

SPONSORSHIP OPPORTUNITIES

13th African Farm Management Association Conference



19th – 23rd November 2023

**EAST LONDON INTERNATIONAL CONVENTION CENTRE
(ELICC), East London, Eastern Cape, South Africa**

Message from the Local Organising Chair

The African Farm Management Association (AFMA) will be hosting its thirteenth Conference in East London from the 19th to the 23rd November 2023.

This Conference will allow your organization the opportunity to get exposure to a number of decision makers in the Agricultural Sector of both Africa and other regions such as Asia, Europe and USA. On behalf of the Association, I would like to invite you to utilize the sponsorship opportunities available.

The preliminary theme of the 2023 Conference is: "Pathways to commercialization, lessons and insights for climate smart agribusiness development in Africa".

This request for the participation and support of the Conference is written on behalf of the association's members and management. AFMA conference will provide a meaningful forum for discussion on a wide range of issues of importance in agriculture in Africa.

The dissemination of information in such a manner does not only improve the quality of the human capital that is available in the African agricultural sector, but also provides a platform for academics, agribusiness and a wide range of institutions to communicate in a pro-active manner.

The aim of the 2023 Conference in East London is to build on this tradition. In order to achieve this end AFMA is reliant on sponsorships, even though every effort is made to finance the activities with our own resources. This letter seeks your collaboration in this venture.

We are aware that there are many calls for assistance from a variety of deserving organizations, but we believe that AFMA is instrumental in promoting the interest of the agricultural and rural sectors of Africa. It is important that the association maintains the ability to raise the competence, knowledge base and international awareness of its members as the global economy continues to shift in new ways. Our annual Conference, journal and other outreach activities all aim to achieve this. We hope that you will assist us in some way to further these objectives.

Dr. Sifiso Themba Clement Mdletshe

Chairman: AFMA Conference

Department of Agricultural Economics and Extension

University of Fort Hare

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ABOUT AFMA

The objectives of AFMA and the conference are to:

Advance the knowledge and understanding of farm business management and to exchange ideas and information about farm management theory and practice throughout the continent of Africa and the world.	Contribute to the wider objective of agricultural productivity in an effort to reduce poverty, enhance food security and sustainable use of farm resources in Africa.
Improve cooperation among stakeholders in farm management with an interest in African issues at the regional and international levels.	Promote capacity building, research, policy dialogue and interest of farm management in Africa.

The Local Organising Committee (LOC)

Local Organising Committee Chair: **Dr. Sifiso Mdletshe** – University of Fort Hare
Fund-raising and finance Sub-committee chair: **Miss Pangomsa Ntonjane** – University of Fort Hare
Communication and advertising sub-committee chair: **Dr Silindile Miya** - University of Fort Hare
Protocol and programs sub-committee chair: **Dr Lelethu Mdoda** – University of Kwa Zulu Natal
Members:

Dr Mayekiso – University of Fort Hare
Mrs Manyike – University of Fort Hare
Mr Menze – Eastern Cape, Department of Agriculture
Mr Mzwanele Lingani – Western Cape, Department of Agriculture (Regional Rep, AFMA, Southern Africa)
Dr Ntshangase – Fort Cox College
Ms Ntwasa – Eastern Cape, parks and tourism agency
Miss Makwabe – Amadlelo
Mr Naidoo – University of Kwa Zulu Natal
Mr Tafa – Fort Cox College
Dr Tamako – University of Kwa Zulu Natal
Ms Ongeziwe – Eastern Cape, parks and tourism agency
Miss Vice – University of Fort Hare
Miss Crystal Kasselmann – Professional Conference Organiser (Centeq Events)
AFMA Council
Prof. George Owuor, AFMA President
Dr. Vincent Ngeno, AFMA Secretary General
Prof Philip Mulama Nyangweso, AFMA Trustee

SPONSORSHIP BENEFITS:

AFMA 13 is the perfect marketing opportunity for you to be visible and to engage with African farm managers at all levels to share knowledge and to find ways of introducing new products and services to the farm management community.

We need you and your contribution that you have to offer to the farm management community. Be a part of the exchange of knowledge, expertise, ideas and strategies to cope with today's demands for increased food production, higher quality and greater safety standards.

Government departments: Support through financial contribution or delegate participation. Farm managers are dependent on government support, training, financial assistance, knowledge sharing – be a part of the change and engage with the farmers on the ground to support them and advise them.

Private Sectors: The avoidance of disease – the safe and appropriate use of chemicals – food safety – food quality – staff – environment – business – marketing – finance – all require better management skills than ever before. How can you become involved?

Universities: As institutions that are providing the skill sets for our young farmers, it is critical you meet and engage with fellow academics (local and international) to engage and discover new farming methods and ways to assist the youth cope and encourage them to invest in the agricultural sector. Send delegates to learn about the various farm management techniques that work and the pitfalls to look out for.

Financial institutions and banks: Finance modules have evolved in order to adapt to changing opportunities and market dynamics in the agricultural landscape. As part of our themes we are addressing emerging trends in agribusiness financing and your support and input is valuable to the target audience.

If you are involved in the Agricultural sector in Africa and would like to market to the AFMA members, you need to be there and provide support for the success of the conference.

SPONSORSHIP OPPORTUNITIES

All of the sponsorships include the following Benefits:

- Sponsor logo on sponsor banner and final program
- Sponsor logo on the sponsor page with a link to the sponsor website
- Acknowledgement on sponsor page in final program

SPONSORSHIP OPPORTUNITIES	PLATINUM R100 000 PLUS	GOLD R50 000 - R99 000	SILVER R25 000 - R49 000	BRONZE Less than R25 000
Advertisement in the final program - prominent placing of advertisements within the symposium booklet. A4 size, colour advertisement. Sponsor to supply high resolution advertisements to be used.	2 full page colour	1 full page colour	1/2 page colour	1/4 page colour
Branding exposure - pull-up banners to be placed in and around the plenary venue. Sponsor to supply banners (2000x 800mm).	4	2	1	1
Free conference registration & social events	2	1	1	1
Complimentary registrations to the conference, welcoming cocktail & gala dinner	2	1	1	1
Sponsor logo to be placed on the sponsor holding slide that will be displayed during breaks in the plenary venue.	x	x	x	x
Conference bag inserts Maximum A4 in size and 12 pages or equivalent	x	x	x	x
Acknowledgement on Facebook and twitter social media - The sponsor is also eligible for updates on the conference Facebook page	x	x	x	x

ADDITIONAL SPONSORSHIP OPPORTUNITIES

SPONSORING DELEGATES / STUDENTS

R30 000p.p

Sponsorship is per person (p.p.), includes economy return flight, accommodation in a 3 star hotel for 5 nights, registration fee, ground transport and daily per diem and eligibility conditions will be set with sponsor.

*Subject to flight prices at the time of booking. Delegate from Africa only.

Entitlements include:

- A 2 page, A4 or equivalent brochure in the delegate bag (to be provided by the sponsor)

Should you have a specific sponsorship budget, please email:

crystal@centeqevents.co.za

to tailor-make a package that will suit your budget.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	VALUE	BENEFITS
Welcoming Cocktail Function Meet and greet	R50 000	<ul style="list-style-type: none"> • One full page black and white advert in the final program • Sponsor will be allowed to display 2 x pull up banners (2000 x 800mm) • Sponsor logo will be displayed on the sponsor slide in the plenary venue • A 5 minute speaker opportunity at the welcoming cocktail function
Gala Dinner	R100 000	<ul style="list-style-type: none"> • ¼ page colour advert in the final program • Sponsor will be allowed to display in the venue- 4 x pullup banner (2000 x 800mm) • Sponsor logo will be displayed on the general sponsor slide in the plenary venue • A 5 minute speaker opportunity at the function
Technical Farm tours – can be sponsored financially or can be hosted in the following provided: Transport, refreshments, tastings, tour, lunches	R75 000 x 3	<ul style="list-style-type: none"> • ¼ page colour advert in the final program • Sponsor will be allowed a representative on the coaches • Sponsor name to be associated with the tour. (Tour name) • Sponsor logo will be displayed on the general sponsor slide in the plenary venue • A 5 minute speaker opportunity during the tour
Registration bags with conference logo, main sponsors and sponsor	R40 000	<ul style="list-style-type: none"> • Sponsor will be allowed to display 1 x pull up banner (2000 x 800mm) • Sponsor logo on the conference bag together with the conference sponsors logo and the conference logo. • One half page black & white advert in the final program. • Sponsor logo will be displayed on the general sponsor slide in the plenary venue
Printing of final program	R40 000	<ul style="list-style-type: none"> • Sponsor logo on the front cover of the final program • One full page colour advert in the final program
Memory stick with sponsor brochure and conference proceedings	R30 000	<ul style="list-style-type: none"> • Sponsor logo on the memory stick • 1 x A4, 2 page brochure in the delegate bag (to be provided by sponsor)
Pens with conference logo and sponsor logo	R15 000	<ul style="list-style-type: none"> • Sponsor logo on pens
Name badge with conference logo, main sponsors and sponsor logo	R10 000	<ul style="list-style-type: none"> • Sponsor logo on name badge • Sponsor logo on notepads • 1 x A4, 2 page brochure in the delegate bag (to be provided by sponsor)
Lanyard with conference logo, main sponsors and sponsor logo	R10 000	<ul style="list-style-type: none"> • Sponsor logo on name badge • 1 x A4, 2 page brochure in the delegate bag
Lunches x 2 days – 2 opportunities	R25 000 x 2	<ul style="list-style-type: none"> • Sponsor will be allowed to display 4 x pull up banner (2000 x 800mm) in the lunch area on the specific date of sponsored lunch. • Sponsor logo will be displayed on the general sponsor slide in the plenary venue.

PROGRAM

AFMA-13 2023	PROVISIONAL PROGRAMME
SUNDAY 19 NOVEMBER 2023	
16:00-18:00	Registration
17:30	AFMA Council meeting
MONDAY 20 NOVEMBER 2023	
08:00	Registration
08:30-10:00	PLENARY SESSION 1
08:30-08:45	Welcome and Opening
08:45-09:15	Presidential address
09:15-10:00	Keynote speaker
11:00-13:00	CONTRIBUTED PAPER SESSION 1
14:00-15:00	CONTRIBUTED PAPER SESSION 2
15:30-17:00	PLENARY SESSION 2: Upgraded papers
17:00-18:00	POSTER PAPER SESSION
18:00	Welcome Reception
TUESDAY 21 NOVEMBER 2023	
09:00-18:00	Tours to surrounding farms and tourist sites / Free evening
WEDNESDAY 22 NOVEMBER 2023	
08:30-10:30	PLENARY SESSION 3
11:00-13:00	CONTRIBUTED PAPER SESSION 3
14:00-15:30	CONTRIBUTED PAPER SESSION 4
16:00-17:00	CAMPFIRE STORIES – YOUTH ENGAGEMENT – COLLEGE COMPETITION
18:00-19:00	AFMA AGM
19:00 for 19:30	Conference Dinner at Conference Venue
THURSDAY 23 NOVEMBER 2023	
08:30-10:30	PLENARY SESSION 4
11:00-13:00	PLENARY SESSION 5: AGRIBUSINESS PRACTITIONERS
13:00	Closing remarks

This is a preliminary outline of the programme and is subject to changes

CONTACT

The Host

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Conference Secretariat

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