



# 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  
D I S A K L O O F C A M P S I T E , W C

# SPONSORSHIP PROSPECTUS

Changing thought,  
changing behaviour,  
impacting lives.



ADVENTURE  
INDUSTRY  
ASSOCIATION

## WHAT IS SAAIA?



The South African Adventure Industry Association (SAAIA) is a voluntary, non-profit member-driven professional association for the Experiential, Adventure-Based Learning, LOTC and the Adventure Tourism Industry.

Our primary goal is to become a SAQA - registered professional body to create clear career paths & professional designations for our members; create opportunities for continued professional development & education; and to have our members held accountable to the public.

Our members consist of individual students and industry professionals as well as training providers, subject matter experts, and other service providers in these industries.

## 2025 Regional Conferences

This year, we decided to host two regional conferences, which each offer an opportunity to practitioners and industry to share information.

Northern Drakensberg Conference | 14-18 July 2025 | Hosted at ATKV Drakensville (Title Sponsor)

Western Cape Conference | 15-19 September 2025 | Hosted at Disakloof Campsite, Betty's Bay.

**The theme of our conferences are:  
Adventurous Reflections.**



## **Partner with Us to Elevate the Adventure Industry!**

The SA AIA Regional Conferences bring together adventure tourism operators, outdoor educators, facilitators, and industry leaders to strengthen professional standards, share knowledge, and build valuable industry networks.

This year's theme, "Adventurous Reflections," encourages industry professionals to reflect on best practices, innovations, and the future of adventure tourism and outdoor education.

As a sponsor, you'll gain exclusive exposure to key players in Adventure Tourist Guiding, Adventure-Based Learning, Outdoor Education and Learning Outside the Classroom (LOTC) while positioning your brand as a leader in professionalizing the adventure sector.

## **ATKV Drakensville: Title Sponsor for KZN.**

We are proud to announce that ATKV Drakensville is the official Title Sponsor for the Northern Drakensberg Conference. Their commitment to adventure, education, and professional development makes them an essential partner in strengthening our industry.

Interested in being the Title Sponsor for the Western Cape Conference? Contact us to discuss this exclusive opportunity!

## **Sponsorship Options**

Sponsors can choose to support one or both of our regional conferences:

Northern Drakensberg Conference (14-18 July 2025) – ATKV Drakensville (Title Sponsor)

Western Cape Conference (15-19 September 2025) – Disakloof Campsite, Betty's Bay.

National Sponsorship (Both Conferences) – Get maximum visibility across both events!

## Audience

SAAIA conference delegates include, inter alia:

- Large industry
- Private and Public Training providers
- Academics
- Professional industry practitioners
- Campsite owners and managers
- Tourist guides
- Students
- Outdoor and Experiential adventurous practitioners
- Other role players

## Why Your Support Matters

SA AIA is a registered non-profit company (NPC) dedicated to strengthening and professionalizing the adventure tourism and outdoor education sectors in South Africa. Our goal is to create accessible, high-quality training, networking, and development opportunities for industry professionals, ensuring that guides, facilitators, and operators are equipped with the skills and knowledge to uphold the highest standards.

As an NPC, we keep conference fees low to ensure accessibility, making sponsorships critical to the success and sustainability of these events. Your support allows us to:

- Expand industry training opportunities – Providing affordable, high-quality CPD workshops and skill-building sessions.
- Foster collaboration – Connecting adventure tourism businesses, outdoor educators, and key stakeholders to drive industry growth.
- Promote safety and professionalization – Supporting efforts to elevate industry standards and ensure best practices.
- Keep events accessible – Ensuring more practitioners can benefit from training and networking, regardless of financial barriers.

By sponsoring SA AIA's regional conferences, you're not just gaining brand visibility—you're actively investing in the future of adventure tourism and outdoor education in South Africa.

# SPONSORSHIP PACKAGES

## PACKAGE SPONSORSHIP OPTIONS

Sponsorship Level	National Sponsor (Both Conferences)	Title Sponsor (Exclusive - KZN filled)	Platinum Sponsor	Gold Sponsor	Supporting Sponsor	Friend of SA AIA
<b>Investment</b>	Custom	R100,000	R50,000	R25,000	R10,000	R5,000
<b>Official Recognition</b>	Recognition at both conferences	"Presented by [Your Brand]" on all materials	Acknowledgment in opening & closing ceremonies	Mention in event materials	Recognition in programme	Listed as a supporter
<b>Brand Visibility</b>	Premium logo placement at both events	Premium logo on banners, digital media & conference materials	Logo on key event signage	Logo on select digital platforms	Logo in event guide	Name listed on SA AIA website
<b>Social Media Exposure</b>	Featured in all conference promotions	Dedicated social media spotlight & press release	Featured in social media & newsletter	Social media mention	Sponsor appreciation post	Group mention in thank-you post
<b>Marketing &amp; Engagement</b>	Branded merchandise in delegate packs at both events	Branded merchandise in delegate packs	Opportunity to provide promotional items	Promotional item distribution (subject to availability)	-	-
<b>Exclusive Access</b>	VIP networking opportunities	VIP access & priority branding	Access to networking events	-	-	-

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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