PROUDLY SOUTH AFRICAN

31st October 2026

SALESTALK
Mr Nicholas Reddy
Richards Park ,35 Richards Drive Halfway House
Halfway House
Midrand
1685

Dear Mr Nicholas Reddy

OUTCOME OF PROUDLY SOUTH AFRICAN MEMBERSHIP APPLICATION

Congratulations, your membership application has been approved and we look forward to welcoming you to the Proudly South African family. Kindly note the following important information with regards to your membership:

Activation upon payment

Your membership can only be activated upon receipt of payment of the applicable membership fees. An invoice will be sent to you shortly. Upon payment, your membership certificate will be posted to you.

Use of the logo

You will now be eligible to use the logo to identify your company as well as those products and services which comply with the Proudly SA Campaign criteria and have been approved (as listed in your application). All formats of the logo will be e-mailed to you once payment of your membership fees have been received in full and reflects in our bank account.

Use of the logo is at all times subject to our prior approval, and we reserve the right to request you to cease any use which is not within the guidelines or which is otherwise not in line with the Campaign's aims, objectives or brand identity. If you need any branding assistance, please email: Zineida@proudlysa.co.za

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PROUDLY SOUTH AFRICAN

For your protection, unauthorized use of the logo is prohibited in terms of the Merchandise Marks Act of 1941 (Sections 13 and 15(1)). As a Proudly South African member, you can help to protect the integrity of the logo by reporting any apparent or suspected misuse of the logo to us.

Benefits of membership

There are, amongst others, five key benefits to being part of the Buy Local Campaign''

1. Using the logo prominently links your company, products and services to the Campaign's extensive advertising, public relations and promotional activities, including print, radio, television and other advertising mediums, which encourages consumers and decision-makers in business and government to support Proudly SA companies/products/services.

2. You can offer your products and services to hundreds of other Proudly SA member companies around the country. Special offers to other members can be communicated via our regular newsletters, free of charge. Your qualifying products and services will be included on Proudly SA'S database of local products and services which is housed on its website.

3. We encourage businesses and government (local, provincial and national) to support Campaign members in their procurement of goods and services. In certain circumstances, where the aims and objectives of the Campaign allow it, we will assist members and local companies in their tender bids.

4. You will be invited to member networking sessions where you can meet other members, share experiences and opportunities and network with strong emphasis on mutual support. You will also be informed of and have access to regular retail promotions and other similar activities.

5. Proudly SA has developed a tender monitoring function whereby it collects all the tenders containing the keywords found within the 21 designated sectors pertaining to local content provisions as identified by the Department of Trade and Industry. Members companies operating in these sector (and at times determined by locality) will be e-mailed these tenders which will allow to do business with government entities.

6. We have access to officials within government department agencies and various stakeholders that may be able to assist you with your business and/or operations. Should you need Proudly SA's assistance, we will gladly lobby on your behalf and/or link you to the relevant officials who may be able to assist you.

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Experience in our countries, which have successfully introduced similar campaign, clearly shows that the benefits of being depend to a large extent of how you publicise and promote your membership and use the logo on your communication materials.

The more effectively you communicate your membership of the Campaign to your existing and potential customers, the more benefits you are likely to a derive. We should be glad to advise you on optimising such opportunities. Please feel free to contact our marketing and Membership department for further advice.

Promotional Items

The campaign has a wide range of Proudly SA promotional items that are available for sale. The relevant order form and prices of the items are available on request. The contact person is Sabelo Zikalala (011)327 7778 or sabelo@prouldysa.co.za.

New items for PR and newsletters

Since the Campaign takes pride In the achievements and successes of its members would be grateful if you could supply with any interesting or newsworthy information or success stories relating to your organisation.as an added advantage to you, this information could possibly be included on our website and other communication activities and electronic newsletter.

Update of member contact details

Kindly inform us should any of your contact details change. This ensures that our communication can be sent through to the relevant individual(s) within your organisation so that you are always kept up to date on developments, enabling you to derive the maximum benefit from your Campaign membership.

Renewal of membership

Your membership is renewable annually and you will receive a letter, renewal form and invoice prior to your renewal due date. You may also be required at this stage, or at any other stage during your membership, to supply the Campaign with updated documentation in support of your compliance with the Campaign's criteria.

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Compliance checks

The Campaign and / or its representatives also reserve the right to conduct physical audits on your organisation to confirm your compliance with the four criteria. This is in addition to the above-mentioned documentation checks. It is done to ensure that the credibility of the Campaign is maintained at all times and therefore it benefits all members.

Feedback and ideas

We are dedicated to helping you, as a Proudly South African business. We therefore welcome your ideas, feedback and suggestions on our relationship with your organisation. Please keep in touch with the membership department.

Congratulations on your new membership, together we can help build a better nation, create more job opportunities, improve quality and competitiveness and develop a new sense of pride in our achievements and ourselves.

Yours Proudly,

ALICIA LOGAN

Membership Manager

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