



Raisins
South Africa



Sponsorship Proposal

> Introduction

Raisins South Africa NPC (Raisins SA) is a non-profit company that performs relevant research and development work on behalf of the industry, maintains technical operating information and the member database.

Raisins SA also handles the administration of the statutory levy on behalf of the National Agricultural Marketing Council (NAMC) of South Africa and applies it accordingly in the interests of producers. This mouthpiece of a new and transformed industry, in collaboration with government and other relevant stakeholders, plays a key role in protecting its producers' interests.

The aim of this proposal is to secure funding from partners to support industry's efforts to:

- Grow and further develop the raisin industry in South Africa
- Promote and share industry information and knowledge



> Brief industry overview

The prospect for the South African raisin industry remains positive for the future. The South African industry has grown sharply and new expansions and recapitalisation initiatives are ongoing to further grow our supply base.

The following salient figures for industry are summarised below:

- SA is internationally recognised for producing top quality raisins;
- Annual raisin production is approximately 100 000 dried metric tons;
- Produced roughly by 773 growers;
- World class processing facilities;
- 85% of all product destined for international markets;
- Industry turnover estimated at R2bn.



> Sponsor's Levels

Financial Contributions

Platinum
Sponsor
R125 000

Gold
Sponsor
R50 000

Silver
Sponsor
R35 000

Bronze
Sponsor
R20 000

Partner
Sponsor
R10 000

Contributor
R7 500

*amounts exclude VAT.



[RAISINS SA COST GUIDE](#)[VIEW SPONSOR'S BENEFITS](#)

> Raisins SA Cost Guide

The annual cost guide for the raisin industry in South Africa was released in October 2019 for the first time.

If we say 'to measure is to know' then we must have our own measure available.

A total of 850 electronic copies of the Cost Guide are distributed annually—since 2019—to our grower members, financial institutions, and other industry input providers



[RAISINS SA COST GUIDE](#)
[VIEW SPONSOR'S BENEFITS](#)


> Raisins SA Cost Guide

Raisins SA Cost Guide	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Partner Sponsor	Contributor
Editorials in Raisins SA cost guide	Yes	No	No	No	No	No
Page adverts in cost guide	3	Full page	Half page	Half page	Border of page	No
Thank You note to sponsor - logo	Yes	Yes	Yes	Yes	Yes	Yes

Artwork Specifications

Full page advert size: 124mm x 186mm - 300DPI

Half Page advert size: 124mm x 90mm - 300 DPI

Editorials: All Editorials in Word format, with images sent seperately in highest resolution available.

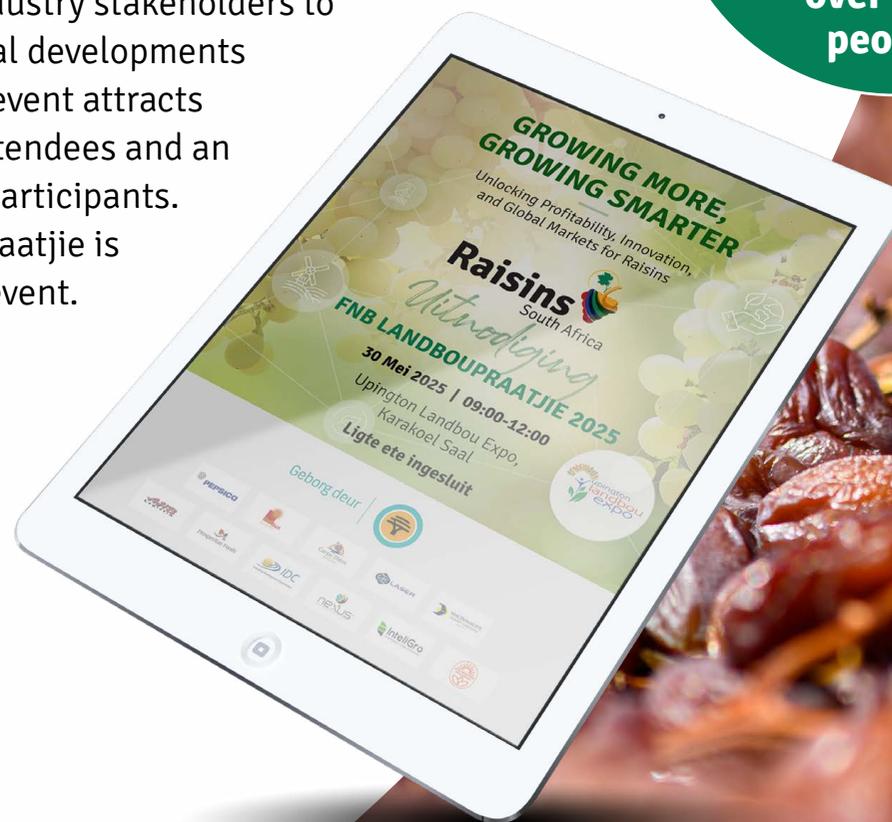


LANDBOUPRAATJIE ↗

VIEW SPONSOR'S BENEFITS ↗

➤ Landboupraatjie

- The Landboupraatjie offers an excellent platform for sponsors to engage directly with growers and key industry stakeholders, providing invaluable opportunities for networking, brand visibility, and sector-focused relationship building.
- The Raisins SA Landboupraatjie is an annual event that brings together growers and industry stakeholders to engage on the latest agricultural developments affecting the raisin sector. The event attracts approximately 200 in-person attendees and an additional 500 hybrid (virtual) participants.
- The recording of the Landboupraatjie is available on YouTube after the event.



The
Landboupraatjie
went digital.



We now reach
over 1000
people!



[LANDBOUPRAATJIE](#)
[VIEW SPONSOR'S BENEFITS](#)


> Landboupraatjie

Landboupraatjie	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Partner Sponsor	Contributor
Logo's displayed on all official communication	Yes	Yes	Yes	Yes	Yes	No
Front/center stage display	Yes	No	No	No	No	No
Presentation slot	Yes	No	No	No	No	No
Tickets for attendance	25	15	10	5	3	2
Product per delegate on table	Yes	Yes	Yes	Yes	No	No
Display of pull- banners - designated area	Unlimited	5	3	2	1	0
Landboupraatjie video - sponsor involvement (logo)	Yes	Yes	Yes	Yes	Yes	Yes
Platinum sponsor – event name title	Yes	No	No	No	No	No



[GALA FUNCTION](#)[AWARDS](#)[VIEW SPONSOR'S BENEFITS](#)

> Gala Function

The Raisins SA Gala is widely regarded as the premier event in the South African raisin industry.

The Raisins SA Gala is widely regarded as the premier event in the South African raisin industry. In 2025, Raisins SA successfully hosted its 7th annual gala, attracting approximately 170 attendees from across the value chain.



[GALA FUNCTION](#) [AWARDS](#) [VIEW SPONSOR'S BENEFITS](#) 

> Gala Function

The purpose of the gala is to honour and celebrate the achievements of our producers, while inspiring the industry as a whole to expand production, enhance product quality, and continuously elevate food safety standards. The event also generates strong public interest—video highlights of our ten award winners gained significant traction across our social media platforms, including Facebook and YouTube.



[GALA FUNCTION](#) [AWARDS](#) [VIEW SPONSOR'S BENEFITS](#) 

> Gala Function

For sponsors, the Gala offers a high-impact platform for brand exposure, direct engagement with industry leaders, and alignment with excellence and innovation within the raisin sector. Sponsorship provides a unique opportunity to position your brand at the forefront of a proudly growing and socially significant agricultural industry.



[GALA FUNCTION](#)[AWARDS](#)[VIEW SPONSOR'S BENEFITS](#)

> 2025 Awards

Outstanding Performance Award Categories

Category	Brief description
Youth grower award	Young growers who exemplify excellence in the sustainable production of high quality raisins in South Africa. The winner of this category should demonstrate the qualities that mark them as the future leaders in the raisin industry.
Farm employee of the year	The winner of this award could be involved in any on-farm production activity. The judges will be looking for evidence of your overall contribution to the business i.e. commitment to duties/responsibilities, diligent execution of tasks, ability to solve problems, eager to learn, ability to motivate other employees etc.
Emerging grower award	This award welcomes entries from emerging growers of raisins. You must be able to demonstrate resilience, determination, adaptability as a grower and have displayed the ability to successfully develop your business over the past few years.
Female grower award	Female growers who exemplify excellence in the sustainable production of high quality raisins in South Africa.



[GALA FUNCTION](#)[AWARDS](#)[VIEW SPONSOR'S BENEFITS](#)

> 2025 Awards

Award Categories

Category	Brief description
Innovator of the year	Whether you have invented a fantastic piece of equipment out of necessity, adapted a piece of machinery to make it more productive, pioneered a new way of doing things better that will have a significant impact on efficiency and is scalable - we want to hear from you!
Key industry contributor	Outstanding contribution to the raisin industry over time. An individual who made a significant contribution to the industry. It can be from a research or applied perspective in any discipline. This prestigious award is designed to recognize one individual's dedication to the industry.
Industry leader award	This award is for a grower running a sustainable business with a forward-looking approach and considered as a leader in his/her industry.

*The winners are appointed by a combined external committee.

**Results audited by Du Toit & Van Den Heever.



GALA FUNCTION >

AWARDS >

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> Gala Function

Gala function	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Partner Sponsor	Contributor
Logo's displayed on all official communication, program	Yes	No	No	No	No	No
Front/center stage display	Yes	No	No	No	No	No
Premium gala tickets	20	8	6	4	2	2
Hand-over of prizes (choice of categories)	1	1	1	No	No	No
Talk slot	10 min	No	No	No	No	No
Gala video - sponsor involvement (logo)	Yes	Yes	Yes	Yes	Yes	Yes
Display of Banners/Teardrops at designated area.	Unlimited	4	3	2	1	-
General Function	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Partner Sponsor	Contributor
Exposure on Raisins SA website/social media and link to sponsor website	Yes	Yes	Yes	Yes	Yes	Yes



[NEWSLETTERS](#)[VIEW SPONSOR'S BENEFITS](#)

➤ Raisins SA Newsletter and Newsflash

Raisins SA offers a dedicated Newsletter Sponsorship tier designed to give sponsors high-value visibility within our communication platforms.

As part of this tier, each sponsor is entitled to one article or advertisement in either:

Any Quarterly Newsletter,
or any Monthly Newsflash



NEWSLETTERS >

VIEW SPONSOR'S BENEFITS >

> Raisins SA Newsletter and Newsflash

This provides sponsors with the flexibility to choose the publication and timing that best supports their marketing objectives, product launches, or industry messages.

Sponsors are kindly requested to contact Raisins SA directly to confirm in which specific edition they wish to place their article or advertisement. Early confirmation is recommended to secure placement.

For enquiries or bookings,
please reach out to us at:
chantellek@raisinsa.co.za



NEWSLETTERS VIEW SPONSOR'S BENEFITS 

 Sponsor's
Benefits

> Raisins SA Newsletter and Newsflash

Raisins SA Newsletter/Newsflash	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Partner Sponsor	Contributor
Editorial	Yes	Yes	Yes	Yes	Yes	No
Advert	Yes	Yes	Yes	Yes	Yes	Yes

Artwork Specifications

Advert size: 184mm x 174mm - 300 DPI

Editorials: All Editorials in Word format, with images sent seperately in highest resolution available.



> Summary

Raisins South Africa requests your business to partner with us to further grow and promote our industry to the greater benefit of all.

To enquire, please contact:
chantellek@raisinsa.co.za

Office:
054 495 0283

All proposals and provisional figures contained herein are subject to change. This document is only compiled for discussion purposes with key persons/institutions. The receipt of this documentation implies that the reader commits himself or herself that no information may be disclosed in this regard and will, therefore, be treated confidentially.

