

AGRICULTURAL WRITERS SOUTH AFRICA

SPONSORSHIP PROPOSAL

IFAJ CONGRESS **2027**
South Africa



LANDBOUSKRYWERS
AGRICULTURAL WRITERS **SA**





Introduction

Agricultural Writers South Africa (AWSA) is honoured to host the **2027 International Federation of Agricultural Journalists (IFAJ) Congress** – a global event that will bring together leading agricultural journalists, communicators, and stakeholders from around the world.

Themed **“The Big Five of Agriculture”**, the congress spotlights the five key drivers shaping the future of the sector — **Stability, Sustainability, Profitability, Innovation, and Transformation**. Through this lens, the event will explore how these forces are redefining agriculture both locally and globally.

- **Stability:** Ensuring consistent food production and supply amidst economic, climatic, and political challenges.
- **Sustainability:** Promoting responsible farming practices that protect the environment, preserve natural resources, and ensure long-term viability.

- **Profitability:** Building resilient, market-driven agricultural systems that create value for farmers, agribusinesses, and rural communities.
- **Innovation:** Embracing new technologies, research, and digital solutions to enhance productivity and competitiveness.
- **Transformation:** Driving inclusivity and empowerment across the agricultural value chain, creating opportunities for new entrants, and advancing equity within the sector.

This prestigious gathering offers a unique platform for knowledge exchange, networking, and showcasing South Africa's agricultural excellence.

The event will be held in **Kruger National Park**, one of Africa's most iconic destinations, offering delegates an unforgettable combination of professional insight and cultural experience.



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About the IFAJ and Agricultural Writers South Africa

The International Federation of Agricultural Journalists (IFAJ) is a global network representing agricultural journalists and communicators in more than 60 countries. Founded in 1956, the IFAJ supports professional development, encourages the exchange of knowledge, and promotes accurate, ethical, and impactful agricultural reporting across borders.

Through its annual congress, the federation provides a platform for learning, cultural exchange, and building stronger international ties within the agricultural media community.

Agricultural Writers South Africa (AWSA) is a proud and long-standing member of the

IFAJ. Representing South African agricultural journalists, communicators, and media professionals, AWSA plays a vital role in connecting the country's agricultural sector with the world. The organisation is dedicated to advancing excellence in agricultural communication, celebrating achievements, and inspiring innovation.

The year **2027** marks a double celebration – not only will AWSA host the global IFAJ Congress, but the organisation will also celebrate its **50th anniversary**, commemorating five decades of commitment to the advancement of agricultural journalism in South Africa.





About the host country: South Africa

South Africa is a nation rich in diversity, innovation, and natural beauty. Known as the **Rainbow Nation**, it boasts a unique mix of cultures, languages, and landscapes – from its vibrant cities and fertile farmlands to its world-renowned wildlife reserves.

Agriculture is one of South Africa's most vital sectors, contributing significantly to food security, employment, and export earnings. The country is a leading producer of maize, citrus, wine, wool, sugar, and livestock, and its farmers are known globally for their resilience and adoption of

innovative, sustainable practices.

Hosting the IFAJ Congress in South Africa offers delegates a first-hand experience of African agriculture's challenges and triumphs – from advanced agribusiness operations to community-driven farming success stories.

Beyond agriculture, visitors will enjoy South Africa's extraordinary tourism experiences, with possible sightings of the big five of the **Kruger National Park** (lion, elephant, buffalo, rhinoceros, and leopard) and the hospitality and warmth of the South African people.





Invitation to sponsor

The success of the IFAJ Congress depends greatly on the support and partnership of sponsors. By securing sponsorships, we can:

- Keep conference fees affordable for delegates
- Support participation of local members and young journalists
- Ensure world-class logistics, communication, and technical standards
- Promote South Africa's agricultural leadership to an international audience

Your investment will directly support agricultural journalism and foster meaningful connections between South Africa and the global agricultural community.

Event overview

- **Dates:** 7 – 10 September 2027 (exact dates to be confirmed)
- **Location:** Kruger National Park, South Africa
- **Delegates:** Approximately 170 agricultural communicators representing 62 member countries from across the globe.

Why partner with us?

The 2027 IFAJ Congress will be a unique opportunity to position your brand on an international agricultural communicators' stage while strengthening ties with the agricultural sector.

Your involvement demonstrates commitment to:

- Advancing agricultural journalism and communication.
- Supporting knowledge-sharing and innovation.
- Showcasing South African and African agriculture and sustainability on a global platform.

This partnership is not just a sponsorship—it is a statement of shared vision for the future of agriculture.





Sponsorship opportunities and benefits

An early sponsoring partnership with Agricultural Writers South Africa offers **extensive pre-, during-, and post-conference exposure** over a two-year period. Sponsors will enjoy visibility across all communication platforms and materials, from social media and press releases to conference signage and digital media.

Key benefits

- Prominent branding as an official sponsor on all pre-conference materials, correspondence, and social media posts.
- Logo placement on the event website and Agricultural Writers SA website.
- Recognition during the opening ceremony and conference sessions.
- Opportunity to display banners, flags, and promotional materials inside and outside main conference venues.
- Logo on delegate name badges, lanyards, and digital presentations.
- Complimentary registration for a company representative (for main and diamond sponsors).
- Post-conference exposure through articles, photographs, and multimedia coverage distributed internationally.

Additionally, top tier sponsors will have access to a **VIP and Speakers' Lounge**, offering exclusive networking opportunities with high-profile delegates, media representatives, and key industry figures.

This partnership positions sponsors as forward-thinking supporters of agricultural progress, innovation, and journalism—values that align closely with the spirit of the IFAJ.





Sponsorship Categories: **The Big Five**

Category	Contribution (ZAR)	Key benefits
Main Sponsor Big Five	R500 000	Exclusive headline branding, premium logo placement on all materials (printed and digital material), speaking opportunity at gala event with video display before keynote. Logo on screens and banners. Part of a panel discussion. Full VIP access for two delegates.
Elephant	R300 000	Premium visibility, shared event branding, video display before keynote, and complimentary delegate registration. Logo on screens and banners.
Rhino	R200 000	Prominent recognition at main events, logo inclusion in printed and digital materials. Logo on screens and banners.
Lion	R150 000	Recognition at selected sessions and social events, logo on screens and banners.
Leopard	R100 000	Logo on selected promotional materials and conference signage. Logo on screens and banners.
Buffalo	R75 000	Recognition during one dinner event and printed acknowledgment. Logo on screens and banners.
Hippopotamus	R50 000	Logo on digital media and social platforms. Logo on screens.
Kudu	R25 000	Recognition in printed programme and website. Logo on screens.
Impala	R15 000	Recognition in delegate communication, website, and social media mentions. Logo on screens.
Duiker	R10 000	Recognition in delegate communication and social media mentions. Logo on screens.



A la carte sponsorship **packages** & opportunities

We invite partners to support specific aspects of the congress, each offering unique exposure:

Opening dinner (Tuesday)	R150 000
Closing ceremony (Friday)	R200 000
Conference dinners (Wednesday & Thursday)	R75 000 each
Lunch sponsorships	R50 000 each
Conference mobile application <i>Be the 2027 IFAJ South African Congress's exclusive Conference App sponsor by sponsoring the Mobile App at a discounted price. By taking advantage of this opportunity, your company will receive exclusive branding opportunities in all signage and descriptions of the app through the benefits outlined above.</i>	R100 000
Lanyards	R15 000
Conference bags & gifts	R35 000 or provide the bags printed with the required logos. This will be an exclusive sponsorship opportunity to partner with Agricultural Writers SA and congress delegates.
Marketing & promotion (design and hosting of congress website, congress social media)	R100 000
Photographer	R10 000
Technical & stage support <i>Be the 2027 IFAJ South African Congress's exclusive Conference Technical sponsor by sponsoring all technical aspects pertaining to the congress – sound, stage, and congress promotional video. By taking advantage of this opportunity, your company will receive exclusive branding opportunities well in advance of the congress as well as through the benefits outlined above and in the table.</i>	R300 000
Motivational and other speakers – fee and accommodation	R50 000
Delegate Assembly & IFAJ Executive meetings	R50 000
Printing and design costs:	R25 000
Panel discussion or excursion	R25 000
Waste sponsor	R5 000 and the provision of branded waste disposal containers for the congress as well as for the tour buses.
Charging Bar <i>Congress attendees, being mainly journalists and communicators, are always on their phones - posting the latest story, sharing what they learn on social media and connecting with each other. Help ensure they never miss a beat by sponsoring a charging bar located in a high-traffic area.</i>	R20 000

A la carte sponsorship packages & opportunities

We invite partners to support specific aspects of the congress, each offering unique exposure:

Exhibitions <i>If not participating in any other manner as a congress sponsor, the cost for exhibition space of 3 x 3 m² will be R15 000. If you are a sponsor, exhibition space of 3 x 3 m² will be available at an additional cost to the sponsorship for R5 000.</i>	R15 000
Local delegate support sponsorships <i>Assist delegates unable to afford attending the congress to invest in their own personal and professional development.</i>	R15 000 / person
Regional (Africa) delegate support sponsorships <i>Assist delegates unable to afford attending the congress to invest in their own personal and professional development.</i>	R25 000 / person
Other sponsorship needs <i>Beverages (wine, water, cooldrinks, beer, gin, others), snacks, conference programmes, congress gifts, branded apparel for organisers, and field trip logistics.</i>	Please talk to us
Custom sponsorship <i>Develop a custom sponsorship that works for you!</i>	Please talk to us

Getting involved now

Besides the actual congress in 2027, AWSA will continue to engage sponsors in the lead-up to the congress through its participation at the 2026 IFAJ congress in Croatia. Sponsorship contributions during 2026 will also support travel, marketing, and pre-event promotion. With early involvement, we can guarantee additional sponsor coverage.

Contact information

For sponsorship enquiries, please contact:

Agricultural Writers South Africa

Email: info@agriculturalwriterssa.co.za or magda.du.toit@outlook.com

Website: www.agriculturalwriterssa.co.za

We look forward to welcoming you as a valued partner in making the 2027 IFAJ Congress and AWSA's 50th anniversary a world-class success.



Terms and conditions

The following terms and conditions apply to all sponsors and exhibitors participating in the **2027 IFAJ South African Congress**:

Intent to sponsor

Sponsorships are available on a first come, first served basis. The receipt of a fully completed and signed *Sponsorship Agreement* indicates the sponsor/exhibitor's commitment to participate in the 2027 IFAJ South African Congress.

Upon receipt of signed *Sponsorship Agreement*, Congress organisers will generate an invoice for payment. Payment is due upon receipt of the invoice or maximum 30 days after receipt of invoice.

Payment

Payment for sponsorship and/or exhibit booth space is due upon receipt of invoice and can be made by EFT, card payment, or purchase order. Once full payment has been received, the sponsor will receive a registration code for any complimentary registration(s) included with their sponsorship/exhibit booth, if applicable. Payment and sponsor artwork must be received no later than 31 July 2027, unless otherwise noted, in order to ensure inclusion in 2027 IFAJ South African Congress.

Cancellations

Notice of cancellation must be submitted in writing to the Congress Organiser/Coordinator. Cancellations made 60 days prior to the Congress will receive a 50% refund. No refund will be given to sponsorships/exhibits cancelled within 30 days of the event.

Event Cancellation

Congress organisers reserve the right, at their sole discretion, to cancel, relocate or reschedule

the Congress in the event of unforeseen or unavoidable circumstances or conditions which make it unreasonable or impossible to host the Congress. In the event of such a change, the sponsor waives any and all claims against the Congress Organisers.

Logos and Artwork

It is the responsibility of the sponsor to submit logos, artwork, and brand guidelines to Congress organisers. All logos must be submitted in high-quality printable format.

Sponsor recognition in event materials (if and where applicable)

Some sponsorship opportunities include acknowledgment of sponsor through name and/or logo in Congress marketing and event materials. Such references will not be included until all sponsorship fees have been paid in full. To ensure inclusion in materials, such information and artwork must be provided within the agreed timeline. No sponsorship fees will be refunded if the sponsor fails to meet specific deadlines. By submitting the *Intent to Sponsor* form and providing your company logo, you grant the Congress organisers permission to use your company name and/or logo in marketing and event materials related to the 2027 IFAJ South African Congress.

Exhibition or promotional material set-up and break-down

Exhibitors and sponsors are expected to remain set up until the official close of the congress. Early tear-downs interfere with the events that may be scheduled in the hall and are disruptive to the networking experience of attendees and other exhibitors.

	Main sponsor	Elephant	Rhino	Lion	Leopard	Buffalo	Hippo	Kudu	Impala	Dukker
Rand value (Exc. VAT) of total sponsorship	R500 000,00	R300 000,00	R200 000,00	R150 000,00	R100 000,00	R75 000,00	R50 000,00	R25 000,00	R15 000,00	R10 000,00
Dollar value (Exc. VAT) Rounded. Depending on exchange rate.	\$30 000,00	\$20 000,00	\$12 000,00	\$8 500,00	\$6 000,00	\$4 500,00	\$3 000,00	\$1 500,00	\$1 000,00	\$500,00
Number of sponsorships available	1	2	3	4	5	6	unlimited	unlimited	unlimited	unlimited
Specific events that fall in specific categories due to the value of the event sponsorship.	Total congress	Technical support	Closing ceremony	Opening dinner	Congress application / tour buses	Conference dinner	Conference lunch	SA and African delegate support	Lanyards	Photographer
RAND VALUE (Exc. VAT)										
Number of sponsorships available	1		1	1	6	2	5	unlimited	1	1
PRE-CONFERENCE EXPOSURE										
Exclusive headline branding, including prominent tile with URL link to your website on app home screen	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
Special brand recognition, including prominent tile with URL link to your website on app home screen	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
Sponsor logo on all correspondence and press releases regarding the conference	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
Sponsor logo on social media regarding the conference where applicable	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
AT CONFERENCE EXPOSURE										
Ten minute main stage speaking opportunity at opening ceremony with video display before keynote	▪									
Logo on conference name tags	▪									
Logo on conference name tags of technical team		▪								
Logo on bus for tours					▪					
Logo on conference bags	▪	▪								
Photo booth/frame			▪	▪						
Access to VIP lounge at the congress	▪	▪	▪	▪	▪	▪				
Five-minute main stage presentation at closing ceremony (must follow guidelines provided by congress organisers)			▪							
Opportunity to provide a 60-second video message to be shown before a keynote (subject to IFPA approval)	▪	▪	▪							
One guaranteed member on a panel discussion	▪	▪	▪							
Acknowledgement as a sponsor during the opening and closing ceremonies of the congress	▪	▪	▪	▪	▪	▪	▪	▪		
Acknowledgement as a sponsor during the dinner or lunch during congress		▪			▪	▪	▪			
Complimentary registrations for the congress	▪	▪	▪	▪	▪	▪				
Complimentary accommodation during the congress	▪	▪								
Sponsor logo on looped presentation	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
Sponsor logo on conference app	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
Banner ad in the conference app	▪	▪	▪	▪	▪	▪				
Sponsor logo (banners) on site	▪	▪	▪	▪	▪	▪	▪	▪		
Recognition in congress marketing materials, pre-congress emails, delegate communication, and social media promotions	▪	▪	▪	▪	▪	▪	▪	▪		
Exhibit booth	▪	▪	▪	▪	▪	▪	▪	▪		
Main stage acknowledgement of your support	▪	▪	▪	▪	▪	▪	▪	▪		
Inclusion in on-site direction signage	▪									
POST CONFERENCE EXPOSURE										
Sponsor logo on post conference correspondence and emails	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
Sponsor mention in news releases	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪
Sponsor mention in social media posts	▪	▪	▪	▪	▪	▪	▪	▪	▪	▪