



SPONSORSHIP CATEGORIES FOR OATF 2024 AND BEYOND

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 sustainable economic 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

Joint venture proposals for a category are accepted subject to the sharing of allocated category benefits at the discretion of the Joint Venture entities.

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, and business meetings along with technology and innovation!



SPONSORSHIP PACKAGES

TITANUM

- Event Title
- Co-branding with OATF on all communications stationeries and publications
- Co-branding with OATF on the stage at the Fundraising Gala dinner
- Co-branding with OATF of the Gazebo at the Official Opening ceremony
- Co-branding with OATF on 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 package.

**RESERVED
FOR THE
HOST**

SPONSORSHIP PACKAGES

PLATINUM

EVENT: OFFICIAL OPENING CEREMONY

- Acknowledgment as a platinum sponsor in all publications including advertisements, newsletters, and promotional materials.
- Recognition in all press releases related to the event.
- Logo placement in all materials related to the event.
- 4 x (3m x3m) Exhibition space at no charge
- 10 individual access passes and 10 vehicle stickers shall be granted.
- A full table at the gala dinner.
- A full table at the Official opening ceremony luncheon.
- A full table at the awards ceremony dinner.
- Logo placement on the OATF website and event calendar for the duration of the agreement.
- 4-hour slot in the Conference Hall for presentations.
- Deliver a sponsorship statement during the Official Opening Ceremony.
- Brand exposure via live streaming on OATF and NBC digital platforms during the official opening ceremony and all major OATF events not catered by other categories.
- Branding of the Advertising spaces on the halls
- Acknowledgement as 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.
- Brand exposure through t-shirts and promotional items to OATF personnel during the day of the Official opening ceremony if any (to be supplied by the sponsor).
- 3M x 1.5 M Media wall banner at the back of the main tent facing the OATF podium during the official opening ceremony.

**N\$400,000
CASH**

**DUE DATE FOR
COMMITMENT:
19 APRIL 2024**

**DURATION: 3
YEARS**

SPONSORSHIP PACKAGES

GOLD

EVENTS:

- **AWARD CEREMONY OR**
- **BUSINESS & STAKEHOLDER NETWORK EVENT (SYMPOSIUM)**

- Official sponsor of one of the events - Awards ceremony or Business & Stakeholder network event (Business Symposium)
- Exclusive branding of that particular event stage.
- Exclusive branding of the venue during that particular event.
- Exclusive branding on all materials related to that particular event.
- Acknowledgment as a Gold sponsor in all publications including advertisements, newsletters, and promotional materials.
- Acknowledgment as a sponsor of that particular event.
- Brand exposure via live streaming on OATF and NBC digital platforms during that particular event and all major events not catered by other categories.
- Recognition in all press releases related to that particular event.
- 4x (3m x3m) Exhibition space at no charge
- Logo placement in all materials related that particular event.
- A full table at the gala dinner.
- A full table at the awards ceremony dinner.
- A full table at the Business & Stakeholder network event (Symposium) dinner.
- A full table during the Official Opening Luncheon.
- Logo placement on the OATF website and calendar.
- 2 hours slot in the Conference Hall for presentation.
- 10x free entry passes for personnel and 10 vehicle passes.

**N\$250,000.00 -
N\$399,999.99
CASH**

**DUE DATE FOR
COMMITMENT: 19
APRIL 2024**

**DURATION: 3
YEARS**

**THE HIGHEST
SPONSOR WITHIN
THE CATEGORIES
TO CHOOSE THE
EVENT FIRST**

SPONSORSHIP PACKAGES

SILVER

EVENTS:

- KIDDIES ENTERTAINMENT PARK
- CAREER INSPIRATIONAL EVENT
- BRANDING OF THE TRADITIONAL TENT

- Exclusive branding of the venue during that particular event
- Acknowledgment as a Silver sponsor in all publications including advertisements, newsletters and promotional materials.
- Acknowledgment as a sponsor of that particular event.
- Brand exposure via live streaming on OATF and NBC digital platforms during that particular event and all major events not catered by other categories.
- Recognition in all press releases related to that particular event.
- 4x (3m x3m) Exhibition space.
- Logo placement on all materials related to that particular event.
- 5x tickets to the Stakeholders & Business networking event
- 5x tickets to the Award Ceremony 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 the OATF website and calendar.
- 2x hours slot space in the Conference Hall for presentation.
- 10x free entry passes for personnel and 10 vehicle passes

**N\$150,000.00 -
N\$249,999.99
CASH**

**DUE DATE FOR
COMMITMENT: 19
APRIL 2024**

**DURATION: 3
YEARS**

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SPONSORSHIP PACKAGES

BRONZE

EVENT: ENTERTAINMENT - MUSICAL STAGE BRANDING

- Exclusive branding of the Entertainment Area including the musical stage.
- 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 at that particular event and all major events not catered by other categories.
- Recognition in all press releases related to OATF.
- 2x (3m x3m) Exhibition space.
- Logo placement on all materials related to that particular event.
- 3x tickets to the Stakeholders & Business networking event
- 3x tickets to the Award Ceremony event.
- 5x tickets to the gala dinner.
- 3x tickets to the Awards ceremony dinner.
- 3x tickets for the Official Opening Luncheon
- Logo placement on the OATF website and calendar.
- 1x hour slot space in the Conference Hall for presentation.
- 5x free entry passes for personnel and 5 vehicle passes

**N\$50,000.00 -
N\$149,999.99
CASH**

**DUE DATE FOR
COMMITMENT: 19
APRIL 2024**

SPONSORSHIP PACKAGES

WOODALL

- 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

**N\$10,000.00 -
N\$49,999.99
CASH**

