



7 August 2018

Dear Valued Stakeholder,

**AVI AFRIQUE Limited-edition Coffee Table Book... A unique opportunity to participate**

2018 marks the 7<sup>th</sup> anniversary of ATNS's AVI AFRIQUE Innovation Summit, as well as ATNS's 25<sup>th</sup> anniversary and Nelson Mandela's Centenary Year. As part of our celebrations we will be producing a **limited-edition Coffee Table Book**, titled "*An Airspace Innovation Legacy – Inspired by Madiba*".

The publication will, of course, also feature our partners who have made this possible.

As our valued partner, we understand the immense value that your institution has added in our business and the achievement of aforementioned milestones - over the years. Partnerships enable growth; bring new technologies; new processes and new ways of doing things. We always strive to live each working day by our pay-off line "*unlocking winning partnerships*".

We would like to offer you an opportunity to participate in the anniversary celebrations through one of our Sponsorship Packages (see attached). This will not only provide your institution/company/department with exposure in the book, but this opportunity is also accompanied by an extensive package of value-adds which, among others, include exposure on yours and our website, different social media platforms, free attendance at the AVI AFRIQUE Summit and an invitation to our annual Golf Day, scaled accordingly, to mention but a few.

Our advertising agency, Lesoba Difference, is handling the design and layout as well as the production of our **exclusive Legacy Coffee Table Book**. This book will be produced in A4 landscape and provides partners with two advertising opportunities, as detailed below:

- A full-page colour advert
- A half-page colour advert

Our agency has the capabilities to not only write copy for these adverts, but also design them based on partner requirements using fresh and innovative thinking, to highlight key aspects of your business and drive reader engagement with your brand.

We look forward to an ongoing successful partnership and to sharing our growth and success with you as we unlock our next phase.

Yours Sincerely,

Thabani Mthiyane  
Chief Executive Officer  
Air Traffic and Navigation Services SOC Ltd