



UNDERCOVER FARMING EXPO (Pty) Ltd,

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Western Cape Undercover Farming Conference and Expo 2026

Sponsorship Opportunities

The Western Cape Undercover Farming Conference and Expo offers sponsors the opportunity to gain strong, credible visibility among agricultural decision-makers while aligning with one of the sector's most practical and forward-looking platforms.

Sponsorship options are designed to meet different objectives. Some packages focus on premium event visibility and brand presence throughout the conference. Others are purpose-led opportunities aimed at supporting future talent, emerging growers and agricultural education in South Africa.

Sponsorship Packages at a Glance (VAT Excluded)

Sponsorship Option	Investment	Positioning	Best Suited To	Core Value
Tier 1	R25 000	Premium conference presence	Businesses that want broader branding, stronger recognition and more visible participation throughout the event	Strong venue visibility, speaking opportunity, delegate access and premium brand placement
Tier 2	R15 000	Practical conference visibility	Businesses looking for a straightforward and cost-effective way to achieve meaningful brand exposure	Solid conference visibility, promotional exposure and delegate participation
10 Final-Year BSc and MSc Agriculture Students	R45 000	Purpose-led sponsorship	Companies that want to invest in future agricultural talent and industry leadership	Supports high-potential students while positioning the sponsor as a supporter of the future of agriculture
10 Emerging Farmers	R45 000	Purpose-led sponsorship	Banks, agribusinesses and development-focused organisations wanting measurable practical impact	Helps emerging growers access knowledge, networks and technologies that can improve long-term viability
10 High School Agriculture Teachers	R45 000	Purpose-led sponsorship	Organisations seeking long-term educational and community impact	Equips teachers with practical exposure and knowledge that multiplies beyond the event itself

Conference Visibility Sponsorships

Tier 1 Sponsorship - R25 000.00 (VAT excl.)

Tier 1 is designed for companies that want a stronger and more premium presence throughout the conference. It offers broader venue branding, added recognition and greater engagement opportunities.

Tier 1 includes:

Benefit	Tier 1 Sponsorship
Banners in the conference hall	6
Banners in the lunch and tea hall	4
Banners outside at the main entrance	2
Outdoor teardrops	4
Promotional video screening on overhead screens in the morning	Included
Promotional video screening on overhead screens after lunch	Included
Promotional material on delegate tables or in conference bags	Included
Display table	1 display table with 1 delegate pass
Additional delegate access	1 additional 2-day delegate pass
Speaker opportunity	Included
Acknowledgement by the Programme Director	Included
First option on speaker placement	Included
Company logo in final printed programme	Included
Social media mention before the event	Included

Ideal for:

Businesses that want stronger event visibility, added recognition and a more premium conference presence.

Tier 2 Sponsorship - R15 000.00 (VAT excl.)

Tier 2 is designed for companies that want meaningful conference visibility and practical brand exposure at a more accessible level.

Tier 2 includes:

Benefit	Tier 2 Sponsorship
Banners in the conference hall	4
Banners in the lunch and tea hall	2
Banners outside at the main entrance	1
Outdoor teardrops	2
Promotional video screening on overhead screens in the morning	Included
Promotional material on delegate tables or in conference bags	Included
Delegate pass	1
Additional delegate access	1 additional 2-day delegate pass

Ideal for:

Businesses looking for a straightforward and cost-effective way to gain strong event presence and align with the conference.

Added Sponsor Advantage

Unlock Preferred Magazine Advertising Rates

One of the strongest added benefits of Tier 1 and Tier 2 sponsorship is that it unlocks preferred advertising rates in Undercover Farming Magazine.

This means your sponsorship does not end at the conference venue. It can continue through strategic media exposure on a respected agricultural platform, helping your company stay visible to the industry before and after the event.

For sponsors who want more than on-site branding, this added value creates a stronger return by extending brand presence into a trusted publication read by decision-makers across the sector.

Advertising Package Included

1 Full Page Advertisement + 1 Full Page Editorial

Advertising Option	Standard Rate	Tier 1 Preferred Rate	Tier 2 Preferred Rate
1 placement	R20 763.00	R16 610.40	R18 686.70
Discount	—	20%	10%
Saving	—	R4 152.60	R2 076.30
3 placements (6 months)	R62 289.00	R47 339.64	R53 257.10
Discount	—	24%	15%
Saving	—	R14 949.36	R9 031.91
6 placements (full year)	R124 578.00	R89 945.32	R101 188.48
Discount	—	28%	19%
Saving	—	R34 632.68	R23 389.52

Why this matters?

Advantage	Value to the Sponsor
Extended visibility	Your sponsorship gains value beyond the conference itself
Trusted media presence	Your brand remains visible through a respected agricultural platform
Measurable savings	You benefit from reduced advertising rates and stronger media value
Added reach	You combine event presence with editorial and advertising exposure

Important note: Preferred advertising rates apply to Tier 1 and Tier 2 sponsors.

Purpose-Led Impact Sponsorships

These sponsorships are designed for organisations that want their involvement to extend beyond branding and contribute directly to the future strength of South African agriculture.

Sponsor 10 Final-Year BSc and MSc Agriculture Students - R45 000.00 (VAT excl.)

These students are among the brightest emerging minds in South African agriculture. Within a short time, many of them will become growers, researchers, consultants, agribusiness owners and commercial decision-makers.

The 2024/5/6 Gauteng Conference and Expo management sponsored 10 final-year BSc and MSc Agriculture students from the University of Pretoria. The impact was significant, and the feedback was exceptionally positive. Prof. Michael Rudolph, Director of the Centre for Ecological Intelligence at Wits University, sent a special note of thanks and expressed support for future student participation.

For the 2026 Western Cape Conference, discussions are under way with Stellenbosch University, and depending on sponsorship support, we also hope to include final-year students from the University of the Western Cape.

These students gain access to practical, current, industry-relevant knowledge that is rarely available in one place. Their presence adds energy and depth to the conference, and their participation helps bridge the gap between theory and practice at a critical stage in their careers.

Best suited to: Companies that want to invest in future agricultural talent, industry continuity and long-term brand goodwill.

Sponsor 10 Emerging Farmers - R45 000.00 (VAT excl.)

Emerging farmers often have the drive, but not always the access. As public support for farmer training has declined, we continue to receive requests from small-scale and emerging farmers for assistance in attending the conference.

For these farmers, the event provides far more than information. It offers direct exposure to proven technologies, supplier networks, industry leaders, practical growing insights and potential commercial relationships. Too often, greenhouse or shade net infrastructure is introduced into communities without the support, technical understanding or business planning needed to make those projects viable. Sponsoring attendance is a practical way to help close that gap.

For a bank, this is not only a social investment. It is also an investment in the long-term strength of the agricultural economy. The growers you help support today may well become tomorrow's account holders, borrowers, agribusiness clients and regional success stories.

Best suited to: Banks, input suppliers, agribusinesses and development-focused companies that want practical, visible impact in agricultural growth.

Sponsor 10 High School Agriculture Teachers - R45 000.00 (VAT excl.)

Agricultural studies are finally returning to more South African high schools, and enthusiastic teachers are working hard to inspire learners toward careers in agriculture.

When teachers attend the conference, the impact spreads far beyond the individual. They return to their schools and communities with updated knowledge, practical exposure and renewed passion. Many are involved in school food gardens, greenhouse projects and community-linked initiatives that promote enterprise, nutrition and agricultural awareness.

Supporting teachers is one of the most effective ways to multiply knowledge and create long-term social value. It is an investment in informed communities and in the next generation of agricultural participation.

Best suited to: Businesses and institutions that want educational impact, community reach and lasting agricultural influence beyond the conference itself.

Purpose-Led Sponsorship Benefits

Each purpose-led sponsorship package includes meaningful recognition at the conference while visibly linking the sponsor to a practical contribution to the future of South African agriculture.

Benefit	
Recognition as sponsor of the selected beneficiary group	Included
Recognition as a business investing in the future of sustainable food production in South Africa	Included
Branding at the entrance of the conference venue and podium area with four pull-up banners	Included
Corporate movie clip of up to two minutes screened before a speaker session and announced by the Programme Director	Included
Digital logo display on the main screen during the event	Included
Logo inclusion in the final printed programme	Included
Acknowledgement by the Programme Director	Included
Opportunity to place promotional material in the conference bag	Included

This package directly supports conference access for the selected beneficiary group while giving the sponsor visible recognition for its contribution.

What the Sponsor Needs to Provide for Purpose-Led Sponsorships

Item	Requirement
Pull-up banners	Four pull-up banners
Brand assets	Logo files, brand wording and any conference bag inserts
Corporate movie clip	Up to two minutes, should the sponsor wish to use this benefit
Production files	All artwork, logos, videos, inserts and print-ready files by the agreed deadlines

General Sponsor Delivery Notes

Important Note	Details
VAT	All prices in this document are quoted excluding VAT
Complimentary registrations	Complimentary registrations refer to the full two-day conference package unless the package specifically states that the registration is valid only on the day of presentation
Sponsor-supplied branding	Where banners, pull-up banners or foyer branding are included, the sponsor is responsible for supplying the printed items and arranging courier delivery to and from the venue unless otherwise agreed in writing
Corporate video clips	Where video clips are included, final file format, resolution, duration and submission deadlines will be supplied by the organiser in advance
Logo placement	Logo placement on the Undercover Farming website, printed programme, presentation screens, magazine advertising and editorial opportunities is subject to sponsors supplying the required material on time
Media-linked benefits	Editorials, interviews, advertisements and backlinks included in media-linked packages are coordinated with the Undercover Farming team and scheduled according to available publication and production timelines
Tailored packages	Sponsors are welcome to discuss tailored packages should they wish to combine visibility, speaking opportunities and future-focused support elements

General note: All artwork, logos, videos, inserts and print-ready files must be supplied by the sponsor by the agreed production deadlines so the organiser can schedule, print and place them correctly.

Contact and Booking

To discuss a package or confirm a sponsorship booking, please contact:

Suzanne Oosthuizen
Conference Organiser
Cell: 082 832 1604
Email: suzanne@undercoverfarmingexpo.com

The Undercover Farming team would be honored to partner with companies that want to help move the industry forward while gaining clear, credible and high-value visibility through the conference and its media platforms.