

AFSTA 2026 Congress Sponsorship Brochure



AFSTA 2026 Congress



23 – 25 March 2026



Century City Conference Centre | Cape Town, South Africa





Scan the QR code below to find out more about the AFSTA Congress.



Alternatively, visit the website below:
www.afstacongress.com

Empowering Africa's Future, One Seed at a Time



Trading



Engaging



Networking



The African Seed Trade Association (AFSTA) invites you to be part of the continent's most influential seed industry event.

This prestigious annual gathering brings together over 400 delegates from across Africa and the globe — including seed companies, industry leaders, scientists, and policymakers — to connect, collaborate, and cultivate growth in Africa's seed value chain.

As a sponsor of **AFSTA 2026**, your brand will take centre stage in a vibrant forum dedicated to innovation, food security, and sustainable agricultural development.

Let's grow Africa's future — together.

AFSTA Sponsorship Opportunities



	 Diamond	 Platinum	 Gold	 Silver	 Bronze*
	\$70 000 R1 220 000	\$55 000 R960 000	\$35 000 R610 000	\$25 000 R430 000	\$15 000 R262 000
Opportunities available	1	1	1	2	Unlimited
Complimentary delegate registrations	4	3	2	1	1
Recognition in all printed and digital material	X	X	X	X	X
Logo and link on congress website	X	X	X	X	X
Logo on congress mobile app	X	X	X	X	-
Complimentary insert in delegate bag	X	X	X	X	-
Pre-congress event for 60 people (22 March, incl. lunch)	X	-	-	-	-
Panel session on sponsor topic (in line with AFSTA topic) that can be moderated by sponsor OR one keynote address	X	-	-	-	-
Exclusive branding	Foyer	Staircase and steps	Elevator doors and floor	-	-
Private meeting room for 3 days of congress	X 56sqm	X 35sqm	Select between meeting room 25sqm	-	-
Premium Exhibition booth for 3 days of congress	-	-	OR exhibition booth	-	-
Trading suite (6 people)	-	-	-	X	-
Gala dinner – 5 minute video and table branding (sponsor to provide)	X	-	-	-	-
Welcome party – 10 minutes speaking opportunity and table branding (sponsor to provide)	-	X	-	-	-
Opening Ceremony: Recognized as primary sponsor	X	-	-	-	-

*Items selected from the additional sponsorship options up to the value of \$15 000 will be recognized as a Bronze sponsorship.
Important to note:

- 1 All branding is shared with AFSTA
- 2 Artwork on all branded material must be approved by the National Organizing Committee
- 3 All sponsors, irrespective of category will be acknowledged throughout the Congress.
- 4 All banners should be supplied by the sponsor

Additional Sponsorship Options



Item		Cost	Details
Smoothie Station	SOLD	\$1 000/day	Supply your branded sleeves (3 days available)
Branded Travel Mugs	SOLD	\$1 000	Provide 350 branded mugs (only first day)
Congress Bags	SOLD	\$15 000	Branding on delegate bags, includes bags
WiFi Sponsor	SOLD	\$5 000	Sponsor can select the password
Lunch Sponsorship	SOLD	\$5 000	Banners at lunch area
Congress App Sponsor	SOLD	\$5 000	Branding within the app
Opening Ceremony Entertainment	SOLD	\$5 000	Recognition at opening ceremony
Flowers Sponsor		\$5 000	Branded display signage
Delegate Gifts		\$15 000	Branding on selected gift items, includes gifts
Speaker & Panellist Gifts		\$10 000	Branding on selected gift items, includes gifts
French Translation Services		\$15 000	Recognition as simultaneous interpretation sponsor

Looking for Something More? Other sponsorship opportunities are also available! If you have a unique idea or would like to sponsor an element not listed above, we'd love to hear from you. Please contact **Lukeshni Chetty** at +27 76 402 5225 or lukeshni@sansor.co.za to explore additional options tailored to your brand.



Notes:

Notes:



AFSTA 2026 Congress

23 - 25 MARCH
CAPE TOWN, SOUTH AFRICA



SANSOR®