



UNDERCOVER FARMING EXPO (Pty) Ltd, Reg No: 2011/147244/07, VAT No: 4160260727 P O Box 759, Montana Park, 0159 Email: marion@undercoverfarmingexpo.com	Cell: 071 6399 300
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Dear Colleagues,

11 March 2025

**2025 Sponsorship Opportunities – 29 and 30 October 2025,
Allee Bleue, Groot Drakenstein Western Cape, South Africa**

It is once again our privilege to present our annual Western Cape Undercover Farming Expo & Conference on 29 and 30 October 2025.

Undercover Farming Conference and Expo rely exclusively on business and individuals with a heart for this industry and the success of its growers to ensure longevity and growth in this fast growing industry. With the global focus on food security in this rapid changing climate, ensuring that we can assist in the training of students and new entrants in the art of producing healthy, profitable and sustainable fruit, vegetables and flowers in a controlled environment.

With Government cutting back on subsidies and sponsorships, we are giving the business sector an opportunity to step up and brand their company and services to industry as a strong role-player that can take them forward in this industry and assist them in their success as growers:

1. Conference Sponsorship - Exclusive Sponsorship: R90 000 (VAT excl.) per day – Day 1 / Day 2 available

- Exclusive sponsor branding in conference venue, six (6) banners – (Sponsor to courier banners to and from venue)
- One (1) Keynote Speaker – 45 min slot (first session)
- One (1) Information Table
- Two (2) complimentary conference registrations (Full 2 day Conference package)
- Display of logo on the Undercover Farming website (SEO compliance), with a link to your company website
- Acknowledgement by the Program Director
- Company logo displayed digitally during the event on the presentation screen
- Printing of logo in the final program
- Opportunity to include promotional material in conference bag with other sponsors' materials
- Corporate video (Sponsor to provide) screened at conference after lunch, before session start. Day 1 & Day 2.
- 3 x Free Full Page (Full Colour) advertisement in Undercover Farming Magazine with 3 x Free Full Page Editorial – With Full Multi Media Marketing Drive with Back Links to your Website. (Value R 108 923.00 Vat excl.)

2. Platinum Package - Exclusive Sponsorship: R85 000 (VAT excl.)

- Two (2) complimentary conference registrations (Full 2 day Conference package)
- Two (2) complimentary Double Information Table
- One (1) Speaker Session – 45 Minutes, to present at the conference – Day 1
- Display of logo on the Undercover Farming website, with a link to your company website
- Display of six (6) corporate banners in the conference venue – four (4) inside – two (2) Foyer - (Sponsor to courier banners to and from venue)
Company logo displayed digitally during the event on the presentation screen
- Opportunity to include promotional material in conference pack
- 2 x Free Full Page (Full Colour) advertisement in Undercover Farming Magazine with 1 x Free Full Page Editorial – With Full Multi Media Marketing Drive with Back Links to your Website. (Value R 88 882.00 Vat excl.)

3. Gold Package - Sponsorship: R65 000 (VAT excl.)

- Two (2) complimentary conference registrations (Full 2 day Conference package)
- Company logo displayed digitally during the event on the presentation screen
- One (1) complimentary Info Table.
- Display of four (4) free-standing banners in the conference venue – (Sponsor to courier banners to and from venue)
- Opportunity to include promotional material in conference bag.
- 2 x Free Full Page (Colour) advertisement in Undercover Farming Magazine with 2 x Free Full Page Editorial – With Full Multi Media Marketing Drive with Back Links to your Website. (Value R75 182.00 Vat excl)

4. Silver Package - Sponsorship: R48 000 (VAT excl.)

- Two (3) complimentary conference registrations (Full 2 day Conference package)
- Company logo displayed digitally during the event on the presentation screen
- Full branding in expo venue on 1st day with five (5) minute time slot to present your company at conference after lunch, before session start.
- 1 x Free Full Page (Colour) advertisement in Undercover Farming Magazine with 1 x Free Full Page Editorial – With Full Multi Media Marketing Drive with Back Links to your Website. (Value R 42 841.00 Vat excl)

5. Conference Stationary Pack - Exclusive Sponsorship: R40 000 (VAT excl.)

- Printing of logo alongside Undercover Farming logo on Stationary Pack
- One (1) conference Speaker - Day 1 - 45 minutes presentation
- One (1) Information Table
- Company logo displayed digitally during the event on the presentation screen
- Printing of logo in the final program
- Acknowledgement by the Program Director
- Opportunity to include promotional material in conference bag with other sponsors' materials.
- 1 x Free Full Page (Colour) advertisement in Undercover Farming Magazine with 1 x Free Full Page Editorial – With Full Multi Media Marketing Drive with Back Links to your Website. (Value R 42 141.00 Vat excl)

6. Lunches – (x2) Exclusive Sponsorship: R40 000 (VAT excl.)

- Exclusive branding of lunch area (Foyer at entrance of the Conference Venue)
- One (1) complimentary conference registration
- One (1) Corporate Movie Clip to be screened before every Lunch – Announced by the Program Director
- Company logo displayed digitally during the event on the presentation screen
- Printing of logo in the final program
- Acknowledgement by the Program Director
- Opportunity to include promotional material in conference bag with other sponsors' materials

- 1 x Free Full Page (Full Colour) advertisement in Undercover Farming Magazine with 1 x Free Full Page Editorial – With Full Multi Media Marketing Drive with Back Links to your Website. (Value R 42 141.00 Vat excl)
- 7. Branded Lanyards - Exclusive Sponsorship: R30 000 (VAT excl.)**
- Printing of logo on name tag.
 - Four (4) corporate banners in conference/expo venue – (Sponsor to courier banners to and from venue)
 - Company logo displayed digitally during the event on the presentation screen
 - Printing of logo in the final program
 - Acknowledgement by the Program Director
 - Opportunity to include promotional material in conference bag with other sponsors' materials
- 8. Speaker Session (If you are not part of the conference) - Sponsorship: R5 000 (VAT excl.)**
- Branding of conference area (Entrance of the Conference Venue & Podium area x 4 'pull up' banners) (Sponsor to courier banners to and from venue)
 - One (1) complimentary delegate registration – day of presentation
 - One (1) Corporate Movie Clip (Max 2 min) to be screened before speaker session – Announced by the Program Director
 - Company logo displayed digitally during the event on the main screen
 - Printing of logo in the final program
 - Acknowledgement by the Program Director
 - Opportunity to include promotional material in conference bag with other sponsors' materials
- 9. Sponsor a Agri Student and Sponsor the Future of South Africa Sustainable Food Production**
- **Sponsorship 10 x Students: (full conference) R25 000 (VAT excl.)**
 - **Sponsorship 20 x Students: (full conference) R50 000 (VAT excl.)**

Background:

The 2025 Gauteng Conference and Expo marked the 3rd time where the Management sponsored 20 final year BSc and MSc Agriculture students. The students were from the University of Pretoria. Prof. Michael Rudolph, Director: Centre for Ecological Intelligence from Wits University wrote a special thank you note and undertook to again attend and have his final year students at the next conference.

For our Western Cape Conference we are in discussions with the University of Stellenbosch and depending on the sponsorships, we will also include final year students from the University of the Western Cape.

These students remain under full control of their Faculty Head and have to sign an attendance register to claim full credit from their faculty.

Outcome of both sponsorships:

1. These students are some of the brightest minds in Agriculture in South Africa and will be deciding within a few months where they Bank, where they Insure their businesses, warehouses and vehicles, with who they will do business, where they will buy their infrastructure, etc. They will definitely repay the Companies who saw the potential in them and who invested in them.
 2. The positive energy that these students inject through their inquisitive minds, not only delights the delegates, but become the fuel that powers our Expert Speakers. Q&A time becomes as important as the Speaker's subject.
 3. Exhibitors are bringing their "A" game as they are fully aware of the wealth invested in the students.
 4. And, most probably the MOST IMPORTANT POINT: Not only did they clearly declared their appreciation for the opportunity to rub shoulders with the Best of the Best in Horticulture, but, as they pointed out, it would have taken them YEARS to gain the proven knowledge and expertise imparted to them, al lot of which are not in their outdated handbooks.
- Branding of conference area (Entrance of the Conference Venue & Podium area x 4 'pull up' banners) (Sponsor to courier banners to and from venue)
 - One (1) complimentary delegate registration – day of presentation

- One (1) Corporate Movie Clip (Max 2 min) to be screened before speaker session – Announced by the Program Director
- Company logo displayed digitally during the event on the main screen
- Printing of logo in the final program
- Acknowledgement by the Program Director as a Student Sponsor – Sponsoring the Future of Sustainable Food Production in South Africa.
- Opportunity to include promotional material in conference bag with other sponsors' materials

These are UNIQUE opportunities are not to be missed – YOU CAN CHANGE THE FUTURE OF FOOD PRODUCTION through you INVOLVEMENT.

Contact the team today and make your booking.

Kind regards,



SUZANNE OOSTHUIZEN

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