



CLA

(Collaborating. Learning. Adapting.)

Sponsorship Proposal

> Introduction

Raisins South Africa NPC (Raisins SA) is a non-profit company that performs relevant research and development work on behalf of the industry, maintains technical operating information and the member database.

Raisins SA also handles the administration of the statutory levy on behalf of the National Agricultural Marketing Council (NAMC) of South Africa and applies it accordingly in the interests of producers. This mouthpiece of a new and transformed industry, in collaboration with government and other relevant stakeholders, plays a key role in protecting its producers' interests.

The aim of this proposal is to secure funding from partners to support the following actions of industry:

- annual symposium, where feedback on research is given,
- field days (technology transfer)
- annual Industry Statistics publication.



➤ Brief industry overview

Over the past three years, adverse weather conditions has taken its toll on the raisin industry. This resulted in a bigger need for research, in how to effectively address these challenges.

The dissemination of knowledge has thus become a bigger need, and it is also important to reconsider how to strategically position the industry.

The following salient figures for industry are summarised below:

- SA is internationally recognised for producing top quality raisins;
- Annual raisin production is approximately 80 000 dried metric tons;
- Produced roughly by 700 growers;
- World class processing facilities;
- 85% of all product destined for international markets;
- Industry turnover estimated at R2bn.



| | | | |
|------------------|-------------------------|-----------------------------|----------------------------------|
| Introduction | Brief industry Overview | Sponsor's Levels | Summary |
| Sponsor's Levels | Raisins SA Symposium | Industry Statistics booklet | Field days and General Functions |

> Sponsor's Levels

Financial Contributions



THOMPSON
R100 000



GOLDENS
R40 000



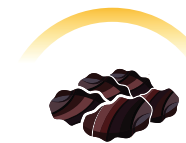
SA SULTANA
R25 000



FLAME
R15 000



OR SULTANA
R7 500



CURRENTS
R5 000

*all amounts exclude VAT.



➤ Raisins SA symposium

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Raisins SA held its first ever symposium in 2022, attended by approximately 150 stakeholders.

This event is held to give researchers the opportunity to present their work, and give feedback on the studies they have been conducting. Producers have the opportunity to ask them practical questions relating to the various themes of study.



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> Sponsor's benefits

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| Raisins SA symposium | THOMPSON | GOLDEN SULTANA | SA SULTANA | FLAME | OR SULTANA | CURRENTS |
|--|-----------|----------------|------------|-------|------------|----------|
| Event name title | Yes | No | No | No | No | No |
| Logo displayed on all official communication | Yes | Yes | Yes | Yes | Yes | No |
| Front/centre display | Yes | No | No | No | No | No |
| Presentation slot | Yes | No | No | No | No | No |
| Premium tickets | 25 | 15 | 10 | 5 | 3 | 3 |
| Product per delegate in table | Yes | Yes | Yes | Yes | Yes | No |
| Display of pull-up banners – designated area | Unlimited | 5 | 3 | 3 | 1 | 1 |
| Logo displayed after presentations | Yes | Yes | Yes | Yes | Yes | Yes |



> Industry Statistics booklet

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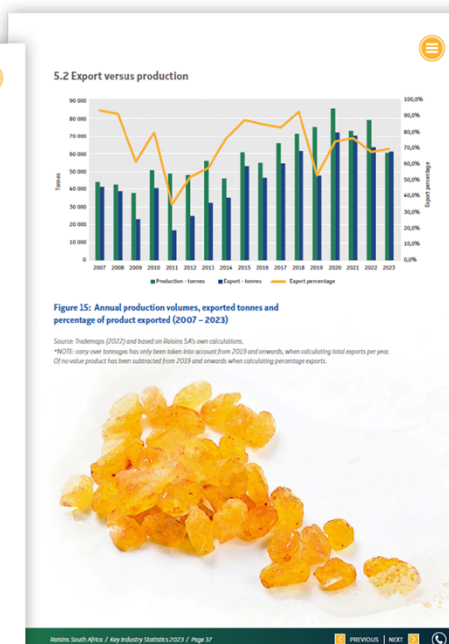
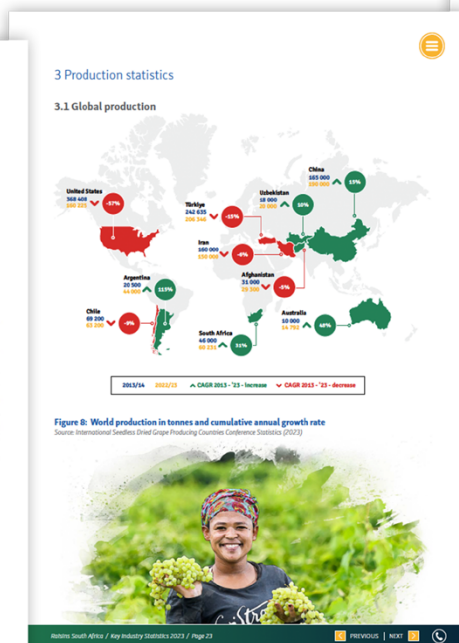
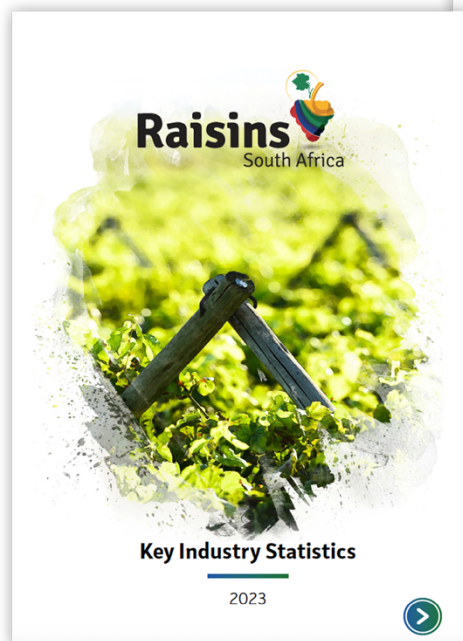
The first Industry Statistics booklet was released in 2019.

The aim of the report is to analyse the supply, demand and market prices for raisins globally. This is done in context to the macro-economic environment and include factors of the local market.

In 2021 the Industry Statistics booklet went digital.



We now reach over 1000 people!



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> Sponsor's benefits

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| Industry statistics booklet | THOMPSON | GOLDEN SULTANA | SA SULTANA | FLAME | OR SULTANA | CURRENTS |
|---|----------|----------------|------------|-----------|----------------|----------|
| Editorials in industry statistics booklet | Yes | No | No | No | No | No |
| Page adverts in industry statistics booklet | 2 | Full page | Half page | Half page | Border of page | No |
| Thank you note to sponsor | Yes | Yes | Yes | Yes | Yes | Yes |

> Field days

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Raisins SA supports the dissemination of information in a practical, informative manner. Our various field days have an average attendance of 60 to 150 growers.

It is thus of great importance to connect with farmers on a personal level. Field days assist with connecting, and there are approximately (at least) four per year with various themes relating to viticulture and the production of raisins.



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> Field days - Sponsor's benefits

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| Field days | THOMPSON | GOLDEN SULTANA | SA SULTANA | FLAME | OR SULTANA | CURRENTS |
|--|-----------|----------------|-------------|-------|------------|----------|
| Event name title* | Yes | Yes | No | No | No | No |
| Product/services display | Yes | Yes | 1 Field Day | No | No | No |
| Banners/gazebo's/teardrops | Unlimited | Unlimited | 1 Field Day | No | No | No |
| Presentation slot | Yes | Yes | No | No | No | No |
| Logo displayed on communication regarding specific day | Yes | Yes | No | No | No | No |
| Social media advert for field day | 4 | 2 | 1 | No | No | No |

*Raisins SA has approximately four field days per year. These benefits will be allocated on a "first come, first served" basis.

| General Functions | THOMPSON | GOLDEN SULTANA | SA SULTANA | FLAME | OR SULTANA | CURRENTS |
|---|----------|----------------|------------|-------|------------|----------|
| Exposure on Raisins SA website with a link to the sponsor's website | Yes | Yes | Yes | Yes | Yes | Yes |



> Summary

Raisins South Africa requests your business to partner with us to further grow and promote our industry to the greater benefit of all.

To enquire, please contact:
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