

ATTRactions AFRICA

THE ART AND SCIENCE OF
ATTRactions MANAGEMENT



ATTRactions
AFRICA
CONFERENCE
6 & 7 JUNE, GAUTENG

2018

SPONSORSHIP PROSPECTUS

“ A visitor attraction is a permanent resource (either natural or human-made) that is developed and managed for the purpose of attracting visitors (day visitors, domestic and international tourists) for the purposes of entertainment, education or interest. ” ~Lehmann, 2016

ABOUT ATTRactions AFRICA

Attractions Africa is dedicated to advancing the visitor attractions industry in Africa through the sharing of knowledge. The Attractions Africa Conference provides an opportunity for attractions professionals at every level to participate, learn, and network. It's a forum for attractions professionals to discuss the art and science of attraction management, sharing challenges and solutions.

The development of this community came about in 2014 when Sabine Lehmann founded Attractions Africa. She realised that attractions professionals were meeting all over the world to share best practice, but no such meeting existed in Africa. So, she set about rallying attractions professionals from across South Africa – even those who didn't think they were an attraction professional – to focus on defining their industry.

ABOUT THE CONFERENCE

The 5th Annual Attractions Africa Conference will be held on 5 and 6 June 2018 in Johannesburg. The conference is a two-day event especially designed for visitor attraction professionals. The programme comprises international speakers sharing trends, benchmarks, and best practice, as well as local examples of excellence, case studies, and white papers presented by local attraction professionals. Most importantly, it's the only educational opportunity for attractions professionals in Africa, and it's the only African platform for attractions professionals to network, share, and seek solutions together.



See the website (www.attractionsafrica.co.za) for the Attractions 2017 participants list, highlights video and conference photographs.

TESTIMONIALS

“We are involved in Attractions Africa because it is hugely important to invest back in local tourism and what better platform [than the Attractions Africa Conference] to come together and share these ideas or knowledge that Attractions have. ”

Happy Snappy – Jonny Gardner

“Webtickets gets involved in Attractions Africa every year, because many of the delegates are clients and we learn so much from them in a forum such as this. ”

Webtickets – Christy Turner

“The Attractions Africa Conference for me is the recognition of how much tourism has grown in South Africa over the past years.”

Table Mountain Aerial Cableway –
Wahida Parker



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WHAT ATTRACTIONS 2018 OFFERS

Building on the success and popularity of last year's edition, this year's programme will once again have many opportunities for rich discussion and sharing of common interests and experiences. The conference presents a learning opportunity and a forum to find solutions to your challenges, by engaging with fellow attractions contemporaries. Interesting and relevant topics presented in an informal environment of round table and panel discussions offers consistently informative content. This leads to establishing new connections and business development within the interactive format.

WHO WILL ATTEND?

- Aquaria and zoos
- Family entertainment centres
- Heritage and cultural attractions
- Museums and science centres
- Natural attractions
- Nature and game reserves
- Public gardens, parks and recreation facilities
- Theme parks and water parks
- Wine farms, craft breweries, markets and other food and drink attractions



WHY COLLABORATE AND SPONSOR?

Attractions Africa is the only event for the attractions industry in Africa. Previous participants have included CEOs, Managing Directors, Senior Managers, and other decision makers from important industry stakeholders. Take advantage of the sponsorship opportunities available to:

- Promote your business to decision makers in the attractions industry
- Position yourself as a key thought leader and or supplier to the sector
- Network with top-tier decision makers in the attractions industry
- Engage in relevant discussions and debate, share knowledge, and be part of the community
- Support and enrich the attractions industry in Southern Africa
- Gain full access to the conference and its innovative content
- Leverage the forum for business development and actively interacting with the trade



PREMIUM SPONSORSHIP OPPORTUNITIES



(All prices exclude 14% VAT)

	PLATINUM	GOLD	SILVER	EMERALD SOCIAL PARTNER	BRONZE
	ZAR 200 000	ZAR 125 000	ZAR 80 000	ZAR 80 000 <small>(associated costs to sponsor)</small>	ZAR 45 000
	Exclusive	Three opportunities	Four opportunities	Exclusive	Five opportunities
PRE CONFERENCE					
Recognition on the conference website	✓	✓	✓	✓	✓
Rights to use the conference logo to market your sponsorship	✓	✓	✓	✓	✓
Profile on the conference website	300 words	200 words	150 words	100 words	100 words
Recognition on all conference social media channels	✓	✓	✓	✓	✓
Recognition in conference advertising (including newsletter)	✓	✓			
AT THE CONFERENCE					
Option to brand refreshment break	Lunch	Tea		Conference social	
Opportunity for programme involvement (subject to final programme)	✓	✓			
Introduction opportunity from the floor	✓	✓	✓	Conference social	
Recognition during the opening and closing sessions	✓	✓	✓	✓	✓
Logo on the sponsor holding slide	✓	✓	✓	✓	✓
Full conference registrations (option to allocate towards the conference bursary programme)	Six	Four	Two	Two	One
Promotional stand	✓	✓	✓	✓	✓
Opportunity to provide one item of branded collateral or gift/souvenirs	✓	✓	✓	Conference social	
Participant pack insert	✓	✓	✓		
POST CONFERENCE					
Logo to appear on the conference website for the remainder of the year	✓	✓	✓	✓	✓
Logo to appear on the post conference report	✓	✓	✓		
Rights to use the conference logo in client communications	✓	✓	✓		
Logo to appear on the photo gallery page	✓	✓			
Logo to appear on the highlights video and participant interview clips	✓				

ADDITIONAL OPPORTUNITIES (All prices exclude 14% VAT)



PRE-CONFERENCE HALF DAY WORKSHOP

ZAR 45,000

- ✓ Venue hire, standard AV, and technical assistance
- ✓ Host a content-driven workshop
- ✓ Brand the venue
- ✓ Workshop will be marketed to all participants with the sponsor's logo
- ✓ Opportunity to provide branded literature or promotional gifts



NETWORKING BREAKFAST SESSION

ZAR 35,000

Invite the conference participants to a breakfast session to network, discuss the content of the sessions, showcase your products and services, and gain a unique insight into the trends, challenges, and issues within the industry.

- ✓ Venue hire, standard AV, and technical assistance
- ✓ Brand the venue
- ✓ Breakfast will be marketed to all participants with the sponsor's logo
- ✓ Opportunity to provide branded literature or promotional gifts



HYDRATION STATIONS AND WATER BOTTLES

ZAR 10,000

- ✓ Brand the water dispenser units plus offer branded refillable water bottles distributed at the conference

Note: Sponsor to provide bottles



LANYARDS

ZAR 10,000

- ✓ Brand the lanyards with your company name or logo

Note: Sponsor to provide lanyards or add ZAR 5, 000 for organisers to provide



CHARGING STATION

ZAR 10,000

A great opportunity to engage with participants whilst they charge their devices.

- ✓ Brand the charging station area
- ✓ Opportunity to provide branded literature



STATIONERY

ZAR 10,000

- ✓ Provide each participants with a branded note pad/book and pen to use at the conference and afterwards

Note: Sponsor to provide stationery

ADDITIONAL OPPORTUNITIES (All prices exclude 14% VAT)



REFRESHMENT BREAKS

ZAR 15,000 (per day)

- ✓ Exclusive opportunity to sponsor the daily refreshment breaks
- ✓ Opportunity to display your logo/banner at the catering points
- ✓ Opportunity to offer promotional items or branded literature to participants during each break
- ✓ Option to provide branded mugs with a unique number which enters each participants into a luck draw to win a prize



ATTENDEE PACK INSERT

ZAR 15,000

- ✓ Place a branded document, company literature or gift in each participants pack



HOLDING SLIDE

ZAR 10,000

- ✓ 3 per day screened in the conference venue



PROMOTIONAL VIDEO

ZAR 10,000

- ✓ 20-second looping video screened during the coffee breaks and lunch

SPONSORS IN KIND



Attractions Africa values our partnerships with attractions who have supported the conference with goods and services over the years. Such sponsorship in kind keeps the conference registration costs down and enhances the participants' experience. Attractions able to support Attractions Africa 2018 will be recognised on the conference website and conference programme and have their logo on the general sponsor holding slide at the conference. Please contact Renee (renee@attractionsafrica.co.za) at the Attractions Africa Secretariat if your company/attraction would like to support the conference as a Sponsor in Kind.

RESERVATION FORM

Company/Attraction name: Postal address: Physical address: Postal code: Telephone: Fax: Email: Mobile: Contact name (pre-conference): Contact name (at conference):

ITEM	PRICE (excluding VAT)	COST
Headline partner package	ZAR 200 000	
Gold package	ZAR 125 000	
Silver package	ZAR 80 000	
Emerald social partner	ZAR 80 000	
Bronze package	ZAR 45 000	
Pre-conference workshop	ZAR 45 000	
Breakfast networking session	ZAR 35 000	
Refreshment breaks	ZAR 15 000 (per day)	
Participant pack insert	ZAR 15 000 (per insert)	
Promotional video	ZAR 10 000	
Holding slides	ZAR 10 000 (3 per day)	
Stationery	ZAR 10 000 (per item)	
Lanyards	ZAR 10 000	
Hydration station with bottles	ZAR 10 000	
Charging station	ZAR 10 000	
	+ VAT @ 14%	
	TOTAL COST	

Don't see anything that you like?

We invite you to challenge us to create a bespoke solution to suit your marketing objectives and budget by bundling together some of the above opportunities or by creating your own unique idea. We would love to collaborate with you!

PAYMENT DETAILS

Title of Account: Attractions Conference (African Agenda t/a)
 Bank: First National Bank
 Branch: Rondebosch (Fountain Centre, Main Road, Rondebosch, Cape Town, South Africa)
 Branch Code: 201509
 Account No: 62341476902

SIGNATURE

By signing below, I acknowledge that I am duly authorised to sign and thereby to bind the company/attraction named above.

Name: Date: Signature: Designation:

PLEASE COMPLETE THIS FORM AND RETURN IT TO THE ATTRACTIONS AFRICA SECRETARIAT

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