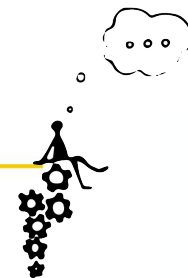


Bursary Sponsorship

World Class Talent for the Future



Benefits for companies sponsoring bursaries with Red & Yellow:

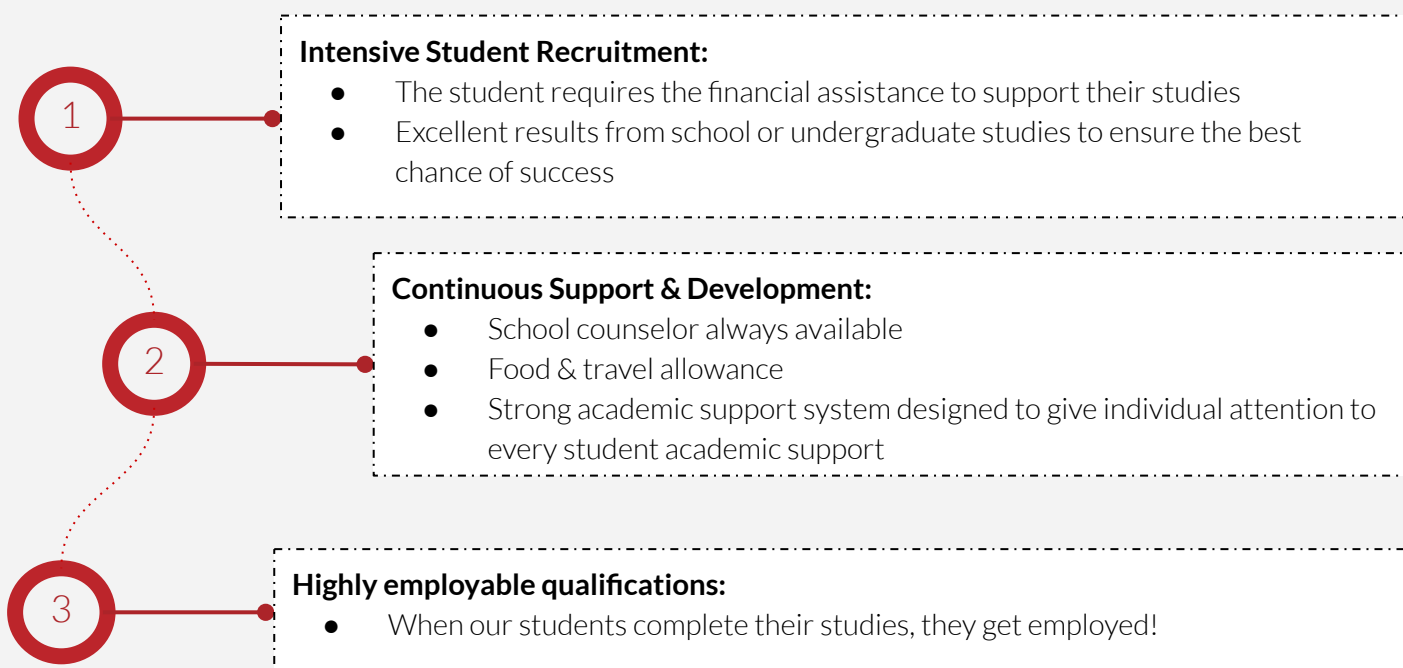
- B-BBEE skills development spend recognition
- Develop a pipeline of digitally focused African talent
- Uplift the lives of South African youth
- Seamless and quick process to receive pre-prepared compliance documentation

We work with companies to **elevate the impact** of their bursary sponsorship by ensuring their funds develop students that are **highly employable, work ready** and have **skills** to become the future creators, inventors, leaders and entrepreneurs for the 21st Century.

We identified three pillars that maximise the impact of bursary sponsorships. **Intensive student recruitment, continuous support and development** and **highly employable qualifications**.



THE PATH TO ENSURING TOP QUALITY TALENT



	HIGHER CERTIFICATES 1 year Full-time NQF 5 <ul style="list-style-type: none"> • Graphic Design • Creating Digital Content 	ADVANCED DIPLOMAS 1 year Full-time NQF 7 <ul style="list-style-type: none"> • Marketing & Advertising Communications • User-Centered Design • Copywriting • Digital Marketing (2 years, part-time, online) 	DEGREES 3 years Full-time NQF 7 <ul style="list-style-type: none"> • BCom Marketing • BA Visual Communication
PROGRAMME FEES (2021 prices)	R59,500	R84,500 <small>(Adv. Dip. in Digital Marketing - R66,000)</small>	R93,500
REGISTRATION FEES (1st year only)	R9,500	R9,500	R9,500
FULL BURSARY (Fees only)	R69,000	R94,000 <small>(Adv. Dip. in Digital Marketing - R75,500)</small>	R103,000

Note:

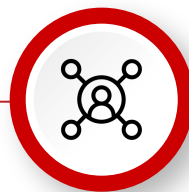
- Additional student support (i.e. stipend, book allowance, transport, accommodation etc.) is recommended, but optional.
- Part-sponsorship of bursaries is permitted.



DEVELOP THE
**GREAT CREATORS,
 INVENTORS, LEADERS &
 ENTREPRENEURS** FOR
 THE 21st CENTURY



MAXIMISE THE **IMPACT
 OF SPONSORSHIP** ON
 B-BBEE SCORECARD



GROW A SKILLED &
 EXCEPTIONAL PIPELINE
 OF **YOUNG AFRICAN
 TALENT**

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