



# SPONSORSHIP OPPORTUNITIES



[www.worldseedcongress.com](http://www.worldseedcongress.com)



Organizers



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SOUTH AFRICA 2020  
Cape Town 08-10 June

## GENERAL INFORMATION

Companies are offered a unique opportunity to promote their products and services to a respected audience of key global industry decision makers. The ISF Secretariat is committed to delivering valuable marketing exposure to all Sponsors of the ISF World Seed Congress 2020.

With a long-term Sponsorship of three years minimum, and for any sponsorship opportunity listed below, companies will benefit from additional exposure during the Congress.

### A LONG-TERM SPONSORSHIP INCLUDES:

- 🕒 Priority registration
- 🕒 Recognition as a Sponsor during the Opening Ceremony
- 🕒 Logo featured at the back of the Congress Program
- 🕒 First advertisement in the Congress Program
- 🕒 Congress bag insert (if applicable)
- 🕒 Logo on the floorplan (if applicable)
- 🕒 First right of choice for the Exhibition Booth location (if applicable)
- 🕒 Ability to customize the overall design and construction of the Exhibition Booth (subject to specification)
- 🕒 First right of choice for the Private Meeting Room (if applicable)
- 🕒 Appearance in the Congress Highlights video
- 🕒 Option to organize a side event on the Tuesday night, promoted in the electronic Congress Program

## SPONSORSHIP STATUS

The total amount spent on sponsorship items will determine your company's sponsorship status. The higher the status, the more visibility you will have during the ISF World Seed Congress 2020.

STATUS	VALUE	
<b>PLATINUM SPONSOR</b>	65,000 EUR and above	<p><b>Please note:</b> priority will be given depending on the Sponsorship status (long-term Sponsors first) and on a "first-come, first-served" basis, within the category. Allocation of Exhibition Booths will follow the same pattern.</p>
<b>GOLD SPONSOR</b>	44,000 to 64,999 EUR	
<b>SILVER SPONSOR</b>	25,000 to 43,999 EUR	
<b>BRONZE SPONSOR</b>	15,000 to 24,999 EUR	
<b>PARTNER</b>	No minimum amount	

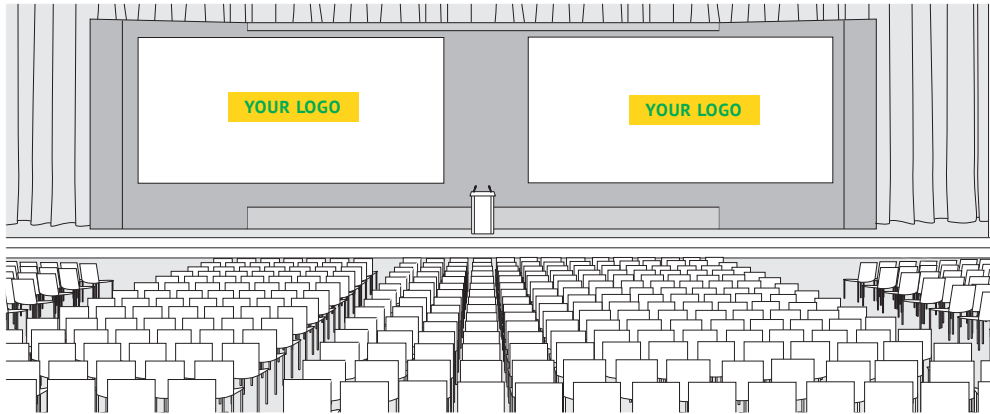
SPONSORSHIP BENEFITS	PLATINUM 65,000 EUR and above	GOLD 44,000 to 64'999 EUR	SILVER 25,000 to 43'999 EUR	BRONZE 15,000 to 24'999 EUR	PARTNER	
One complementary Exhibition Space (3m x 2m), building features at Sponsor's own cost	✓	✓			Cf. items to be selected on the following pages	
Priority choice: Company Session date/slot	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>			
Priority choice: Exhibition Booth*	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>			
Company Session posters to be displayed on-site	5	3	2	1		
Complimentary registrations	3	2	1	1		
On-site visibility: Sponsor's logo on Congress screens, banners and in the Open Meetings room	✓	✓	✓			
On-site visibility: Logo projection in the Open Meetings during breaks	✓	✓	✓			
Congress Bag insert (if applicable)	✓	✓	✓			
Recognition in printed material	✓	✓	✓	✓		
Sponsor's logo, and link to the sponsor's official webpage in the Sponsorship sections of the Congress website and Congress App	✓	✓	✓	✓		
Sponsor's logo in the Downloads section of the electronic Congress Program	✓	✓	✓	✓		
Web link from the Sponsor's official webpage to the Congress website	✓	✓	✓	✓		✓

\*First right of choice for Exhibition Booth will be given to long-term sponsors.

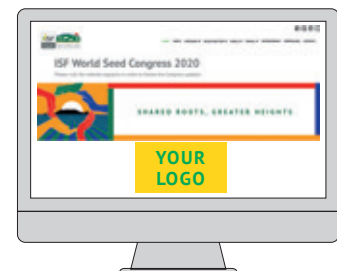
## A SOCIAL EVENTS

### A1 | OPENING CEREMONY

The Opening Ceremony is the first event when all participants get together to officially start the Congress week. It will take place on the Monday morning between 9.00 and 11.00 and it is a fantastic opportunity to maximize your visibility with everyone in the room.



- 🕒 Logo with “Opening Ceremony kindly sponsored by company name” and/or logo, displayed on screens prior to the Opening Ceremony
- 🕒 Logo and link to the Sponsor’s official website, in the Social Events and the Sponsorship sections of the Congress website
- 🕒 Logo and link to the Sponsor’s official website, in the Social Events and the Sponsors sections of the Congress App
- 🕒 Sponsor’s logo in the Downloads section of the electronic Congress Program
- 🕒 Silent company branding subject to ISF Secretariat’s approval (two months prior to the event)



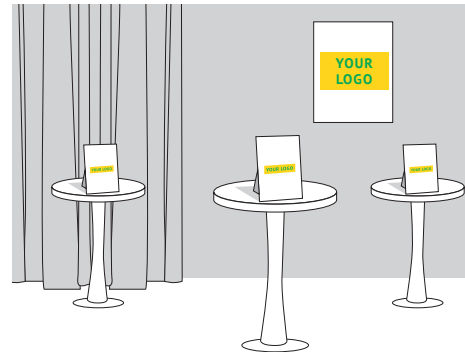
**10,000 EUR** (maximum of 4 shares)

**A SOCIAL EVENTS**

**A2 WELCOME PARTY**

The Welcome Party will take place on the Monday evening between 20.00 and 23.00 and will be a festive event to spend with friends and colleagues, network, experience the local culture and taste South African delicacies.

- 🕒 Logo with “Welcome Party kindly sponsored by company name” and/or logo displayed at the venue
- 🕒 Logo and link to the Sponsor’s official website, in the Social Events and the Sponsorship sections of the Congress website
- 🕒 Logo and link to the Sponsor’s official website, in the Social Events and the Sponsors sections of the Congress App
- 🕒 Logo in the Downloads section of the electronic Congress Program
- 🕒 Silent company branding subject to the ISF Secretariat’s approval (two months prior to the event), subject to availability)



**9,000 EUR** (maximum of 4 shares)

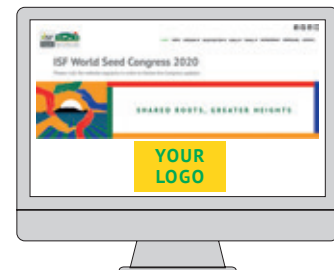
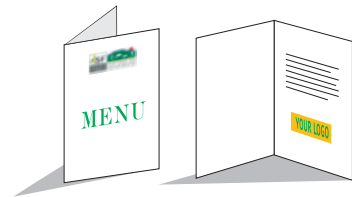
A SOCIAL EVENTS

A3 GALA DINNER

The Gala Dinner is a formal event that closes the Congress week in style and it will take place on the Wednesday evening from 20.00 till late. The Gala Dinner also features a mix of speeches and entertainment, with a large stage and screens displayed around the room to showcase your company's image.



- 🕒 Logo with “Gala Dinner kindly sponsored by company name” and/or logo in all related communications
- 🕒 Logo with “Gala Dinner kindly sponsored by company name” and/or logo printed on the Gala Dinner menu cards
- 🕒 Logo with “Gala Dinner kindly sponsored by company name” and/or logo displayed on screens in the Gala Dinner venue
- 🕒 Logo and link to the Sponsor’s official website, in the Social Events and the Sponsorship sections of the Congress website
- 🕒 Logo and link to the Sponsor’s official website, in the Social Events and the Sponsors sections of the Congress App
- 🕒 Sponsor’s logo in the Downloads section of the electronic Congress Program
- 🕒 Silent company branding subject to the ISF Secretariat’s approval (two months prior to the event)








**9,500 EUR** (maximum of 4 shares)

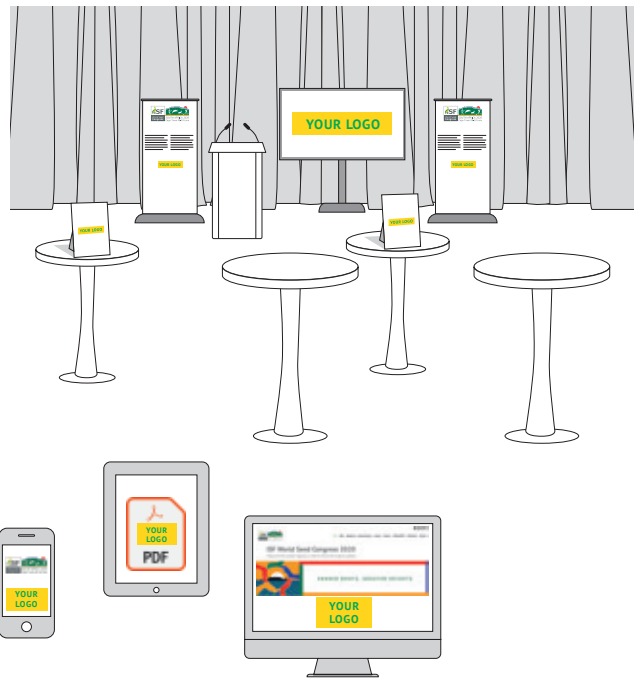
A SOCIAL EVENTS

## A4 | FUTURE GENERATION OF THE SEED INDUSTRY

The Future Generation of the Seed Industry event is a brand new feature meant for all participants under the age of 40 to meet, network and share knowledge in a unique environment.

This event will take the shape of a cocktail reception on Monday evening, between 18:00 and 19:00

-  1 five-minute allocation
-  2 roll-ups in the room and/or on stage (depending on the venue)
-  Logo on screen
-  Logo and link to the Sponsor's official website, in the Social Events and the Sponsorship sections of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors sections of the Congress App







**11,000 EUR**



## B CATERING SERVICES

### B1 | COFFEE BREAKS

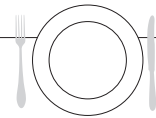






-  Logo with "Coffee breaks kindly sponsored by company name" and/or logo during all Coffee Breaks
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsorship sections of the Congress website
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsors sections of the Congress App
-  Logo in the Downloads section of the electronic Congress Program



**9,000 EUR** (maximum of 2 shares)

### B2 | LUNCH BREAKS







-  Logo with "Lunch break kindly sponsored by company name" and/or logo during all lunch breaks
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsorship sections of the Congress website
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsors sections of the Congress App
-  Logo in the Downloads section of the electronic Congress Program



**9,000 EUR** (maximum of 2 shares)

**B CATERING SERVICES**




**B3 GALA DINNER WINE**

-  Logo printed on the wine bottles (white and red wines)
-  Logo printed on the Gala Dinner menu cards
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsorship sections of the Congress website
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsors sections of the Congress App



**5,500 EUR** (maximum of 2 shares) please note that this sponsorship item cannot be provided in-kind

**B4 REUSABLE WATER BOTTLES**





-  Logo on every reusable water bottle provided to the participants
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsorship sections of the Congress website
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsors sections of the Congress App

Branding and design must be submitted to the ISF Secretariat for approval and materials delivered by the Sponsor to the Congress venue.



**10,000 EUR** excluding production costs

**B5 WATER FOUNTAINS**

-  Logo on every water fountain in the Exhibition and Trading Floor areas
-  Sponsor's roll-ups displayed next to each water fountain
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsorship sections of the Congress website
-  Logo and link to the Sponsor's official website, in the Venue and the Sponsors sections of the Congress App






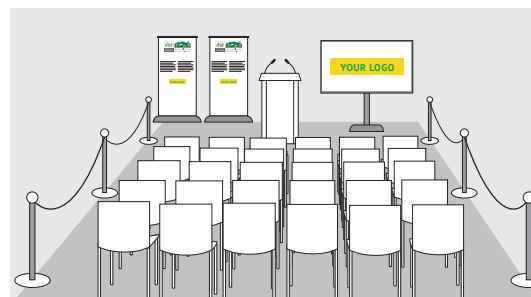
**9,000 EUR**

## C CONGRESS SERVICES

### C1 COMPANY IN FOCUS

Take the opportunity to address key topics, raise awareness and engage with participants in the Exhibition area's limelight during Coffee and Lunch breaks.

-  Disposal of a dedicated area of approximately 30 seats
-  Standard audio and video equipment
-  Audiovisual technician
-  Microphones (speakers and audience)
-  Publication of the Company Session program on the Congress App and Congress Website
-  Display of the Company Session posters in the Congress venue on the day of the Company Session (if early morning, displayed the day before)
-  One complementary registration
-  One complementary bag insert (if applicable)
-  Sponsors will be allowed to distribute their own pamphlets (program, presentations and proceedings) during the Session
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors sections of the Congress App



#### Allocation of time slots

Time slots will be granted according to the sponsorship status and will be allocated on a "first-come, first-served" basis.

#### Company Session Program

The Company Session holder is responsible for its content.

#### Registration and Speakers' Travel Arrangements





All speakers as well as participants and invited guests must be registered to the Congress



Morning Sessions (45 min)	<b>11,000 EUR</b> per session (Tue and Wed)
Lunch Sessions (45 min)	<b>13,500 EUR</b> per session (Mon, Tue and Wed)
Afternoon Sessions (45 min)	<b>11,000 EUR</b> per session (Mon, Tue and Wed)

### C2 PROMOTION PACKAGE

Boost your visibility during the Congress.

-  1 push notification from the Congress App
-  1 Congress bag insert (if applicable)
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App



Please note that the push notification schedule will be decided together with the ISF Secretariat, and that the content must be sent to the ISF Secretariat for approval two months prior to the Congress.

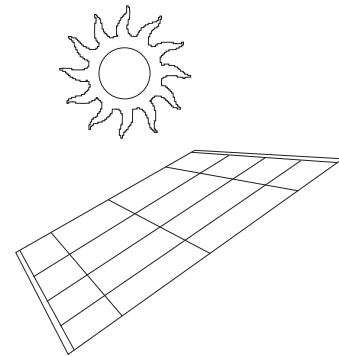
**4,500 EUR** (maximum of 5 shares)

C CONGRESS SERVICES

C3 | LEGACY PROJECT

“During the ISF World Seed Congress 2020, ISF will partner with Afrika Tikkun to support a community centre in the Mfuleni township in Cape Town. The Zolile Malindi centre in Mfuleni is as a result of a partnership with the City of Cape Town and Department of Sport & Recreation. The centre is the heart of the community and caters to its young people and the people living in the surrounding community. The centre implements Afrika Tikkun’s Cradle to Career 360 Model and programmes. The Primary Health Care programme is provided to the community as including the provision of individualised care to home-based clients who are bed ridden and/or disabled. The centre serves thousands of young people and their families and provides them with development in their social, mental and physical capacities.






ISF World Seed Congress 2020 Legacy project will provide the centre with tunnels for vegetable production, sustainable energy and water supply through solar power and water tanks including an irrigation system, as well as a sports field for soccer and netball for the young children. Your contribution towards this project will go a long way to support young South Africans from impoverished communities to grow in a healthy, safe environment that supports their social, mental and physical capacities.”



**5,000 EUR** (maximum of 10 shares)

C4 | MEETING POINT LOUNGE

The ISF World Seed Congress is all about content, network and community. The Meeting Point Lounge will provide a space for all participants to meet, network or simply catch up with friends and colleagues. Located in the Exhibition Area, the Meeting Point Lounge will offer a cozy space away from the Congress hustle and bustle.

-  Sponsor's logo printed on the carpet
-  2 roll-ups
-  Cardboard stools branded with the company name or logo
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App









**15,500 EUR** (maximum of 4 shares)

C CONGRESS SERVICES

C5 | WI-FI & INTERNET CORNER

The Internet Corner will be located in the Exhibition area and feature two computers and one printer.





-  Logo on signage, together with Wi-Fi login instructions
-  Name and logo on the Wi-Fi network and login
-  Logo with "Internet connection kindly sponsored by company name" and/or logo
-  Logo on the screen saver of each computer
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App



**10,500 EUR** (maximum of 1 share)

C6 | CHARGING STATIONS










You will be able to enhance your company's visibility across the Exhibition Area through two fully branded charging stations. This sponsorship opportunity will help participants stay connected, plugged-in and charged-up throughout the Congress.

-  Logo on signage
-  1 roll-up next to each charging station
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App



**8,500 EUR** (maximum of 2 shares)

C7 | CONGRESS APP

-  Logo on splash screen
-  One flip-over chart (exclusive) upon opening of the App and logo at the bottom of the main menu
-  Dedicated page with features such as slideshow images (5 maximum and a link to the Sponsor's booth in the floor plan (if applicable)
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App
-  Logo and link to the Sponsor's official website in all related App communications
-  Exclusive logo on the Exhibitors list
-  Full screen banner before the App map opening
-  Advertising email with logo sent to all pre-registered participants to announce the App availability







**20,000 EUR per year**, please note that this sponsorship opportunity must be contracted for a period of at least two years

C CONGRESS SERVICES

C8 | PAGE ADVERTISEMENT

Extend your visibility to all electronic materials of the Congress. The page advertisement will appear in the electronic Congress Program, displayed on the Congress Website, within the Congress App and in the ISF Members Area (ISF website).






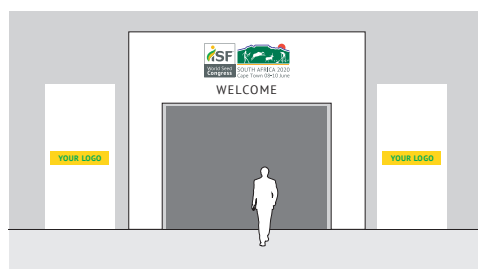
-  1-page advertisement
-  Logo at the bottom of the page
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App

**7,000 EUR** (maximum of 4 shares)

C9 | CONGRESS MAIN ENTRANCE

Have your brand exclusively displayed at the main entrance of the Congress.




-  Logo featured on each side of the main door (location to be decided by the ISF Secretariat)
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App

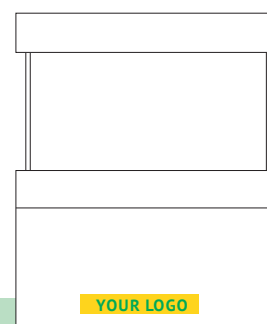


**15,000 EUR** excluding production costs

C10 | REGISTRATION DESKS

There is no better exposure to catch the Participants' eyes than branding the Registration Desks.

-  Logo featured at the bottom of every registration desk
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App






**9,000 EUR** (maximum of 2 shares)

C CONGRESS SERVICES

**C11 | CONGRESS BAGS**

Provided to all Participants, the Congress Bag conveys your Company's corporate image during and after the Congress.

-  Logo and company name featured on the Congress Bag together with the Congress logo
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App




Designs must be submitted for approval to the ISF Secretariat four months prior to the Congress.



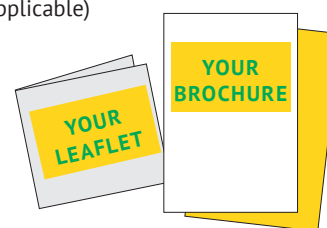
**8,000 EUR** excluding production costs (maximum of 2 shares)

**20,000 EUR** excluding production costs (maximum of 2 shares)

**C12 | CONGRESS BAG INSERT**




-  Company leaflet or information brochure inserted in all Congress Bags (if applicable)
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App

Branding and design must be submitted to the ISF Secretariat for approval and materials delivered by the Sponsor to the Congress venue.

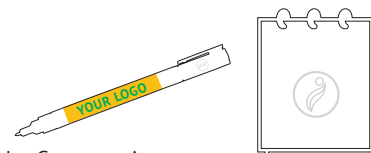


**4,500 EUR** per insert (unlimited shares)

**C13 | NOTEPADS & PENS**

-  Company's branded Notepads and/or Pens distributed to all Participants
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App

Design must be submitted to the ISF Secretariat and the ISF logo must featured on the items. All materials must be delivered by the Sponsor to the Congress venue.






**Notepads 5,500 EUR** excluding production costs

**Pens 8,000 EUR** excluding production costs

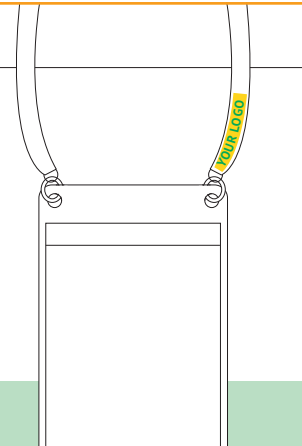
**Both 11,000 EUR** excluding production costs

C CONGRESS SERVICES

**C14 PARTICIPANT BADGE LANYARDS**




-  Logo displayed on every participant's badge lanyard
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App

Logo must be submitted to the ISF Secretariat for approval and production four months prior to the Congress.



**15,500 EUR** (maximum of 2 shares)

**C15 PARTICIPANT NAME BADGES**




-  Logo displayed on every participant's badge
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App

Logo must be submitted to the ISF Secretariat for approval and production four months prior to the Congress.



**11,000 EUR** (maximum of 2 shares)

**C16 DIRECTIONAL SIGNAGE & BANNERS**

-  Logo displayed on all directional signage and banners throughout the Congress venue
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App






**11,000 EUR** (maximum of 2 shares)



C CONGRESS SERVICES

**C17 | UNIFORM FOR HOSPITALITY STAFF**

-  Logo printed on the hospitality staff t-shirts.
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App






Logo must be submitted to the ISF Secretariat for approval and production four months prior to the Congress.

**6,000 EUR** (maximum of 2 shares)

**C18 | STUDENT VOLUNTEERING SPONSORSHIP**

Through this sponsorship, companies will enable young, knowledge-thirsty Volunteers to attend and support the ISF World Seed Congress through various tasks. By helping them with their registration fee and a dedicated Private Meeting Room, you will give these students an opportunity to work and network during the Congress.





-  Logo printed at the back of all volunteer's t-shirts.
-  Logo and link to the Sponsor's official website, in the Sponsorship section of the Congress website
-  Logo and link to the Sponsor's official website, in the Sponsors section of the Congress App

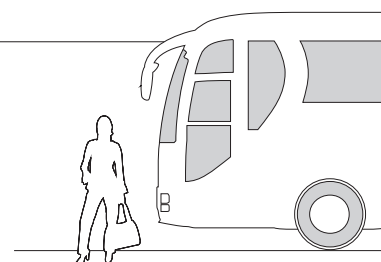


Upon approval by the ISF Secretariat, a phrase such as "Generously sponsored by the Sponsor's name" could be added on the t-shirts.

**15,000 EUR** (maximum of 4 shares)

**C19 | ACCOMPANYING PERSONS TOURS**

-  Logo and link to the Sponsor's official website, in the Accompanying Person and the Sponsorship sections of the Congress website
-  Logo and link to the Sponsor's official website, in the Accompanying Person and the Sponsors sections of the Congress App
-  Logo and link with "Accompanying Persons Tour kindly sponsored by" and/or logo in all related communications
-  Distribution of your promotional item to all Accompanying Persons during the tour (excluding production cost)



Branding and design must be submitted to the ISF Secretariat for approval and delivered by the Sponsor to the Congress venue.

**3,000 EUR** (3 shares, one per day)

Disclaimer: please note that all pictograms are for illustration purpose only and may not accurately reflect the items on-site at the Congress.

## OTHER SPONSORSHIP

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Should the above sponsorship packages do not meet with your marketing expectations but you would still be willing to support the ISF World Seed Congress 2020, please do not hesitate to contact us.

 **ISF SECRETARIAT** – [register@worldseed.org](mailto:register@worldseed.org)

 **NATIONAL ORGANIZING COMMITTEE** – [lukeshni@sansor.co.za](mailto:lukeshni@sansor.co.za)

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### We thank our long term sponsors

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#### PLATINUM SPONSOR



#### GOLD SPONSOR



#### BRONZE SPONSOR



#### GOLF TOURNAMENT SPONSOR



## SPONSORSHIP CONDITIONS

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### Sponsorship application procedure

#### 1. SPONSORSHIP APPLICATION FORM

Should your company be interested in one of the above listed sponsorship opportunities, please complete the "Sponsorship Application Form" and return it to the ISF Secretariat.

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#### 2. SPONSORSHIP AGREEMENT

Once the sponsorship application is accepted by the ISF and the National Organizing Committee, a Sponsorship Agreement will be sent to the sponsor for approval and signature

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#### 3. SPONSORSHIP CONFIRMATION

After the Sponsorship Agreement has been signed and approved by all parties, ISF will send an invoice to the sponsor. Proof of payment is to be provided to the ISF Secretariat as soon as the payment has been made. Once the sponsor's payment has reached the designated account, the sponsor will be sent confirmation of payment receipt.

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#### 4. SPONSOR'S VISIBILITY

The sponsor is responsible for sending his logo in ".eps" and ".ai" format to the ISF Secretariat. Visibility will be granted according to Sponsorship Agreement as soon as the payment is received by the ISF Secretariat.

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### Terms of payment

The terms of payment are specified in the Sponsorship Agreement.

### Payment method

Only bank transfer is accepted. Bank charges will be borne by the payer.

### Special statement

- 1. All sponsorship standards are in line with the ISF Internal Regulations.
- 2. It is the responsibility of the designated sponsor to deliver sponsorship in kind (if applicable) in due time to the requested venue.



## SPONSORSHIP CONDITIONS

Please note that acknowledgements of your company name and address will be based on the following completed information. Please complete this form in English and kindly send it to the **ISF SECRETARIAT: register@worldseed.org**

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_ POSITION \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

ADDRESS \_\_\_\_\_

POSTAL CODE \_\_\_\_\_ COUNTRY \_\_\_\_\_

### SPONSORSHIP CATEGORIES

LEVELS	SPONSORSHIP FEE
<b>PLATINUM SPONSOR</b>	65,000 EUR and above
<b>GOLD SPONSOR</b>	44,000 to 64,999 EUR
<b>SILVER SPONSOR</b>	25,000 to 43,999 EUR
<b>BRONZE SPONSOR</b>	15,000 to 24,999 EUR




### SPONSORSHIP OPPORTUNITIES

ITEM	ITEM REFERENCE	SPONSORSHIP FEE	SPONSORSHIP IN KIND
<b>A. SOCIAL EVENTS</b>	_____	EUR _____	<input type="radio"/>
<b>B. CATERING SERVICES</b>	_____	EUR _____	<input type="radio"/>
<b>C. CONGRESS SERVICES</b>	_____	EUR _____	<input type="radio"/>

### PAYMENT INFORMATION

**PAYMENT METHOD / BANK TRANSFER**

**Total** \_\_\_\_\_ EUR \_\_\_\_\_

Please call us to discuss our sponsorship package

Please send us a sponsorship contract

Date \_\_\_\_\_

Signature and company stamp \_\_\_\_\_

