TOURISM LEADERSHIP CONFERENCE'25

THE ENGINE OF GROWTH FOR SOUTH AFRICA

TBCSA

TOURISM BUSINESS COUNCIL OF SOUTH AFRICA

THE LEADING VOICE IN TOURISM

2025 CONFERENCE SPONSORSHIP PROSPECTUS

TOURISM MATTERS
A STRATEGIC FORCE FOR GROWTH

The Tourism Business Council of South Africa (TBCSA) is organising their 4th TBCSA Tourism Leadership Conference, which will take place from 17-19 September 2025, at the Sun City Resort, North West province, South Africa.

TO OUR TOURISM *Stakeholders*

Coinciding with tourism month and the beginning of spring, the conference will be held under the Theme: “Why Tourism Matters”. The theme of the conference aims to highlight the significant contribution of the tourism sector for South Africa’s economy, not only as a stand-alone but as a sector that feeds into many other sectors that keep SA’s engine going.

Attendees at the conference can expect a dynamic program featuring insightful keynote speakers, engaging discussions, and interactive sessions aimed at finding solutions to the country’s tourism sector, for it to continue being sustainable and competitive.

For this to happen, the private sector, public sector, academia, and media practitioners, will come together to share knowledge and focus on how to help South Africa achieve its goal of 15.6 million arrivals by 2030.

WHY SHOULD YOU ATTEND?

TBCSA annual conference 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

TBCSA
TOURISM BUSINESS COUNCIL OF SOUTH AFRICA

THE LEADING VOICE IN TOURISM

For all other customised sponsorship packages and general enquiries:

Boitumelo Daniels

M: 0 82 780 4650

E: tumi@tbcsa.travel

W: www.tbcsa.travel/conference24/