

The 2014 Assegai Awards enjoys exceptional sponsorship support

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The DMASA's Assegai Integrated Marketing Awards have been a part of the direct marketing landscape since 1998, and this year the Assegai Awards have garnered exceptional sponsorship support from the marketing sector. The strong backing by leaders in the industry ensures that the Association's common vision and purpose remains front and centre in the arena.

With more and more channels to choose from and increasingly accurate measurement tools available, this year the awards look to be a truly important occasion. The evening gives agencies the opportunity to access new innovations, trends and even changes in legislation. The sponsors this year, who join the DMASA in creating, nurturing and growing the role we play in South Africa, are:

The Post Office (lead sponsor)

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Digital Planet

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Information Capital

List Perfect

Mark Lives

Merpak Envelopes (Pty) Ltd

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"Our appreciation to our sponsors for allowing us to create an environment that supports the DMASA and our vision is immeasurable. We believe the incredible journey we have taken together in so short a time period, is just the beginning. The Assegai Awards has established a distinctive presence in the event landscape, and sponsorship maintains the momentum behind this," says Chief Operating Officer of the DMASA, Alastair Tempest.

Thee Gala Awards Dinner on Thursday, 6 November when all the winners will be announced. If you haven't yet booked your ticket, please email info@assegaiawards.co.za