

**ELEVATING**  
**SOUTH AFRICA'S**  
**MARKETING**  
**EXCELLENCE**



**JOIN THE ASSEGAI MEMBERSHIP AWARDS**



# A NEW PATHWAY TO RECOGNITION

The Direct Marketing Association of South Africa (DMASA) proudly introduces the Assegai Awards Membership Programme.

A groundbreaking initiative designed to extend exclusive DMASA benefits to non-member agencies participating in the Assegai Awards. This programme opens doors for agencies of all sizes to thrive, offering cost-effective entry, preferential gala rates, and unparalleled opportunities for industry recognition and professional growth.

## WHY JOIN?

- **Cost-Effective Entry:** Affordable access to South Africa's premier marketing rewards.
- **Broader Participation:** Encourages inclusivity and collaboration across the industry
- **Exclusive Benefits:** Discounts, recognition and networking opportunities.
- **DMASA Growth:** Strengthens the association's role as the leading advocate for marketing excellence.

## MEMBERSHIP TIERS AND INVESTMENT



AGENCY SIZE	ANNUAL FEE (Excl. VAT)	ELIGIBILITY
Small Agency	R5,000	Less than 10 full-time staff
Medium Agency	R10,000	10 - 49 full-time staff
Large Agency	R15,000	50+ full-time staff

## COMPREHENSIVE BENEFITS:

- **Discounted Entry Fees:** Submit campaigns at full DMASA member rates.
- **Gala Evening Savings:** Special pricing for South Africa's most celebrated marketing event.
- **Official Recognition:** Prestigious "DMASA Assegai Awards Member" status and certificate
- **Early Access Privileges:** Priority notifications for workshops, events, and awards updates.

## STRATEGIC VALUE PROPOSITION:

Membership delivers measurable ROI:

- **30% average entry savings** compared to non-member rates.
- **15% gala ticket discount** for networking opportunities.
- **23% increase in new business enquiries** for award-winning agencies.
- Enhanced credibility, premium pricing opportunities and improved client retention.

Your Path to Marketing Excellence

- 1 **Apply** - Submit agency details and select your tier.
- 2 **Activate** - Receive certification and exclusive member access.
- 3 **Participate** - Enter campaigns at preferred rates.
- 4 **Engage** - Access events, resources and industry networks.

## JOIN SOUTH AFRICA'S MARKETING ELITE

The Assegai Awards Membership Programme is more than a cost-saving initiative, it's an investment in your agency's future success.

Secure your place and align your organisation with South Africa's commitment to creativity, innovation and marketing excellence.



**” RECOGNITION**  
does not create greatness, it reveals  
the greatness that was already there **”**



#AssegaiAwards | #DMASA