



# Adventurous Reflections

2 0 2 5 R E G I O N A L  
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

SAAlA 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 AlA 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 AlA'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

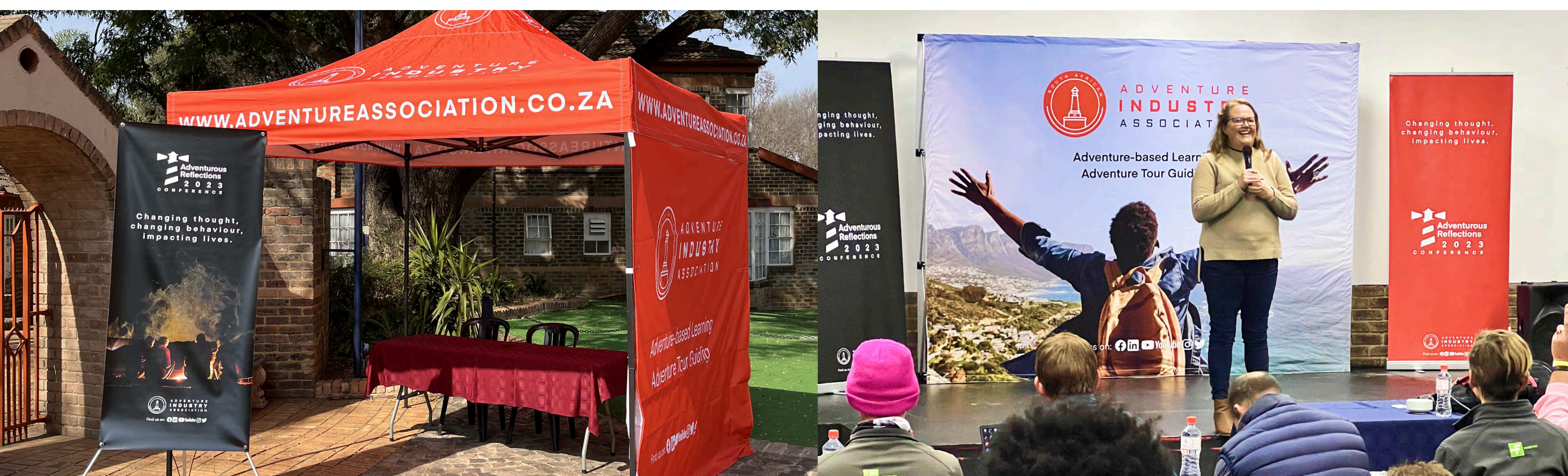
**Title Sponsor: Western Cape (R100,000)**

**Be the headline name behind our Western Cape Conference in Betty's Bay.**

Includes:

- ✓ Naming rights for the **Western Cape conference**.
- ✓ **Speaking opportunity** or session introduction.
- ✓ **Exhibition table** at the venue.
- ✓ **Top-tier logo placement** on all Western Cape-specific digital and printed materials.
- ✓ **Dedicated social media spotlight**.
- ✓ Inclusion of **branded items** in delegate packs.
- ✓ **Prominent venue signage** throughout the event.
- ✓ **2 complimentary full conference registrations with accommodation**.
- ✓ Branding of **one Western Cape networking event**.
- ✓ Verbal acknowledgement during **opening and closing plenaries**.
- ✓ Inclusion in the **event guide** and post-conference report

**EXCLUSIVE. ONLY ONE TITLE SPONSOR AVAILABLE PER REGIONAL EVENT.**





# SPONSORSHIP PACKAGES

## Platinum Sponsor (R50,000)

Premium visibility for trusted supporters of the adventure and outdoor learning sector.

Includes:

- ✓ **Exhibition table** at one regional conference.
- ✓ **High-visibility logo** on event branding (digital and print).
- ✓ **Social media spotlight** post with link.
- ✓ Inclusion of items in **delegate packs**.
- ✓ **Venue signage** placement.
- ✓ **2 complimentary registrations with accommodation**.
- ✓ Verbal acknowledgement during conference.
- ✓ Feature in **conference guide** and post-event reporting.

GREAT FIT FOR TRAINING PROVIDERS, GEAR BRANDS, OR EXPERIENCE COMPANIES





## SPONSORSHIP PACKAGES

### Gold Sponsor (R25,000)

**Support the industry while connecting with key role players.  
Includes:**

Includes:

- ✓ Standard logo placement on digital and printed materials.
- ✓ Shared signage at one conference venue.
- ✓ **1 complimentary full registration with accommodation.**
- ✓ Mention in sponsor announcements and email updates.
- ✓ Verbal thank-you during event.
- ✓ Listing in event guide and report.

**IDEAL FOR SMES, CONSULTANTS, AND ALIGNED TOURISM OPERATORS.**

### Supporting Sponsor (R10,000)

**A strong presence for smaller partners or aligned organisations.**

Includes:

- ✓ Logo in **grouped sponsor section.**
- ✓ Shared signage at venue.
- ✓ **1 complimentary full registration with accommodation.**
- ✓ Mention in event communications.
- ✓ Inclusion in printed guide and digital event report.

**SUPPORT THE CAUSE WITH MEANINGFUL VISIBILITY.**

## SPONSORSHIP PACKAGES

### Friend of SA AIA (R5,000)

Show your support for professionalising the adventure industry.

Includes:

- ✓ Logo listed on **website**.
- ✓ Inclusion in **group signage**.
- ✓ Mention at conference opening.
- ✓ Listing in conference guide and post-event materials.

IDEAL FOR INDIVIDUALS, EDUCATORS, ALUMNI, OR MICRO-BUSINESSES.

## 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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INDUSTRY  
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