



SPONSORSHIP PROSPECTUS

THE 56TH ANNUAL CONFERENCE OF
THE AGRICULTURAL ECONOMICS ASSOCIATION OF SOUTH AFRICA

Theme: Practising agricultural economics in an uncertain neighbourhood

25 – 27 September 2018

Lord Charles Hotel, Somerset-West

INDEX

- 🏆 Introduction and Overview
- 🏆 The Local Organising Committee (LOC)
- 🏆 The Programme Outline
- 🏆 Sponsorship Opportunities
- 🏆 General Conference Information

What the marketers say about the benefits of sponsoring:

Sponsorship is a good way of increasing brand awareness, which helps to generate consumer preference and to foster brand loyalty. A company can reinforce awareness among its target market by sponsoring an event or organisation that attracts a similar target market.

Sponsorship of events in particular can be especially effective as a marketing tool because it can be a means of accessing a wide range of audiences such as decision makers in business, government entities, and of course customers.

Heightened visibility due to positive publicity through the media can be the most effective marketing tool. Both print and electronic media increases the visibility of the company's products and services.

INTRODUCTION AND OVERVIEW

The **Agricultural Economics Association of South Africa (AEASA)** was established in 1961 and is the professional organisation of agricultural and related economists in South Africa. The main purpose of the Association is to provide platforms that members can use to communicate their insights, research findings and expertise with each other and with the outside world. To this end, membership allows access to:

- a) Its annual conference with the SS Brand Memorial Lecture usually delivered by a prominent internationally recognized scholar.
- b) The annual FR Tomlinson Commemorative Lecture during which a prominent local economist is invited to address a specific topic.
- c) The quarterly scholarly journal *Agrekon*, which is an internationally recognized, peer reviewed journal that publishes articles of interest to the Southern African region.
- d) A Newsletter in which information is shared between various universities, organisations and members.
- e) A website and subscription service.

AEASA will be hosting its 56th annual conference in 2018. This conference will be held at the Lord Charles Hotel in Somerset West, Western Cape, from 25 to 27 September 2018, where more than 200 delegates from South Africa and beyond are expected to gather and share ideas regarding agriculture and the impact and role of agricultural economics. ***The theme of the 2018 conference is: "Practising agricultural economics in an uncertain neighbourhood".***

The objectives of AEASA and the annual conference are to:

- a) To promote training, research and interest in Agricultural Economics.
- b) To promote the applications of the scientific principles of Agricultural Economics in order to solve agricultural, rural and relevant national problems in Southern Africa.
- c) To improve liaison between agricultural economists at regional, national and international levels.
- d) To promote the interests and activities of agricultural economists.

The annual conference will provide an avenue for agricultural economists and agribusiness specialists and other stakeholders in the public and private sectors to exchange knowledge and experiences and to discuss a wide range of issues of importance to agriculture in Southern Africa. In order to achieve this the 2018 AEASA Conference LOC is reliant on sponsorships to keep registration costs affordable in order to allow as many delegates as possible to participate in these discussions. This letter seeks your collaboration in this regard.

On behalf of the association's members and management I would like to invite you to utilise the sponsorship opportunities available. This conference will allow your organisation the opportunity to get exposure to a number of role players and decision makers in the agricultural and agribusiness sector. We are aware that there are many calls for assistance from a variety of deserving organisations, but we believe that AEASA is instrumental in promoting the interests of the agricultural and agribusiness sectors and rural communities of South Africa through supporting the agricultural economics subject field. We hope that you will assist us in some way to further these objectives.

Cecilia Punt

Chair: 2018 AEASA Conference LOC

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THE LOCAL ORGANISING COMMITTEE (LOC)

Chairperson and Treasurer	Dr. Cecilia Punt
Vice Chairperson	Dr. Dirk Troskie
Programme and Awards	Prof Nick Vink and Prof Johann Kirsten
Sponsorship – Government	Ms. Bongiswa Matoti
Sponsorship – Private	Mr. Johann Boonzaaier
Social events and Secretary	Mr. Shepherd Mudavanhu
Professional Conference Organiser	Ms. Crystal Kasselmann, Centeq Events

THE PROGRAMME OUTLINE

The programme is a combination of invited panel sessions (parallel sessions), plenary sessions and contributed oral and visual (poster) presentations. In addition to local role players who will be invited to participate in panels, international participants that are invited include representatives of the International Association of Agricultural Economists and representatives of the International Farm Management Association. The 2018 presenter of the Simon Brand Memorial Address is Dr Karen Brooks (IFPRI, Washington DC).

<u>AEASA</u>	<u>PROVISIONAL PROGRAMME OUTLINE</u>
	TUESDAY 25 SEPTEMBER 2018
09:00-14:00	Registration
12:00-14:00	Lunch
14:00-16:00	Plenary Session 1: Opening
16:30-18:00	Parallel Session 1: Contributed Visual Papers
18:00	Cape Cuisine Cocktail Function
	WEDNESDAY 26 SEPTEMBER 2018
08:30-10:00	Plenary Session 2: Panel discussion
10:30-12:30	Parallel Session 2: Contributed Oral Papers
13:30-15:00	Plenary Session 3: Panel discussion
15:30-17:00	Plenary Session 4: Upgraded Papers
17:00-18:30	Annual General Meeting
	THURSDAY 27 SEPTEMBER 2018
08:30-10:00	Plenary Session 5: Panel discussion
10:30-12:30	Parallel Session 3: Contributed Oral Papers
13:30-15:30	Parallel Session 4: Invited Panels
16:00-17:30	Plenary Session 6: Panel discussion
19:30	Gala Dinner

SPONSORSHIP OPPORTUNITIES

We invite you to participate and support the AEASA conference by selecting an opportunity that suits your company profile and budget.

SPONSORSHIP PACKAGES- GENERAL ENTITLEMENTS

PLATINUM PACKAGE

R60 000 PLUS

- One full page colour advertisement within the conference programme. Sponsor to supply high resolution advertisement.
- 2 x pull-up banners to be placed in the plenary venue. Sponsor to supply the banners. Final positioning of the banners to be determined by the organizer.
- 2 x complimentary registrations to the conference and social functions.
- Sponsor logo to be placed in the conference programme. Sponsor to supply high resolution logo.
- Sponsor logo to be placed on the general sponsor holding slide that will be displayed during breaks in the plenary venue.
- Sponsor logo to be placed on the conference website with a direct link to the sponsor's website.
- Acknowledgement on facebook and twitter social media.
- A 5 minute speaker opportunity during plenary session as determined by the organizer.

SILVER PACKAGE

R20 000 – R59 000

- 1 page colour advertisement insert in the conference bag. Sponsor to supply sufficient copies for all delegate bags prior to the conference.
- 1 x pull-up banner to be placed in the plenary venue. Sponsor to supply the banner. Final positioning of the banners to be determined by the organizer.
- 1 x complimentary registration to the conference and social functions.
- Sponsor logo to be placed in the conference programme. Sponsor to supply high resolution logo.
- Sponsor logo to be placed on the general sponsor holding slide that will be displayed during breaks in the plenary venue.
- Sponsor logo to be placed on the conference website with a direct link to the sponsor's website.
- Acknowledgement on facebook and twitter social media.

BRONZE PACKAGE

< R20 000

- 1 x pull-up banners to be placed in the plenary venue. Sponsor to supply the banner. Final positioning of the banners to be determined by the organizer.
- Sponsor logo to be placed in the conference programme. Sponsor to supply high resolution logo.
- Sponsor logo to be placed on the general sponsor holding slide that will be displayed during breaks in the plenary venue.
- Sponsor logo to be placed on the conference website with a direct link to the sponsor's website.
- Acknowledgement on facebook and twitter social media

SPONSORSHIP OPPORTUNITIES – ADDITIONAL ENTITLEMENTS FOR SPECIFIC SPONSORABLE ITEMS

Besides general (own amount) sponsorship, sponsors also have the opportunity to sponsor specific items that will afford additional exposure compared to general package entitlements.

SPONSORSHIP	VALUE	ADDITIONAL ENTITLEMENTS
Platinum category	≥ R 60 000	Platinum category entitlement as above plus:
Gala dinner	R 70 000	<ul style="list-style-type: none"> Sponsor's name linked to gala dinner in detailed programme
Welcoming function – Meet and greet	R 70 000	<ul style="list-style-type: none"> Sponsor's name linked to welcoming function in detailed programme
Silver category	≥ R 20 000	Silver category entitlement as above plus:
Conference venue – plenary room	R 50 000	<ul style="list-style-type: none"> Sponsor logo will appear at entrance of plenary venue
Conference bags	R 40 000	<ul style="list-style-type: none"> Sponsor logo on conference bag together with main conference sponsor's logos and conference logo
Printing of final program	R 40 000	<ul style="list-style-type: none"> Sponsor name and logo as footer on each page of the conference programme
Conference venue – breakaway rooms (3 rooms)	R 30 000 x 3	<ul style="list-style-type: none"> Sponsor logo will appear at entrance of venue 1 x pull-up banner in sponsored venue
Lunches (3 days)	R 30 000 x 3	<ul style="list-style-type: none"> 1 x pull-up banner in lunch area during lunch on the relevant day
Other Sponsorship in kind (wine, gifts to speakers, gifts to delegates), other	Value to be determined	Value dependent (Kindly contact the conference secretariat to discuss further)

Thank you to our current sponsors

Without their support, this educational sharing and networking conference would not be possible



GENERAL CONFERENCE INFORMATION

The conference venue: The Lord Charles Hotel, Somerset West

NH Cape Town The Lord Charles hotel has a spectacular setting in between the world-famous Cape Winelands, the Helderberg Mountains and the Atlantic Ocean. The scenery is breath-taking, and it is perfectly placed for exploring:

- half an hour from Cape Town's centre and 20 minutes from Cape Town International Airport
- a stone's throw from the famed winelands – great for exploring the Stellenbosch, Paarl or Franschhoek wine routes
- hotel set in 9 hectares of manicured grounds



The Host

2018 AEASA Conference Local Organising Committee (LOC)

Cecilia Punt

Chair: 2018 AEASA Conference LOC

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Conference Secretariat

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