



"Embracing a sustainable economy, linking smart markets"

OATF 2023 SPONSORSHIP CATEGORIES

SPONSORSHIP ENQUIRIES:

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PREAMBLE

Ongwediva Annual Trade Fair (OATF) is Namibia's largest leading trade and exhibition event. OATF mandate remains as a facilitator for trade and exhibition for a sustainable economy growth.

The success of OATF is greatly influenced by internal and external stakeholders such as sponsors, who have the opportunity to advocate and leverage their contribution at this prestigious flagship event.

The offerings provide sponsors with the opportunity for maximum brand visibility and exposure. Sponsorship shall be divided in the following categories:

- Titanium,
- Platinum,
- Gold,
- Silver,
- Bronze and
- Woodall.

Other branding opportunities are welcomed as identified by prospective sponsors subjected to negotiation. OATF further acknowledges the sponsorships contained in other existing branding agreements such as:

- Buildings and facilities not included in the sponsorship packages, and
- Existing branded gates

Prospective sponsors are encouraged to take advantage of the great opportunities offered through networking, business meetings along with technology and innovation!

**WE LOOK FORWARD TO A SMART
PARTNERSHIP.**

SPONSORSHIP PACKAGES

TITANUM : N\$2,500.000-00 +

Current Sponsor: Ongwediva Town Council (Venue, Human Capital & Timeshare)

- Event Tittle
- Cover page of Exhibitor's magazine
- Co-branding with OATF on all communications stationeries and publications
- 1x member to represent the entity in both OATFPC and OTFS Board
- Co-branding with OATF of the stage at the Fundraising Gala dinner
- Co-branding with OATF of the Gazebo at the Official Opening ceremony
- Co-branding with OATF of the podium at the Official opening ceremony
- 4 hours in the conference hall for presentations
- 10x entry passes / tickets to all OATF functions and events
- Entity representative at all press conferences
- Entity representative at all media interviews and information sharing.
- Exclusive branding opportunities of any other events identified and not part of any current sponsorship packages

PLATINUM : N\$550,000-00 – N\$2,499.999-00

Due date for commitment: 25 March 2023

- Exclusive branding on promotional materials such as visitors' tickets, wristbands, vehicle stickers and entrance books.
- Acknowledgement as platinum sponsor in all publications including advertisements, newsletters and promotional materials.
- The right to brand (as for the period of the existing contract) branding at the main entrance as per existing agreement.
- Exclusive use of the OATF billboards before and after the event for its own advertising for the duration of the agreement.
- Recognition in all press releases related to event.
- Logo placement in all materials related to OATF.
- 8 x (3m x3m) exhibition stall.
- 10 wristbands and 5 vehicle stickers shall be granted.
- A full table at the gala dinner.
- A full table at the Official opening.
- A full table at the awards ceremony dinner.
- Logo placement on OATF website and event calendar for the duration of the agreement.
- 4 hours slot in Conference Hall for presentations.
- Exclusive Co-branding with OATF on the stage during the fundraising gala dinner.
- Exclusive Co-branding with OATF at the event entrance and photo booth at the fundraising gala dinner.
- Deliver a sponsorship statement.
- 3M x 1.5 M Media wall banner at the back of the main tent next to the Gold Sponsor on both sides during official opening ceremony.
- Co-branding with the Gold sponsor on a ratio of 1:1 teardrop banner behind the gazebo to the maximum of 10 each in the sequence of 1 to 1 during official opening ceremony.
- Brand exposure via live streaming on OATF and NBC digital platforms during official opening ceremony.
- Exclusive Co-branding on the ratio of 1 on 1 ratio within the tent with the exception of the stage during the awards ceremony.
- 3M x 1.5M Media wall banner at the back of the main tent adjacent to the Gold Sponsor on both sides during the official opening ceremony.
- Brand exposure via live streaming on OATF and NBC digital platforms during all major OATF events.

SPONSORSHIP PACKAGES CONTINUES.....

GOLD: N\$300,000-00 – N\$549,999.99

Due date for commitment: 25 March 2023

Event: Official opening ceremony

- Official sponsor of the Official Opening ceremony
- Exclusive branding of the VIP tent
- Exclusive branding of the Conference Hall during the luncheon of the Official Opening event.
- Acknowledgement as Gold sponsor in all publications including advertisements, newsletters and promotional materials.
- Acknowledgment as a sponsor of the Official Opening.
- Brand exposure through t-shirts and promotional items to OATF personnel during the day of Official opening ceremony.
- Co-branding with the platinum sponsor on a ratio of 1:1 teardrop behind the OATF gazebo to the maximum of 10 each in the sequence of 1 to 1 during the official opening ceremony.
- 3M x 1.5 M Media wall banner at the back of the main tent facing the OATF podium during the official opening ceremony.
- Recognition in all press release related to event
- 4x (3m x3m) Exhibition space at no charge
- Logo placement on all materials related to OATF.
- A full table at the gala dinner.
- A full table during the Official Opening Luncheon.
- Logo placement on OATF website and calendar.
- 4 hours slot in Conference Hall for presentation
- 10 free entry passes for personnel and 10 vehicle passes.
- Brand exposure via live streaming on OATF and NBC digital platforms during all major events of OATF.

SILVER: N\$250,000-00 – N\$299,999.99

Due date for commitment: 25 March 2023

Event: Awards ceremony

- Official sponsor of the Awards ceremony
- Acknowledgement on the trophies as the sponsor of the awards.
- Exclusive branding of the award ceremony stage
- Exclusive branding of the Conference Hall during the dinner of the Award Ceremony event.
- Acknowledgment as a Silver sponsor in all publications including advertisements, newsletters, promotional materials.
- Acknowledgment as a sponsor of the Award Ceremony.
- Brand exposure via live streaming on OATF and NBC digital platforms during all major events of OATF.
- Co-branding with the platinum sponsor on a ratio of 1:1 around the Award Ceremony tent to the maximum of 10 each in the sequence of 1 to 1.
- Recognition in all press releases related to event.
- 4x (3m x3m) Exhibition space.
- Logo placement in all materials related to OATF.
- A full table at the gala dinner.
- A full table at the awards ceremony dinner.
- A full table during the Official Opening Luncheon.
- Logo placement on OATF website and calendar.
- 2 hours slot in Conference Hall for presentation.
- 10x free entry passes for personnel and 10 vehicle passes.
- Exclusive branding of the OATF trophies

SPONSORSHIP PACKAGES CONTINUES.....

BRONZE: N\$100,000.00 – N\$249,999.99

A choice of sponsorship of the following events:

1. Business and Stakeholder's networking event
2. Kiddies entertainment park
3. Career inspirational event
4. Entertainment – Musical stage

- Exclusive branding of the conference hall during the event
- Acknowledgment as a Bronze sponsor in all publications including advertisements, newsletters and promotional materials.
- Acknowledgment as a sponsor of the event.
- Brand exposure via live streaming on OATF and NBC digital platforms during the event.
- Recognition in all press releases related to event.
- 2x (3m x3m) Exhibition space.
- Logo placement on all materials related to OATF.
- 10x tickets to the Stakeholders & Business networking cocktail event
- A full table at the gala dinner.
- 5x tickets to the Awards ceremony dinner.
- 5x tickets for the Official Opening Luncheon
- Logo placement on OATF website and calendar.
- 2x hours slot space in the Conference Hall for presentation.
- 10x free entry passes for personnel and 10 vehicle passes.

Woodall: N\$10,000.00 – N\$99,999.99

- Acknowledgment as a sponsor in all official publications, newsletters and promotional materials of OATF.
- Logo placement on all materials related to OATF.
- Invitation to the Official opening ceremony