



TOPCO BUSINESS UNUSUAL MASTERCLASS ACADEMY

We are better together! Use TOPCO'S digital footprint to grow your business

Topco Media Business Unusual Masterclasses are **90-minute** online/digital interactive workshops and or presentations. These Masterclasses are available for sponsorship and participants typically register via a mailer sent out by Topco and use their email address and join in via a personalized link sent by the host. Inside the online masterclass, participants can see and hear the presenter, view slides and other media, ask questions, and sometimes answer polls. These masterclasses are live to pre-registered participants and recorded for download. If sponsored these sessions will be sent to the sponsor for their personal distribution. These sessions host a participation of 200 attendees per session.

The Topco Business Unusual online academy masterclasses are aimed at providing assistance to clients on how to do their jobs better, information and support to developing business executives and entrepreneurs, small – medium business owners and to assist businesses during this time with digital tips and tools and how to's used to communicate with employees and clients and to educate South Africa on the future world of work and generally to help businesses do more business to grow our economy.

As South Africa is in lockdown we need to plan for businesses to thrive in the future. These masterclasses will receive extensive exposure through all Topco channels (Print, Broadcast, social media, website etc)

The software used for these masterclasses is Zoom pro/Hopin/WebinarJam and a usage document and guideline will be sent to the sponsor of these sessions 1-week prior to the masterclass to ensure presenters are sufficiently prepared.



TOP COMPANIES

TOPCO BUSINESS UNUSUAL MASTERCLASS ACADEMY

DIAMOND DIGI PACKAGE

Ownership of a 12-series Topco Unusual Masterclass Academy series

What you get:



Branded, edited video footage professionally packaged into a 12-part series



Sponsor is invited to contribute 6 x opinion and or thought leadership piece to the Topco Bulletin



Masterclass series profiled on Topco Bulletin for download (40,000 Top Companies database)



2 x Senior representative to be interviewed for the Topco Bulletin distributed to the Topco community



2 x Masterclass receives extensive PR exposure in digital, print, broadcast marketing (social media, website and press releases)



6 x pages in the associated annual publication



Masterclass will be available for download on Topco Media website (Data of downloads to be sent to sponsor at the end of the series)



20 x all access passes to the National Standard Bank Top Women virtual conference on 19 - 20 August 2020



Senior representative is invited to converse with Topco CEO in 1 x Topco Business Unusual Podcast hosted on the CliffCentral domain and distributed to Topco Community



Up to 3 guests invited per series to present learnings in the masterclass including a Topco representative to introduce the sponsor (Topco is happy to send personalised invitations to identified presenters on behalf of sponsor at sponsors request)

RATE CARD: R785 000 EXCL VAT



TOP COMPANIES

GOLD DIGI PACKAGE

Ownership of a 6-series Topco Unusual Masterclass Academy series

What you get:



Branded, edited video footage professionally packaged into a 6-part series



Sponsor is invited to contribute opinion and or thought leadership piece to the Topco Bulletin



Masterclass series profiled on Topco Bulletin for download (40,000 Top Companies database)



Senior representative to be interviewed for the Topco Bulletin distributed to the Topco community



Masterclass receives extensive PR exposure in digital, print, broadcast marketing (social media, website and press releases)



4 x pages in the associated annual publication



Masterclass will be available for download on Topco Media website (Data of downloads to be sent to sponsor at the end of the series)



10 x all access passes to the National Standard Bank Top Women virtual conference on 19 - 20 August 2020



Senior representative is invited to converse with Topco CEO in 1 x Topco Business Unusual Podcast hosted on the CliffCentral domain and distributed to Topco Community



Up to 3 guests invited per series to present learnings in the masterclass including a Topco representative to introduce the sponsor (Topco is happy to send personalised invitations to identified presenters on behalf of sponsor at sponsors request)

RATE CARD: R425 000 EXCL VAT



TOP COMPANIES

SILVER DIGI PACKAGE

Ownership of a 4-series Topco Unusual Masterclass Academy series

What you get:



Branded, edited video footage professionally packaged into a 4-Part series



Sponsor is invited to contribute opinion and or thought leadership piece to the Topco Bulletin



Masterclass series profiled on Topco Bulletin for download (40,000 Top Companies database)



Senior representative to be interviewed for the Topco Bulletin distributed to the Topco community



Masterclass receives extensive PR exposure in digital, print, broadcast marketing (social media, website and press releases)



2 x pages in the associated annual publication



Masterclass will be available for download on Topco Media website (Data of downloads to be sent to sponsor at the end of the series)



5 x all access passes to the National Standard Bank Top Women virtual conference on 19 - 20 August 2020



Senior representative is invited to converse with Topco CEO in 1 x Topco Business Unusual Podcast hosted on the CliffCentral domain and distributed to Topco Community



Up to 3 guests invited per series to present learnings in the masterclass including a Topco representative to introduce the sponsor (Topco is happy to send personalised invitations to identified presenters on behalf of sponsor at sponsors request)

RATE CARD: R320 000 EXCL VAT



TOP COMPANIES

BRONZE DIGI PACKAGE

Ownership of a 2-series Topco Unusual Masterclass Academy series

What you get:



Branded, edited video footage professionally packaged into a 2-Part series



Sponsor is invited to contribute opinion and or thought leadership piece to the Topco Bulletin



Masterclass series profiled on Topco Bulletin for download (40,000 Top Companies database)



Senior representative to be interviewed for the Topco Bulletin distributed to the Topco community



Masterclass receives extensive PR exposure in digital, print, broadcast marketing (social media, website and press releases)



2 x pages in the associated annual publication



Masterclass will be available for download on Topco Media website (Data of downloads to be sent to sponsor at the end of the series)



3 x all access passes to the National Standard Bank Top Women virtual conference on 19 - 20 August 2020



Senior representative is invited to converse with Topco CEO in 1 x Topco Business Unusual Podcast distributed to Topco Community



Up to 3 guests invited per series to present learnings in the masterclass including a Topco representative to introduce the sponsor (Topco is happy to send personalised invitations to identified presenters on behalf of sponsor at sponsors request)

RATE CARD: R215 000 EXCL VAT



TOP COMPANIES

SINGLE DIGI PACKAGE

Ownership of a 1-series Topco Unusual Masterclass Academy series

What you get:



1 x branded, edited video footage professionally packaged masterclass



Sponsor is invited to contribute opinion and or thought leadership piece to the Topco Bulletin



Masterclass series profiled on Topco Bulletin for download (40,000 Top Companies database)



Senior representative is invited to converse with Topco CEO in 1 x Topco Business Unusual Podcast distributed to Topco Community



Masterclass receives extensive PR exposure in digital, print, broadcast marketing (social media, website and press releases)



Masterclass will be available for download on Topco Media website (Data of downloads to be sent to sponsor at the end of the series)



Up to 3 guests invited per series to present learnings in the masterclass including a Topco representative to introduce the sponsor (Topco is happy to send personalised invitations to identified presenters on behalf of sponsor at sponsors request)

RATE CARD: R150 000 EXCL VAT