SATOVITO

South African Township & Village Tourism Association

5th National Township and Village

Intra-Trade Conference

Sponsorship, Brand Activation & Municipal Partnership Prospectus

Connecting Markets. Growing Local Tourism. Building Inclusive Economies.

26–27 November 2026 | Kuruman, Northern Cape

The conference at a glance

Hosted by SATOVITO, with NCEDA and South African Tourism

26–27
November 2026

Kuruman
Northern Cape

500
delegates

6
sponsorship tiers

Register: www.intratradeconference.co.za

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Why partner with this conference

- Connects township, village and small dorpies tourism enterprises with municipalities, corporate brands, tourism authorities, buyers and investors
- Strengthens tourism trade, market access and destination investment
- Six sponsorship tiers fit different budgets, marketing goals and development priorities



Six packages at a glance

Package	Investment	Activation space	Reps	SME tickets
1. Local Economic Development Partner	**R30,000**	3m × 3m	2	20
2. Strategic Tourism & Brand Partner	**R50,000**	Premium 3m × 3m	4	40
3. Official Event Sponsor	**R150,000**	Premium 3m × 3m	6	60
4. Principal Strategic Partner	**R250,000**	Up to 6m × 3m	8	80
5. Platinum Strategic Partner	**R500,000**	Up to 9m × 3m	12	100
6. Title Sponsor	**R1,500,000**	Premium pavilion, by agreement	20	120

Activation dimensions and locations are subject to venue capacity and written confirmation. 'Reps' = networking access for representatives.

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PACKAGE 1

Local Economic Development Partner

R30,000

investment

SPACE	REPS	SME TICKETS
3m × 3m	2	20

Key benefits

- One 3m × 3m exhibition and activation space
- Approved demonstrations and delegate lead generation
- Logo on sponsor recognition materials and digital partner directory
- One social media acknowledgement
- Showcase of local attractions, routes and festivals

Ideal for: Municipalities, tourism associations, SMMEs, emerging brands

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PACKAGE 2

Strategic Tourism & Brand Partner

R50,000

investment

SPACE	REPS	SME TICKETS
Premium 3m × 3m	4	40

Key benefits

- Premium-positioned space with enhanced branded displays
- Promotional competitions and lead-generation activities
- Prominent logo and two dedicated social media posts
- Short brand or destination spotlight (subject to approval)
- Priority introductions to tourism businesses

Ideal for: Established brands, provincial tourism authorities, financial institutions, municipalities

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PACKAGE 3

Official Event Sponsor

R150,000

investment

SPACE	REPS	SME TICKETS
Premium 3m × 3m	6	60

Key benefits

- Official Event Sponsor recognition and backdrop placement
- Logo on selected venue branding and event web page
- Opening and closing session acknowledgement
- Short sponsor address or panel role (subject to approval)
- Post-event summary of agreed deliverables

Ideal for: National brands, government entities, tourism authorities, development agencies

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PACKAGE 4

Principal Strategic Partner

R250,000

investment

SPACE	REPS	SME TICKETS
Up to 6m × 3m	8	80

All Official Event Sponsor benefits, plus

- Expanded activation footprint of up to 6m × 3m
- Dedicated sponsor feature on digital channels
- Priority for a panel or strategic dialogue contribution
- Propose a market-access or enterprise development initiative
- Enhanced post-event report

Ideal for: Major municipalities, provincial authorities, established corporate brands

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PACKAGE 5

Platinum Strategic Partner

R500,000

investment

SPACE	REPS	SME TICKETS
Up to 9m × 3m	12	100

All Principal Strategic Partner benefits, plus

- Activation footprint of up to 9m × 3m
- Prominent acknowledgement in the opening session
- Lead a strategic dialogue or sponsored session (subject to approval)
- Jointly branded enterprise development initiative
- Comprehensive post-event report

Ideal for: Major financial, telecom and mobility brands, national tourism entities

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PACKAGE 6

Title Sponsor

R1,500,000

investment

SPACE	REPS	SME TICKETS
Premium pavilion	20	120

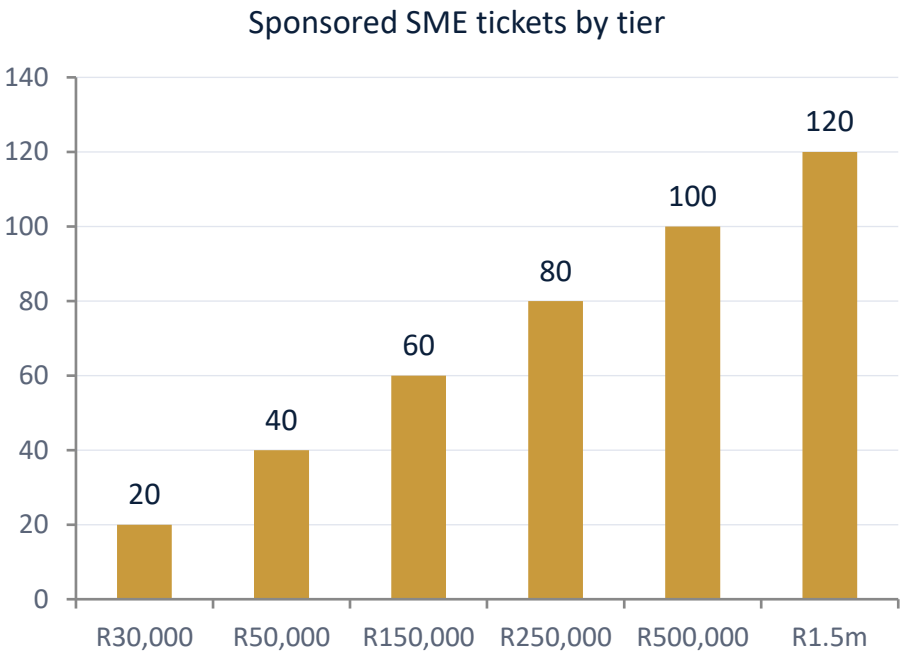
The flagship partnership

- Naming association: 'presented by [Sponsor Name]', subject to agreement
- Dominant logo on the main stage backdrop
- Premium pavilion with priority location
- Opening address and headline strategic dialogue
- Co-develop a tourism SMME support initiative; category exclusivity by written agreement

Ideal for: Major national brands, financial institutions, telecoms, government, development partners

Sponsored SME ticket programme

Every tier funds conference tickets for eligible township and village tourism SMEs



Covers

The conference ticket only: meals, workshops, trade discussions, networking and the township and village year-end business networking session

Excludes

Transport, accommodation, extra meals and personal expenses

Organisers run a transparent selection process; sponsors may nominate beneficiaries, subject to approval.

Value for municipalities and corporate brands

Municipalities can showcase

- Attractions, heritage sites and cultural experiences
- Tourism routes, festivals and events
- Enterprises seeking market access
- Infrastructure and investment-ready projects
- Municipal tourism strategies and enterprise support programmes

Corporate brands can engage

- Banking, payments and financial inclusion
- Digital platforms, connectivity and technology
- Transport, mobility and logistics
- Hospitality, retail and insurance
- Skills, enterprise development, procurement and investment

Additional sponsorship opportunities

Negotiated separately, subject to availability and written agreement

- Conference programme
- Business networking session
- Delegate bags and branded materials
- Digital engagement and lead generation
- Tourism SMME development initiatives
- Hosted buyer and business matching
- Networking lounge or reception
- Investment and enterprise development sessions

Booking and sponsorship conditions

1. Activation spaces and pavilion sizes depend on venue capacity and written confirmation
2. Sponsorship covers only the benefits listed in the signed agreement
3. Furniture, electricity, internet, stand construction, travel, accommodation and catering are excluded unless agreed in writing
4. Artwork and promotional material are due by the organisers' deadlines
5. Demonstrations and competitions must comply with venue rules and regulations
6. Programme roles and introductions are subject to approval and availability
7. Title sponsorship naming and category exclusivity must be defined in writing
8. Sponsored SME tickets cover conference participation only
9. Fees are in South African rand; VAT follows the organiser's tax status

Connect markets. Support local businesses.

Unlock the economic potential of township and village tourism.

Contact the organising team for the sponsorship agreement, activation floor plan, booking form and payment arrangements.

PRIMARY CONTACT

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