



NAMPO 2025

Sponsorship Opportunities



Background

This document outlines available opportunities affording organisations the chance to partner with the NAMPO Harvest Day as a sponsor to obtain additional and heightened brand exposure. **All sponsorships have first right of refusal.** All prospective sponsors must exhibit at NAMPO and Grain SA reserve the right to allocate a sponsorship to a suitable exhibitor. Sponsorship categories are subject to availability; however, it is important that interest in sponsorships is expressed to ensure a list of preference is established. Sponsorships can be allocated in the case of cancellations or based on an increase in demand.

1. Visitor transport

Trailers visitor transport (existing)

R10 000 (excl. VAT)

These trailers are used to transport people on the NAMPO grounds on specific routes. The sponsor will have the opportunity to brand the trailers. These contracts are *three-year* contracts. The sponsor needs to supply the driver and a suitable tow vehicle.

Trailers visitor transport (new)

***R80 000 in year one (excl. VAT) and
R 10 000 per year for two years (excl. VAT)***

There is always a need for additional trailers on the terrain to assist on routes. The sponsor will have the opportunity to brand the trailers. These contracts are *three-year* contracts. The sponsor needs to supply the driver and a suitable tow vehicle.

Trailer bus stops

R25 000 per bus stop (excl. VAT)

There are various routes on NAMPO Park which is utilised to transport people on trailers. To make these routes more visible, bus stops will be erected. These bus stops will be sponsor-branded and placed at pickup points.

Desired locality and availability must be discussed with the NAMPO team. This contract is for a 3-year term with a payment annually.



2. Seating Benches

Plastic/Wooden R8 000 per bench (excl. VAT)

There are two types of benches available; 1) Picnic-style benches; and 2) Permanent steel benches. The picnic-style benches are wooden benches placed in crowded areas. The sponsor can brand the bench with branded umbrellas. The umbrellas need to be installed and removed by the sponsor before and after NAMPO.

Permanent Steel benches R10 000 per bench per year (excl. VAT)

The steel benches are permanent structures installed in crowded areas. These benches are installed by Grain SA with an undercoating and can be branded by the sponsors. These benches are based on a 3-year agreement and is displayed throughout the year with the benefit of exposure at other events. Desired locality and availability must be discussed with the NAMPO team.

3. Flagpoles

R12 000 per pole (excl. VAT)

These flagpoles are situated adjacent to the Fanie Ferreira Hall right next to the paved area. The Fanie Ferreira Hall is the area closest to the Grain SA members centre as well as the sit-down food court. The sponsor needs to install the flags before the start of NAMPO and remove after NAMPO. This will be a 3-year contract.

4. Woman's Programme

Main Sponsor

R100 000 (excl. VAT)

The main sponsor obtains the naming rights of the program and is featured in all advertisement- and branding material, including social media, the gate program, and the NAMPO webpage. Branding can be displayed within the tent and four teardrops placed at the entrance and an additional four pull-up banners inside the tent. The main sponsor will also receive a 10-minute opportunity to address guests.

Support sponsors

R50 000 (excl. VAT)

The support sponsor's logos will be displayed in the program and three pull-up banners can be displayed in the tent and three teardrops in front of the entrance to the tent. The NAMPO social media channels will also be utilised to advertise the program. The support sponsor logo will also appear on the NAMPO website. The support sponsor will also receive a 5-minute opportunity to address guests.



5. Airfield

Airfield windsocks

R1 500 per windsock (excl. VAT)

During NAMPO, the NAMPO airfield is one of the busiest in the country and the biggest fly-in event. Visibility is always and remain a challenge and six windsocks are used for visibility and safety. The sponsor will obtain the right to erect the windsocks which will also be utilised throughout the year at the airfield, providing extended exposure well beyond the NAMPO Harvest Day.

Pilot refreshment area

R15 000 (excl. VAT)

A tent is erected close to the parking area of visiting planes and helicopters serving as a refreshment and ablution facility for pilots. The sponsor can brand this space, provide refreshments and manage the refreshment area.

6. Coffee bar

R60 000 (excl. VAT)

The Coffee bar is a new initiative for 2024, with the increasing demand for barista coffee on the park. In 2024, the Kiosk close to Gate 2 on the Southern side of the terrain will be converted into a coffee bar. The sponsor will obtain branding rights at the coffee bar and the opportunity to brand the see-through fencing.

7. Steakhouse

R30 000 (excl. VAT)

Exhibitors expressed a need for a place where discussions with clients or important personnel could be held in a steakhouse setting. This will be an exclusive steakhouse operating on a booking-only system. Situated in the Fanie Ferreria, with an exclusive entrance, the Steakhouse sponsor will receive the opportunity to brand the inside shell scheme walls and tables. One of the local schools will provide the food and service, also serving as a practical experience for the scholars. The sponsor will obtain the naming rights in collaboration with the school. This is a 1-year contract.

8. NAMPO Location Photo Frame

R40 000 per year (excl. VAT)

The NAMPO location photo frames will be placed at various strategic places on the terrain to give visitors and exhibitors at NAMPO a photo opportunity during the annual NAMPO Harvest Day. This opportunity provides for extensive social media coverage from a NAMPO visitor's perspective. Exhibitors will be able



to brand the location photo frame with their name and logo and provide a suitable hashtag for social media use. This will be a 3-year contract.

9. Branding of roofs

R15 000 per year (excl. VAT)

The branding of the roofs is another ideal opportunity for exhibitors to advertise their brand during NAMPO on some of the hall's roofs. Exposure can be gained through planes flying in daily, as well as year-round exposure on the NAMPO App. Aerial photos are very popular with the media when reporting on NAMPO and this will provide the opportunity to get your brand in the air! Please note that this sponsorship opportunity is only for exhibitors who already sponsor hall names. This will be a 3-year contract.

10. NAMPO Ablution blocks

R1 000 per A4 kwik-klik silver aluminium frame (excl. VAT)
R3 000 standard aluminium channel frame (excl. VAT)

The NAMPO male ablution blocks offer exhibitors the opportunity to brand at the top of the urinals with a Kwik-Klik security profile aluminium frame, as well as a standard aluminium channel frame between urinals which can be branded on both sides. This will be a 2-year contract.

11. Street names

R8 000 per street nameboard (excl. VAT)

Navigation on NAMPO remain a challenge and adding street names make it much easier. There is an opportunity to sponsor street names which is then also utilised by other exhibitors to indicate their locality thereby assisting visitors to navigate the park. Desired locality and availability must be discussed with the NAMPO team. These sponsorships will be based on a 3-year contract, billed annually.

12. NAMPO Information Signs

R15 000 per year (excl. VAT)

The NAMPO information signs will contain info and directions to various activities on the terrain and will be placed at various strategic places with the exhibitor's name and logo. This is a 3-year contract.

13. Ablution Cleaning Staff Apparel (T-Shirts, beanies & gloves)

R40 000 (excl. VAT)

Cleanliness of ablution facilities are very important to NAMPO; the cleaning staff receive T- Shirts with the sponsor’s logos displayed on the shirt. These branded apparel items provide branding exposure for the sponsor throughout the day at all the ablution facilities.

14. Trash bins

R1 000 per bin (excl. VAT)

It is important that the NAMPO grounds are always kept clean and that visitors have an enjoyable experience. Therefore, it is needed to make sure that sufficient trash bins are available and served by our removal teams.

The following opportunities are available for trash bins.

Exhibitor	Quantity of trash bins
30m x 30m	10
15m x 20m, 15m x 30m, 18m x 30m	5
10m x 10m	3

The trash bins will be supplied by NAMPO and can be placed on the borders of the exhibition space. Bins can also be branded by the sponsor. The sponsor will have the responsibility to store and maintain the bins for the following year.

15. Building names

The buildings currently available for naming rights are listed below. Please keep in mind that the principle of first right of refusal, applies. **We are planning to build a new hall in the southern part of the terrain for NAMPO 2024 and is the Hall up for a name sponsorship;**

Hall names	Expiry
New Hall in southern part of the terrain	2024 – 2027
Agri-Alert Hall	31 May 2025
Cattle Complex	31 May 2026
Sheep Complex	31 May 2026
Santam Agri Hall	31 May 2027
Total SA Hall	31 May 2025
Six Gun Hall	31 May 2025
Nutri Feeds Hall	31 May 2027
PIC Pig Hall	31 May 2027



Liqui Moly Hall	31 May 2027
ZEST Weg halls	31 May 2027
Neptun Boot Hall	31 May 2027
Midas Hall	31 May 2026

16. Storage containers at Ablution Blocks

R7 000.00 plus VAT per container

The storage containers will be used to store soap, toilet paper, toilet freshner ext. at strategic places next to or in front of ablution blocks, so it will be visible for everyone who use the ablution block. This will be a 3-year contract.

17. Billboard Signs

R50 000.00 plus VAT per billboard

We are planning to erect billboard signs next to the R30 Bothaville/Orkney road next to the NAMPO Park ground to advertise NAMPO events, like NAMPO, NAMPO ALFA and our OFM NAMPO Park Christmas Market throughout the year on these billboards. Exhibitors will be able to advertise on these billboards throughout the year. This will be a 3-year contract.

18. Shopriders

R50 000.00 plus VAT per shoprider

We receive more and more requests from visitors at NAMPO to rent shopriders during NAMPO. Exhibitors are hereby offered the opportunity to sponsor these shopriders with their name and logo, which will be used by visitors on site. This will be a 3-year contract.

19. Mieliehop Shuttle Service

R230 000.00 plus VAT

NAMPO receives between 80 000 and 90 000 visitors over the 4 day period. Transport from the town of Bothaville to NAMPO Park is one of the crucial needs. A sponsored shuttle service will be part of a solution for the transport need.

NAMPO

The Maize Chamber of Commerce in the NALA Municipality has a mission to empower and make the township economy part of this big event. Since 2002 the chamber operates a shuttle service called Mieliehop to involve taxi drivers to earn additional income and be part of the face of our town during these 4 days of the expo. Several corporate sponsors were involved in the past 23 years with great outcome.

Other marketing opportunities

a) Gate program

***R31 000.00 plus VAT for full page advert
Other options also available***

There is an opportunity to advertise in the gate program. These programs are distributed at the gates during NAMPO and is also available from the information office. The gate program contains all the information relevant and applicable to the NAMPO Harvest Day, including the daily programs, a map of NAMPO Park, together with an exhibitors list.

To advertise in the gate program please contact Wim Venter – wim@grainsa.co.za

b) SA Grain Magazine – NAMPO Special Edition

The NAMPO special edition is part of the **SA Graan/Grain Magazine** that is distributed to a list of 16 000 readers. It is also made available during NAMPO through the information office. To advertise in this addition please contact the following marketers:

KOLBE MEDIA - Jurgen van Onselen – Advertisement co-ordinator

Telephone and fax: 021 976 4482

Cell: 082 417 3874

Email: jurgen@kolbemediaco.za

or

SCHMILTZ MARKETING -Ruth Schultz – Advertisement consultant

Telephone: 081 480 6413

Cell: 083 583 5243

Email: ruth@schmiltz.co.za

c) OFM

OFM is the official media partner of NAMPO and will broadcast live from NAMPO Park. They have various advertisement packages available including live interview opportunities.

To book advertisement slots, please contact:

Anchen Lintveldt, Sales Manager Ofm

082 370 1259 | anchen@ofm.co.za

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d) Agri- Xtra

AgriXtra is an innovative digital media platform assisting exhibitors to showcase their products and facilitate discussions. This platform streams live from NAMPO, offering prospective visitors a view as to the NAMPO experience and what exhibitors have to offer.

For more information and to book an interview please contact:
Telephone 011 465 0099 | Email address: agrixtra@brepublic.co.za

NAMPO APP

The Nampo APP is a real-time experience for users and there to assist with information about exhibitors and navigation on the park. There are a few innovative additions this year, including:

- **Exhibitor list and product guide**
List of exhibitors and product offering
- **Offline navigation**
Offline navigation like maps to assist visitors to navigate to exhibitions easier.
- **Bluetooth beacon technology**
An exhibitor can book Bluetooth technology that would provide the visitor with information on his/her phone within the proximity of the beacon. Visitors can also request that exhibitors contact them directly.
- **Exhibitor visitor planning**
A tool where visitors can pre-plan their NAMPO experience based on what they want to see, thereby ensuring they visit the desired exhibitors.
- **Virtual tour**
By means of using new 3D technology, Farmspace will record the park like Streetview. This will provide exhibitors with exposure opportunity throughout the year. An added benefit includes information on products displayed.

To participate in any of the additional benefits, please contact Farmspace:
Angeliqa Vorster | angeliqa@farmspace.co.za | 083 282 0595

Contact details

Should you require any further information please do not hesitate to contact Wim Venter on 08600 47246 or e-mail wim@grainsa.co.za.



Kind regards,

NAMPO

Dr. DB Strydom
Managing Director NAMPO (Pty.) Ltd.