



2023
CONFERENCE
SPONSORSHIP
PROSPECTUS

**TOURISM
LEADERSHIP
CONFERENCE '23**

THE ENGINE OF GROWTH FOR SOUTH AFRICA



TBCSA
TOURISM BUSINESS COUNCIL OF SOUTH AFRICA

THE LEADING VOICE IN TOURISM



The tourism sector holds a lot of potential to deliver jobs, changed livelihoods, and drive sustainable growth. For this potential to be realised, all of us in the tourism value-chain have to work together.

Tshifhiwa Tshivhengwa, TBCSA CEO

TO OUR TOURISM STAKEHOLDERS

The Tourism Business Council of South Africa (TBCSA) welcomes all industry professionals to our annual conference where stakeholders across the tourism value chain will examine, discuss and come up with solutions to some of the challenges facing our sector.

The conference is an ideal platform for you to make your voice heard as we get the tourism sector back on track and play our part in reviving the South African economy. The programme will be made up of plenaries, discussion panels and breakaway sessions among others. While the evenings will be dominated by social events to allow delegates to further network, socialise and enjoy our hospitality.

WHY SHOULD YOU ATTEND?

TBCSA annual conference 2023 brings together tourism industry professionals and leading experts to connect, learn, share and collaborate on the various topical industry-related issues. There are many reasons why you should join us in the North West for this two-day conference.



WORLD CLASS PROGRAMME

Our speakers will share innovative, salient thought leadership and industry-related guidance during plenary and breakaway sessions.



ENHANCE YOUR KNOWLEDGE

Hear from world renowned speakers and industry experts, with interactive Q&A sessions for live and online audiences.



EXPAND YOUR NETWORK

Engage with industry leaders, professional colleagues and international companies to expand your industry connections.



SUN CITY

Come and enjoy one of South Africa's tourism landmarks. It's always an experience!!!

R500 000,00

PLATINUM SPONSORSHIP

- Company logo on all promotional material
- 1 x full page colour advert in conference magazine - online & print version
- 200 word company write up on event website
- Strategic profiling including major mention and quote on all media material, e-mailers and other conference communication
- 5 x complimentary delegate
- Plenary speaking slot
- 1 x VIP table reserved for 10 at gala dinner with an opportunity to invite guests
- Delegate list

R350 000,00

GOLD SPONSORSHIP

- Company logo on all promotional material
- 1 x half page colour advert in conference magazine - online & print version
- 150 word company write up on event website
- 1 brochure insert in delegate bag
- Strategic profiling including major mention and quote on all media material, e-mailers and other conference communication
- 3 x complimentary delegate
- 1 x VIP table reserved for 10 at gala dinner with an opportunity to invite guests
- Delegate list

R200 000,00

SILVER SPONSORSHIP

- Company logo on all promotional material
- 1 brochure insert in delegate bag
- 1 x half page colour advert in conference magazine - online & print version
- 150 word company write up on event website
- Strategic profiling including major mention and quote on all media material, e-mailers and other conference communication
- 2 x complimentary delegate
- 1 x VIP table reserved for 10 at gala dinner with an opportunity to invite guests
- Delegate list

R100 000,00

BRONZE SPONSORSHIP

- Company logo on all promotional material
- 50 word company write up on event website
- Strategic profiling including major mention and quote on all media material, e-mailers and other conference communication
- 1 x complimentary delegate
- Delegate list

R150 000,00**GALA DINNER
SPONSORSHIP**

- Company logo on all promotional material
- Branding in the Gala dinner venue
- 100 words write up in the event website
- Mention on all media material, e-mailers and other conference communication
- 10 minutes welcome speech
- Approve entertainment for the event
- Approve décor for the evening
- Delegate list

R50 000,00**LUNCH
SPONSORSHIP X2**

- Company logo on all promotional material
- Branding in the lunch venue
- 50 words write up in the event website
- Mention on all media material, e-mailers and other conference communication
- Post event report after a month of the conference
- Delegate list

R20 000,00**NETWORKING TEA/COFFEE
BREAKS SPONSORSHIPS X4**

- Company logo on all promotional material
- Branding of coffee station
- 50 words write up in the event website
- Post event report after a month of the conference
- Delegate list

R90 000,00**WELCOME NETWORKING
EVENT**

- Company logo on all promotional material
- Branding in the Gala dinner venue
- 100 words write up in the event website
- Mention on all media material, e-mailers and other conference communication
- 5 minutes welcome speech
- Delegate list



THE LEADING VOICE IN TOURISM

For all sponsorship enquires contact:

Ms Boitumelo Moleleki

T: 012 664 0120

M: 084 952 4078

E: tumi@tbcса.travel

W: www.tbcса.travel/conference