



Pumeza Mngambi Foundation

SPONSORSHIP PROPOSAL · YOUTH MONTH 2026

PMF Youth Expo 2026

50 Years of Youth Power —
From Struggle to Sustainable Opportunities

EVENT DATES

15 – 16 June 2026

VENUE

Grace Bible Church, Protea Glen Ext 11

LOCATION

Soweto, Gauteng

NPC No. 2023/607758/08 · PBO Ref No. 930078783 · NPO No. 284-427

PMF is a registered NPC, NPO and PBO and can issue Section 18A receipts for qualifying donations.

Prepared by **Pumeza Mngambi Foundation** · Supported by **FORMA Africa** · Confidential · April 2026

50 YEARS SINCE 1976

This moment demands **action**, not just memory.

In 2026, South Africa marks 50 years since the Soweto youth uprising — a defining moment when young people stood up and changed the course of history.

Today, a new generation of young South Africans faces a different but equally urgent challenge: not oppression, but exclusion. Not lack of courage, but lack of access.

"PMF believes this anniversary must be marked not only by remembrance, but by action."

PUMEZA MNGAMBI FOUNDATION · YOUTH EXPO 2026

OUR PHILOSOPHY

Ubuntu

"I am because we are." PMF's work is grounded in Ubuntu — the belief that real change happens when young people are connected not only to inspiration, but to opportunity.

FOUNDED BY

Linda Mngambi

Founder & Executive Director

REGISTRATION

NPC No. 2023/607758/08

PBO Ref No. 930078783

NPO No. 284-427

Section 18A receipts available

COMMUNITY-ROOTED · SOWETO-BASED

Connecting young people to opportunity since 2023

The Pumeza Mngambi Foundation is a community-rooted youth empowerment organisation based in Soweto. PMF is committed to helping young people access the skills, support and pathways they need to build sustainable futures — not just for themselves, but for their communities.

PMF'S 6 PILLARS OF WORK

01
Skills Development

02
Career Exposure

03
Practical Support

04
Employability Pathways

05
Entrepreneurship Guidance

06
Community Empowerment



SA Heroes Awards Nominee — PMF has been recognised as a nominee for the SA Heroes Awards, acknowledging its community impact and leadership in youth development.

THE EXPO AIMS TO

- Commemorate 50 years of Youth Day through practical action
- Create direct pathways into employment and learning
- Bridge the gap between youth, institutions and opportunity
- Equip youth with useful guidance, tools and information
- Promote entrepreneurship and future-focused thinking
- Strengthen collaboration between corporate, public and community stakeholders

INTENDED OUTCOMES

50**Learnership Opportunities**

Formal learnership placements created through Expo partnerships

50**Permanent Job Opportunities**

Direct employment pathways for young people attending the Expo

WIL**Internships & Work-Integrated Learning**

Structured WIL and internship pathways with participating employers

Biz**Entrepreneurship Support**

Dedicated entrepreneurship zone with mentorship and resources

CV+**Career Guidance & Readiness**

Career clinic, CV support and workplace readiness coaching

1K**Youth Participants**

500–1,000 young people engaged across both days of the Expo

EVENT

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LOCATION

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FORMAT

Two-Day High-Impact Platform

THE OPPORTUNITY

More than a branding exercise.

Partnering with PMF as a sponsor offers your organisation a genuine opportunity to contribute to a platform designed to create real pathways for young people — not just visibility at an event.

THE PMF DIFFERENCE

Youth Expo 2026 is designed to produce **measurable outcomes** — jobs, learnerships, and pathways — not just attendance numbers.

6 REASONS TO PARTNER WITH PMF

1 Brand Alignment with Youth Empowerment

Associate your brand with a meaningful, community-rooted initiative that resonates with youth, communities and stakeholders.

2 Measurable Social Impact

Contribute to practical, trackable outcomes — 50 learnerships, 50 jobs, 500–1,000 youth engaged — not just feel-good stories.

3 CSI & B-BBEE Alignment

Support employability, education and entrepreneurship outcomes aligned with CSI mandates and B-BBEE skills development requirements.

4 Community Goodwill in Soweto

Build genuine goodwill in one of South Africa's most significant communities, with deep roots in the 1976 youth uprising legacy.

5 Visibility with Relevance

Participate in an event combining brand visibility with genuine social relevance — during Youth Month, in a landmark anniversary year.

6 Commitment to Youth Opportunity

Demonstrate your organisation's commitment to youth opportunity and social progress in a tangible, public and credible way.

PARTNERSHIP INVESTMENT

Five levels of sponsorship to suit every organisation

Provisional Figures
Subject to final budget

PMF welcomes both financial sponsorship and category-specific support for Youth Expo 2026.

Five provisional sponsorship levels are available, ranging from Supporting Partner to Title Partner.

<p>TIER 1</p> <p>Title Partner</p> <p>R250,000</p> <p>Investment</p> <p>Naming rights to the Expo. Highest visibility across all event touchpoints. Full exhibitor space included.</p> <p>Exhibitor Space Included</p>	<p>TIER 2</p> <p>Platinum Partner</p> <p>R100,000</p> <p>Investment</p> <p>Premium visibility and acknowledgement. Exhibitor space included. Speaking opportunity where appropriate.</p> <p>Exhibitor Space Included</p>	<p>TIER 3</p> <p>Gold Partner</p> <p>R50,000</p> <p>Investment</p> <p>Strong visibility across event materials and communications. Exhibitor space included.</p> <p>Exhibitor Space Included</p>	<p>TIER 4</p> <p>Silver Partner</p> <p>R25,000</p> <p>Investment</p> <p>Logo visibility on selected materials and social media acknowledgement. Discounted exhibitor rate available.</p> <p>Discounted Exhibitor Rate</p>	<p>TIER 5</p> <p>Bronze / Supporting</p> <p>R10,000</p> <p>Investment</p> <p>Acknowledgement across PMF communications and post-event reporting. Standard exhibitor pricing applies.</p> <p>Standard Exhibitor Pricing</p>
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i These sponsorship levels are provisional and may be refined as the full event budget is finalised. PMF is open to discussing tailored packages for organisations with specific CSI objectives or budget parameters. Category sponsorship options are also available — see the next slide.

10 CATEGORY SPONSORSHIP OPPORTUNITIES

Sponsors may also support **specific event elements** rather than — or in addition to — a general sponsorship tier. Category sponsorship allows organisations to align with the element most relevant to their brand, CSI mandate or area of expertise.

1 Venue Sponsor	2 Catering & Refreshments
3 Branding & Printing	4 Transport Sponsor
5 AV & Sound	6 Volunteer Support
7 Speaker & Facilitator Support	8 Digital & Media
9 Entrepreneurship Zone	10 Career Clinic

IN-KIND PMF also welcomes additional in-kind support where relevant — goods or services provided in lieu of cash sponsorship.

IN-KIND PMF also welcomes additional in-kind support where relevant — Examples: Goody Bag Partner, Prize Sponsor, Youth Giveaway Partner, Competition Prize Partner, Digital Access Prize Partner for something like a laptop, tablet, router or data package.

WHY CHOOSE CATEGORY SPONSORSHIP?

Align with what matters most to your organisation

Category sponsorship allows your organisation to make a targeted, meaningful contribution to the element of the Expo most relevant to your brand or CSI objectives.

- **Targeted visibility** — your brand associated with a specific, named element of the event
- **Flexible investment** — amounts negotiated based on the specific element and its cost
- **CSI alignment** — support the element most aligned with your social investment priorities
- **In-kind options** — contribute goods or services directly, recorded at fair market value
- **Combinable** — can be combined with a tier sponsorship for maximum impact

Contact PMF to discuss which **category sponsorship option** best fits your organisation's objectives and budget.

WHAT SPONSORS RECEIVE

VISIBILITY & BRANDING

- 1 **Logo on all event materials**
Banners, programmes, signage, and printed collateral at the event venue
- 2 **Social media acknowledgement**
Pre-event, during-event and post-event acknowledgement across PMF's social platforms
- 3 **Website & digital recognition**
Logo and acknowledgement on the PMF website and digital communications

ENGAGEMENT & ACCESS

- 4 **Exhibitor space (selected tiers)**
Dedicated exhibitor space included for Title, Platinum and Gold sponsors
- 5 **Speaking opportunity**
Where appropriate, opportunity to address youth attendees directly at the event
- 6 **Access to youth talent pool**
Direct access to 500–1,000 young job-seekers, learners and entrepreneurs

RECOGNITION & REPORTING

- MC acknowledgement on the day**
Verbal recognition of your organisation by the event MC during proceedings
- Post-event impact report**
Formal report with attendance, outcomes, and your organisation's contribution documented



IMPORTANT NOTE

Exhibitor Responsibilities

Sponsors who receive exhibitor space are responsible for their own setup. PMF provides the allocated space only.

- **Own tables and chairs** — sponsors must bring or arrange their own
- **Own branding materials** — banners, pull-ups, and display items are the sponsor's responsibility
- **Own staff** — sponsors must provide their own representatives to man the stand
- **Setup and breakdown** — sponsors manage their own logistics on the day



IMPORTANT DISTINCTION

This proposal is for Sponsorship — not a donation.

These are two separate and distinct forms of support. Both are welcome, but they must be structured, documented, and treated differently.

PMF REGISTRATION

PMF is a registered **NPC, NPO and PBO** and can issue **Section 18A receipts** for qualifying donations — discussed separately from sponsorship.

Understanding the difference between **sponsorship** and **donation** is important for compliance, B-BBEE reporting, and tax purposes. PMF structures both correctly — but they must be kept separate.

S THIS PROPOSAL Sponsorship

A commercial exchange — your organisation provides financial or in-kind support, and receives agreed benefits in return.

- **Value exchange** — logo, visibility, exhibitor space, speaking slots
- **B-BBEE claimable** — under skills development or socio-economic development
- **VAT applicable** — treated as a commercial transaction
- **No Section 18A receipt** — sponsorship is not a qualifying donation

D DISCUSSED SEPARATELY Donation

A philanthropic contribution with no commercial benefit in return — made to support PMF's broader mission and programmes.

- **No value back** — acknowledgement only, no commercial benefits
- **Section 18A receipt** — qualifying donations are tax-deductible
- **CSI-aligned** — supports PMF's youth development mandate directly
- **Must be separate** — cannot be combined with a sponsorship agreement

! **Key rule:** Sponsorship and donation must always be structured as separate agreements. Mixing the two in a single transaction creates compliance risk. PMF will ensure both are handled correctly — contact us to discuss either or both options.



READY TO MAKE AN IMPACT?

Partner with **PMF** Youth Expo 2026

Join us in creating real pathways for young people in Soweto and beyond. We welcome sponsors, exhibitors, employers, and supporters who share our commitment to youth opportunity.

PMF FOUNDATION

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