



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 80 000 dried metric tons;
- Produced roughly by 700 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
R100 000,00

Gold
Sponsor
R40 000,00

Silver
Sponsor
R25 000,00

Bronze
Sponsor
R15 000,00

Partner
Sponsor
R7 500,00

Contributor
R5 000,00

*amounts exclude VAT.



> Sponsor's benefits

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	No	No
Thank You note to sponsor - logo	Yes	Yes	Yes	Yes	Yes	Yes

> **Sponsor’s benefits**

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	3	1	0
Landboupraatjie video - sponsor involvement (logo)	Yes	Yes	Yes	Yes	Yes	Yes
Platinum sponsor – event name title	Yes	No	No	No	No	No

> Sponsor's benefits

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

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

➤ 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.

In total 500 hard copies has been distributed amongst our grower members, financial institutions and input providers to our industry, on an annual basis since 2019. We also send out electronic versions to everybody on our distribution data base.



> Landboupraatjie

- The name of the Landboupraatjie has changed and will in future start with the Platinum sponsor's name.
- In 2021 and 2022 it was called the FNB Landboupraatjie.
- COVID-19 caused us to do the 2020 Landboupraatjie virtual, and since then, we will be doing it in hybrid format, because of increased exposure when also done virtually.
- More international speakers are able to participate, when held virtually.
- Q&A sessions are done in time with great discussions.
- More people are reached when doing a hybrid session than with a 100% in-person session.
- The recording of the Landboupraatjie is available on YouTube after the event.

The
Landboupraatjie
went digital.



**We now reach
over 1000
people!**



[VIEW SPONSOR'S LEVELS](#)



➤ Gala Function

On 22 September 2022 Raisins SA hosted their annual gala function in person.

The event took place at the Waterfront Kalahari Guest House (Upington), and was attended by 110 guests.



➤ Gala Function

The purpose of the gala function is to give back to producers in the raisin industry, and also to encourage the industry as a collective to grow production and further increase product quality and food safety practices. The video footage of our 10 winners also went viral on our Facebook page and YouTube channel.

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> 2023 Awards

Outstanding Performance Award Categories - 2023:

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.



> 2023 Awards

Outstanding Performance Award Categories - 2023 (continued)

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.



> 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:
madenec@raisinsa.co.za

Office:
054 495 0283

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