

NAPIER
Wine & Patatfees

NAPIER WINE & PATAT FESTIVAL

CELEBRATING 30 YEARS



SPONSORSHIP PROPOSAL

- 📍 Napier - Western Cape
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- ✉ patatfees@jebomail.co.za

INTRODUCTION



It gives us great pleasure to inform you that the Napier Wine and Patat Spring Festival is returning for its 30th Anniversary on 28th October 2023. As an esteemed organisation that has consistently supported community initiatives, we would like to extend an invitation to you to become a sponsor of this memorable event.

The Napier Wine and Patat Spring Festival, which started as a humble country festival in 1993, has flourished over the years and become a highly anticipated event in our community. It celebrates the rich history and cultural significance of the humble Patat (Sweet Potato), a crop that was widely grown in our region in the past. This festival is not just a celebration of agriculture but also a testament to our vibrant community spirit.

Year after year, the festival has grown in popularity, drawing residents, visitors, and businesses together for a truly unforgettable experience. Our entire community comes alive during this event, with local owners of guest houses, restaurants, businesses, schools, NGOs, and charities all playing their part to ensure its success. The street carnival and parade, introduced in 2016, have become highly anticipated attractions, showcasing the remarkable creativity and talent of our local performers and artists.

One of the festival's highlights is the renowned Scarecrow competition, a cherished tradition that pays homage to a bygone era when these effigies were used to protect valuable crops. This competition not only adds a touch of nostalgia but also exemplifies the strong bond between our community and the land we call home

SUPPORTED BY:



CAPE TOWN
& WESTERN CAPE
marketed by WEGRO



JEB
CONNECT



Coca-Cola



FESTIVAL CAMPAIGNS



The Napier Wine and Patat Spring Festival extends beyond the confines of October 2023. Our dedicated project team has devised an array of community engagement and awareness initiatives that span the entire year, all leading up to the thrilling grand event in October 2023. As a sponsor, you will have the opportunity to join us on this exhilarating campaign, witnessing its journey from inception to culmination. Here are just a few highlights from our planned events for the year:

CALENDAR OF EVENTS

NAPIER - WESTERN CAPE
062 237 0018 | PATATEES@JEBOMAIL.CO.ZA

JUL	08 SAT	NAPIER TALENT SEARCH - R1
	28 FRI	NAPIER TRASHION SHOW
AUG	12 SAT	NAPIER TALENT SEARCH - R2
	18 SAT	NIGHT OF A 1000 DRAWINGS
	MONTH	FOR THE LOVE OF PATAT
SEPT	02 SAT	SPRING DANCE
	09 & 10	MURDER MYSTERY WEEKEND
	30 SAT	NAPIER TALENT SEARCH FINALS
OCT 28	NAPIER WINE & PATAT SPRING FESTIVAL 2023	

PROUDLY SUPPORTED BY:



WHY SPONSOR



By becoming a sponsor of the Napier Wine and Patat Spring Festival, you would contribute to the long-term benefits our community derives from this event. The festival showcases our marvellous community spirit, inclusive attitudes, charming buildings, and productive landscapes. It serves as a platform to exhibit the talents and achievements of local individuals, fostering a sense of pride and unity among our residents. Furthermore, the revenue generated by the festival greatly supports our local businesses, especially during a time when economic growth is crucial for our region.

As a sponsor, your brand will receive significant exposure throughout the festival, including prominent placement in promotional materials, banners, and social media campaigns. This presents an excellent opportunity for you to enhance your brand visibility, connect with our engaged audience, and demonstrate your commitment to supporting community-driven initiatives.

We have crafted the following amazing sponsorship opportunities just for you:

- **HEADLINE SPONSOR – 1 PACKAGE AVAILABLE - COST R50 000.00**
- **PLATINUM SPONSOR – 2 PACKAGES AVAILABLE - COST R35 000.00**
- **GOLD SPONSOR – 3 PACKAGES AVAILABLE - COST R25 000.00**
- **SILVER PARTNER – 3 PACKAGES AVAILABLE - COST R15 000.00**
- **VIP HOST PARTNER – 1 PACKAGE AVAILABLE - COST R12 000.00**
- **MTB AND TRAIL RUN WATERING HOLES – 10 SPOTS AVAILABLE - COST R2 500.00**

We kindly request you to consider partnering with us as a sponsor for the 30th Anniversary of the Napier Wine and Patat Spring Festival. Your generosity will help us create an exceptional experience for attendees while uplifting the entire community. We are open to discussing various sponsorship packages and tailoring them to align with your specific marketing goals and budget.

Best regards,

The Napier Wine and Patat Spring Festival Project Team

Email: patatfees@jebomail.co.za

Mobile: 062 237 0018

SPONSOR PACKAGES



HEADLINE SPONSOR – 1 PACKAGE AVAILABLE - COST R50 000.00

- Branding / Logo on all Event Communications
- Branding on Social Media and Digital Branding
- Branding at all events
- Centre Stage Branding at the Festival
- Branding at Spring Dance
- 2 Ads a day for the period 25 Sept - 28 Oct 2023
- Media acknowledgement on all printed media
- Recognition on minimum 2 Press Releases
- 4 Tickets for Spring Dance
- 4 VIP Seats at Festival
- Sponsor Mention / Recognition at all Events
- Speaker Opportunity on day of Festival
- 3 x 4 Exhibition Stand at Festival

PLATINUM SPONSOR – 2 PACKAGES AVAILABLE - COST R35000.00

- Branding / Logo on all Event Communications
- Branding on Social Media and Digital Branding
- Branding at Spring Dance
- Branding at Festival
- 2 Ads a day for the period 25 Sept - 28 Oct 2023
- Media acknowledgement on all printed media
- 2 Tickets for Spring Dance
- 2 VIP Seats at Festival
- Sponsor Mention / Recognition at Festival
- 3 x 4 Exhibition Stand at Festival

SPONSOR PACKAGES



GOLD SPONSOR – 3 PACKAGES AVAILABLE - COST R25 000.00

- Branding / Logo on limited Communications
- Branding on Social Media and Digital Branding
- Branding at Spring Dance
- Branding at Festival
- 2 Ads a day for the period 25 Sept - 28 Oct 2023
- Media acknowledgement on all printed media
- 2 Tickets for Spring Dance
- 2 VIP Seats at Festival
- Sponsor Mention / Recognition at Festival

SILVER PARTNER – 3 PACKAGES AVAILABLE - COST R15 000.00

- Branding / Logo on limited Communications
- Branding on Social Media and Digital Branding
- Branding at Festival
- 2 Ads a day for the period 25 Sept - 28 Oct 2023
- Media acknowledgement on all printed media
- 2 VIP Seats at Festival
- Sponsor Mention / Recognition at Festival

VIP HOST PARTNER – 1 PACKAGE AVAILABLE - COST R12 000.00

- Branding / Logo on limited Communications
- Branding on Social Media and Digital Branding
- Branding at Festival VIP Tent
- 2 Ads per day for the period 15 Sept - 28 Oct 2023
- Media acknowledgement select printed media
- Managing Fully Equipped VIP Tent at Festival
- Sponsor Mention / Recognition at Festival

MTB & TRAIL RUN WATERING HOLES – COST R2 500.00 EACH

- Branding / Logo on limited Communications
- Branding on Social Media and Digital Branding
- 2 Ads per day for the period 15 Sept - 28 Oct 2023
- Media acknowledgement on select race announcements
- Sponsor Mention / Recognition at Festival