Webpage for 12 months,
- Four featured articles in the chapter newsletter keeping to the Society commercialism policies.
Gold Sponsorship
+R 20 000.00

- Attendance (1 attendee) at no cost for all paid technical talks hosted by the SA Chapter for a 6 months period,
- Logo on all printed material,
- Logo on 12 Technical Talk invitations,
- Free attendance to social activities when hosted, (2 attendees)
- Free attendance to technical conference Local CRC (1 attendees)
- Display Company logo in ASHRAE SA Newsletter for 6 months
- Company Logo included in and acknowledged on the Webpage for 6 months,
- Two featured articles in the chapter newsletter keeping to the Society commercialism policies.
American Society of Heating Refrigerating and Air-Conditioning Engineers Inc.

ASHRAE South Africa Chapter
C/O Spoormaker
1282 South St
Centurion Central

Silver Sponsorship
+R 10 000.00

- Attendance (1 attendee) at no cost for paid technical talks hosted by the SA Chapter for 4 month duration,
- Logo on all printed material,
- Logo on 6 Technical Talk invitations,
- Free attendance to social activities when hosted, (1 attendees)
- Display Company logo in ASHRAE SA Newsletter for 4 months
- Company Logo included in and acknowledged on the Webpage for 4 months,
- One featured articles in the chapter newsletter keeping to the Society commercialism policies
American Society of Heating Refrigerating and Air-Conditioning Engineers Inc.

ASHRAE South Africa Chapter
C/O Spoormaker
1282 South St
Centurion Central

Bronze Sponsorship
+R 5 000.00

- Attendance (1 attendee) at no cost for paid technical talks hosted by the SA Chapter for 2 month duration,
- Logo on 4 Technical Talk invitations,
- Display Company logo in ASHRAE SA Newsletter for 4 months
- Company Logo included in and acknowledged on the Webpage for 2 months,
- One featured articles in the chapter newsletter keeping to the Society commercialism policies.
Ad-Hoc Donations
+R 2 000.00

- Logo on 2 Technical Talk invitations,
- Display Company logo in ASHRAE SA Newsletter for 2 months
- Company Logo included in and acknowledged on the Webpage for 2 months
Technical Presentation Sponsorships
+R 5 000.00

- Present company brochures outside presentation,
- Display Company logo outside presentation,
- Present Company video outside presentation,
- Alternatives from Cash can include snacks and drinks at "live" presentations
These contributions go to the chapter and paid directly to the Society and a certificate of appreciation from the Society received.

12 month acknowledgement of research contributions on the Website via a thank you page and logo.

Yearly recognition at the SA Chapter AGM and Society for assisting the Society in Research.

Alternative contributions can be discussed further with the RP Committee Chair.