



Adventurous Reflections

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C O N F E R E N C E S
A T K V - D R A K E N S V I L L E , K Z N

SPONSORSHIP PROSPECTUS

Changing thought,
changing behaviour,
impacting lives.



ADVENTURE
INDUSTRY
ASSOCIATION



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The South African Adventure Industry Association (SA AIA) is a national professional body representing the adventure tourism and outdoor education sector.

Our mandate is to:

- Strengthen professionalism
- Support skills development and CPD
- Build industry collaboration
- Advocate for standards and responsible practice
- Grow national visibility of the sector

The SA AIA National Conference is our annual flagship gathering, bringing together guides, outdoor educators, venues, training providers, students and industry leaders from across South Africa.



ABOUT THE CONFERENCE



The 2026 Conference will host a targeted 100+ delegates in an all-inclusive five-day professional gathering.

The programme includes:

- Morning presentations and strategic dialogue
- Afternoon practical CPD workshops
- Evening keynote sessions: Stories from the Field
- Structured and informal networking
- Industry recognition and prize giving

The conference operates on a non-commercial, community-driven model. Delegate pricing is structured at cost to ensure accessibility and sustainability.

Dates: 26 - 30 June 2026

Tickets Includes: Full programme, accommodation, all meals and activities.



WHY PARTNER WITH US

Partnering with SA AIA aligns your organisation with:

- The professionalisation of the adventure industry
- National industry leadership
- Direct access to decision-makers and practitioners
- Skills development and CPD
- Future talent entering the sector

This is not a mass marketing event. It is a focused professional gathering with high engagement and strong brand alignment opportunities.



SPONSORSHIP PHILOSOPHY

The conference is made possible through the support of our Title & Host Sponsor:



Additional sponsorship directly enhances:

- Delegate experience
- Student access and bursaries
- National travel inclusion
- Professional production quality
- Long-term industry development

All sponsors sit below the Title & Host Sponsor in visibility hierarchy.



TIERED SPONSORSHIP

Industry Partner – R25,000

Includes:

- Logo inclusion on official conference roll up banners
- Logo on conference website
- Logo in printed programme
- 3 dedicated social media features
- 2 complimentary full-conference tickets (cost value R6,400+)
- Delegate bag insert
- Acknowledgement at opening & closing sessions
- Recognition in post-conference report
- Acknowledgement during closing prize ceremony.

Supporting Partner – R10,000

Includes:

- Logo on website
- Logo in programme
- 1 social media feature
- 1 full-conference ticket at cost price
- Delegate bag insert
- Acknowledgement during closing prize ceremony.
- Post-conference report inclusion

Contributing Partner – R5,000

Includes:

- Logo on website
- Programme listing
- Delegate bag insert
- Prize giving acknowledgement

CATEGORY SPONSORSHIP

Student Bursary Sponsor – From R3,200pp

Support a student delegate to attend the full conference.

Includes:

- Recognition under “Supported by”
- Social media acknowledgement
- Mention at opening session

National Access Travel Fund – From R5,000

Supports travel assistance for delegates from distant regions to ensure national representation.

Includes:

- Recognition as Travel Support Partner
- Social media acknowledgement
- Programme listing

Allocation of funds remains at SA AIA discretion.

Official Lanyard Sponsor – R7,500

Includes:

- Logo printed on all delegate lanyards
- Website listing
- Programme listing
- Social media acknowledgement

Official Delegate Bag Sponsor – R8,000

Includes:

- Logo printed on delegate bags
- Website listing
- Programme listing
- Social media acknowledgement

CATEGORY SPONSORSHIP continued

Official Thermal Mug Sponsor – R12,000

Includes:

- Logo printed on all delegate thermal mugs
- Website listing
- Programme listing
- Social media acknowledgement

Giveaway Sponsor

Provide giveaways for conference delegates.

Includes:

- Website listing
- Programme listing
- Social media acknowledgement

CUSTOM PARTNERSHIPS

Organisations interested in tailored partnerships aligned to:

- Skills development
- Industry research
- Sustainability
- Professional standards
- Youth access

are invited to engage directly with SA AIA to explore collaborative opportunities.



C O N T A C T U S

Get in touch with us if you would like to sponsor, attend or participate in this conference. We are so excited and are looking forward to seeing you at this landmark event!

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