



### Sponsorship Opportunities

The African Bird Fair has three main sponsorship levels which are listed below, each with wonderful benefits in exposure and promotion.



#### **Eagle - R 100,000+:**

- Complimentary stand
- Logo on roadside static billboards
- Logo featured on our website home page **and African Bird Fair page** with a link to your website
- Visual recognition during the Fair - company logo and sponsorship level on banners
- Social media posts; at least two prior to and one during the event
- Logo included on A5 flyers to be widely distributed
- Pre-event promotion, e.g. press releases, social media, traditional media
- Use of our Bird Fair logo in promotional material



#### **Kingfisher - R 50,000:**

- Complimentary stand
- Visual recognition during the Fair - company logo and sponsorship level on banners
- Social media posts - one prior to and one during the event
- Logo included on A5 flyers to be widely distributed
- Pre-event promotion, e.g. press releases, social media, traditional media
- Use of our Bird Fair logo in promotional material
- Logo featured on the **African Bird Fair page** with a link to your website



#### **Sunbird - R 25,000:**

- Visual recognition during the Fair - company logo and sponsorship level on banners
- Social media posts - one prior to and one during the event
- Pre-event promotion, e.g. press releases
- Use of our Bird Fair logo in promotional material
- Logo featured on the **African Bird Fair page** with a link to your website



Other sponsorship opportunities also exist where specific parts of the Fair can be sponsored and acknowledgment will be given, such as:

- Marquee Hire
- Workshop/presentation sponsorship
- Golf cart hire
- Shirts for BirdLife South Africa staff
- Raffle prizes

*For more information about our sponsorship opportunities, please contact Nikki McCartney on [nikki.mccartney@birdlife.org.za](mailto:nikki.mccartney@birdlife.org.za)*