



**CLA**  
(Collaborating. Learning. Adapting.)  
**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 the following actions of industry:**

- annual symposium, where feedback on research is given,
- field days (technology transfer)
- annual Industry Statistics publication.



## ➤ Brief industry overview

Over the past three years, adverse weather conditions has taken its toll on the raisin industry. This resulted in a bigger need for research, in how to effectively address these challenges.

The dissemination of knowledge has thus become a bigger need, and it is also important to reconsider how to strategically position the industry.

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



**THOMPSON**  
**R100 000**



**GOLDENS**  
**R40 000**



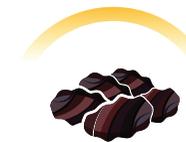
**SA SULTANA**  
**R25 000**



**FLAME**  
**R15 000**



**OR SULTANA**  
**R7 500**



**CURRENTS**  
**R5 000**

\*all amounts exclude VAT.



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

## ➤ Raisins SA Symposium

Raisins SA hosted its first-ever Symposium in 2022, with approximately 150 stakeholders in attendance.

Since then, the event has grown significantly, now attracting between 150 and 200 stakeholders in person, with a further 500 participants joining virtually.



RAISINS SA SIMPOSIUM ↻

VIEW SPONSOR'S BENEFITS ↻


 Sponsor's  
Benefits

## > Raisins SA Symposium

Raisins SA symposium	THOMPSON	GOLDEN SULTANA	SA SULTANA	FLAME	OR SULTANA	CURRENTS
Event name title	Yes	No	No	No	No	No
Logo displayed on all official communication	Yes	Yes	Yes	Yes	Yes	No
Front/centre display	Yes	No	No	No	No	No
Presentation slot	Yes	No	No	No	No	No
Premium tickets	25	15	10	5	3	3
Product per delegate in table	Yes	Yes	Yes	Yes	Yes	No
Display of pull-up banners – designated area	Unlimited	5	3	3	1	1
Logo displayed after presentations	Yes	Yes	Yes	Yes	Yes	Yes

INDUSTRY STATISTICS

VIEW SPONSOR'S BENEFITS

# Industry Statistics

This Industry Statistical Booklet is a highly sought-after publication and is distributed to approximately 850 recipients, including producers, financial institutions, and other key industry stakeholders.

Advertising in this booklet offers exceptional value, providing sponsors with targeted exposure to decision-makers across the raisin value chain, strengthening brand visibility, and positioning their products or services directly within a highly engaged and influential industry audience.



In 2021 the Industry Statistics booklet went digital.



We now reach over 1000 people!



INDUSTRY STATISTICS ↻

VIEW SPONSOR'S BENEFITS ↻


 Sponsor's  
Benefits

## > Industry Statistics

Industry statistics booklet	THOMPSON	GOLDEN SULTANA	SA SULTANA	FLAME	OR SULTANA	CURRENTS
Editorials in industry statistics booklet	Yes	No	No	No	No	No
Page adverts in industry statistics booklet	2	Full page	Half page	Half page	Border of page	No
Thank you note to sponsor	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

**Border of page advert size:** 70mm x 205mm - 300 DPI

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

[FIELD DAYS](#)[VIEW SPONSOR'S BENEFITS](#)

## > Field days

**Raisins SA supports the dissemination of information in a practical, informative manner. Our various field days have an average attendance of 60 to 150 growers.**

It is thus of great importance to connect with farmers on a personal level. Field days assist with connecting, and there are approximately (at least) four per year with various themes relating to viticulture and the production of raisins.



FIELD DAYS ↻

VIEW SPONSOR'S BENEFITS ↻



# > Field days

Field days	THOMPSON	GOLDEN SULTANA	SA SULTANA	FLAME	OR SULTANA	CURRENTS
Event name title*	Yes	Yes	No	No	No	No
Product/services display	Yes	Yes	1 Field Day	No	No	No
Banners/gazebo's/teardrops	Unlimited	Unlimited	1 Field Day	No	No	No
Presentation slot	Yes	Yes	Yes	No	No	No
Logo displayed on communication regarding specific day	Yes	Yes	No	No	No	No
Social media advert for field day	4	2	1	No	No	No

\*Raisins SA has approximately four field days per year. These benefits will be allocated on a “first come, first served” basis.

General Functions	THOMPSON	GOLDEN SULTANA	SA SULTANA	FLAME	OR SULTANA	CURRENTS
Exposure on Raisins SA website with a link to the sponsor's 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.

To enquire, please contact:  
[chantellek@raisinsa.co.za](mailto:chantellek@raisinsa.co.za)



NEWSLETTERS VIEW SPONSOR'S BENEFITS 

 Sponsor's  
Benefits

## > Raisins SA Newsletter and Newsflash

Raisins SA Newsletter/Newsflash	THOMPSON	GOLDEN SULTANA	SA SULTANA	FLAME	OR SULTANA	CURRENTS
Editorial	Yes	Yes	Yes	Yes	Yes	No
Advert	Yes	Yes	Yes	Yes	Yes	No

### Artwork Specifications

**Advert size:** 184mm x 174mm - 300 DPI

**Editorials:** All Editorials in Word format, with images sent separately 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](mailto: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.

