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2nd Southern African Mountain Conference

17 – 20 March 2025

Sponsorship Opportunities



AFRICAN
MOUNTAIN
RESEARCH
FOUNDATION



The Southern African Mountain Conference ([SAMC](#)) series is unique as it seeks to integrate science, policy and practitioner sectors for sustainable interventions in southern African mountains.

Southern African mountains comprise those situated south of the Congo Rainforest and Lake Rukwa, and include the mountainous islands of the western Indian Ocean. Thus, SAMC2025 is targeting Angola, the Comoros, the Democratic Republic of the Congo [southern mountains], Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, La Réunion, South Africa, southern Tanzania, Zambia, and Zimbabwe.

SAMC2025 will build on the highly successful 1st Southern African Mountain Conference (SAMC2022) held in March 2022. This, the first of its kind in southern Africa, attracted 259 participants from 21 countries, with 168 papers delivered and four sponsored special sessions. UNESCO was the official Patron of SAMC2022 and will be invited in the same role for SAMC2025.

SAMC events are conceptualised by the [Afromontane Research Unit \(ARU\)](#) of the University of the Free State (UFS), the [African Mountain Research Foundation \(AMRF\)](#) and [Global Mountain Safeguard Research \(GLOMOS\)](#) – a joint initiative between Eurac Research and the UNU Institute for Environment and Human Security). These three organisations form the Primary Partners, with the SAMC series being implemented by [The Peaks Foundation](#) (a non-profit company).

The 2nd Southern African Mountain Conference (SAMC2025) will be held at the [Champagne Sports Resort](#) in the Maloti-Drakensberg from the 17th to 20th March 2025, and will host plenary speakers, several parallel sessions, workshops, poster sessions and a Royal Mountain Indaba.

The theme of SAMC2025 is **“Southern African Mountains – Overcoming boundaries and barriers”**.

A key component of SAMC2025 will be a Royal Mountain Indaba¹ as a special focus event. The intention is to create a forum that links customary law + mountains + the Sustainable Development Goals in southern Africa. Transboundary co-operation and relationships from a Traditional Authority and local community perspective are important components in how sustainable solutions for transboundary challenges can be achieved and contribute to a SADC or AU-level “Southern African Mountain Treaty”.

We invite your organisation to partner with us on SAMC2025 as a sponsor and/or exhibitor. By partnering with us on SAMC2025 you are investing in a sustainable future for southern African mountains, and the lowlands for which they provide ecosystem and social-economic services. You will be investing in capacity development for African science, strengthening transboundary partnerships between southern African countries, and growing individual people in mountain science, policy and practitioner sectors.

Your potential audience for SAMC2025 is expected to be 400 attendees – both regional and global.

¹ Indaba is a widely recognised isiZulu word meaning an important meeting of leaders of a community to discuss matters of concern. It suggests ‘deep talk’ and a meeting of minds, acknowledging that all those present have something important to say.

Sponsorship Packages

SAMC2025 has created a flexible sponsorship menu, with numerous packages available to suit all budgets. This includes tiered (with open or targeted opportunities) or in-kind sponsorships.

Open sponsorships contribute to the costs related to hosting SAMC2025 (e.g. venue, equipment and set-up costs). Your sponsorship will also contribute to funding the travel and accommodation costs of prominent keynote speakers in the field nationally and internationally, as well as contribute to the costs of attendance of deserving postgraduate students.

Sponsorship levels are as follows:

- Royal Diamond
- Platinum
- Gold
- Silver
- Bronze
- Associate.

Sponsorship Packages range from R15 000 to R250 000 – with benefits based on the level of sponsorship. All sponsorships include:

- Recognition in all conference marketing materials (reaching more than 2 100 relevant contacts)
- Profile on the conference website
- Receipt of the conference attendee list prior to the conference for advanced marketing opportunities.

Some packages include speaking roles and/or exhibit opportunities, and/or VIP invitations and access.

If you do not find any sponsorship options suitable for you, we will be happy to hear your ideas and develop with you a tailor-made benefits package.

Royal Diamond (Exclusive – limited to 1)

R250 000 (€13 000; £11 000; US\$14 000)

This exclusive sponsorship package is dedicated to the exclusive Royal Mountain Indaba. Only one sponsor will have the opportunity to headline sponsor this event. Select this level and you will receive top recognition on our conference website, deliver welcome remarks at the opening of the Indaba, have branding opportunities throughout the conference venue space and much more. We look forward to partnering with you for this significant opportunity.

The Royal Diamond package includes the following benefits:

- Welcoming remarks at the Indaba
- Double size exhibit stall. You will get first choice of location for a double size space in the exhibition venue
- Conference podcast interview
- Publicity:
 - Profiled as the Royal Diamond Sponsor. Acknowledgement as the Royal Diamond Sponsor in press releases for the event. Verbal acknowledgement as the Royal Diamond Sponsor during the Opening Session, Royal Mountain Indaba, Closing Session and Gala Dinner by the Conference Chair
 - Prominent branding on conference website – including on the homepage
 - Prominent branding throughout the conference venue
 - Pop-up banner ads (to be provided by sponsor) at the registration desk during the conference, in venue grounds and as stage backdrop for all plenary sessions
 - The Royal Diamond Sponsor may place pop up banners en route to the Conference venue in designated places
 - Logo recognition in conference emails
 - One full-page, 4-colour advertisement in the Conference Programme (artwork provided by sponsoring company) and a 250-word corporate profile featured on sponsors page of website and included in Conference Programme – material to be provided by sponsor and pre-arranged with Conference Secretariat
 - 4-page insert and/or product in conference bag (material to be provided by sponsoring company and pre-arranged with Conference Secretariat)
- Complimentary tickets:
 - Complimentary conference registrations for up to 5 attendees of your selection (these could be a mix of the sponsoring company representatives, academics, and postgraduate students)
 - Choice to host a parallel session of your choice
 - Two (2) complimentary tickets to the VIP Ambassadorial Cocktail
 - Complimentary tickets to Meet-and-Greet
 - Two (2) tickets to the Gala Dinner
- A “Meet and greet suite” available for one day, for you to arrange a function for selected invited guests.

Platinum Sponsor (Exclusive – limited to 1)

R200 000 (€10 000; £8 500; US\$11 000)

SAMC2025 is the premier event for southern African mountains. Only one sponsor will have the opportunity to headline sponsor the conference. Select this level and you will receive top recognition on our conference website, deliver welcome remarks at the opening plenary, the only sponsored keynote talk, branding opportunities throughout the conference venue space and much more. We look forward to partnering with you for this significant opportunity.

The Platinum Sponsor would be eligible for the following benefits:

- Welcoming remarks at the opening plenary
- Deliver a 30-minute keynote slot on the opening day of the conference – this would be the only sponsor-provided plenary. The speaker could be from your organisation, or maybe a partner or collaborator you would like to introduce and highlight

- Choice to host a parallel session of your choice
- Conference podcast interview
- Double size exhibit stall. You will get first choice of location for a double size space in the exhibition venue
- Publicity:
 - Profiled as the Platinum Sponsor
 - Prominent branding on the conference website – including on the homepage
 - Prominent branding through the conference venue
 - Pop-up banner ads (to be provided by sponsor) at the registration desk during the conference, in venue grounds and as stage backdrop for all plenary sessions
 - The Platinum Sponsor may place pop up banners en route to the Conference venue in designated places
 - Logo recognition in conference emails
 - One full-page, 4-colour advertisement in Conference Programme (artwork provided by sponsoring company) and a 250-word corporate profile featured on sponsors page of website – material to be provided by sponsor and pre-arranged with Conference Secretariat
 - Branding on the delegate bag, together with SAMC2025 logo and logo of the sponsor of the delegate bags
 - Logo on SAMC2025 attendance register
 - Acknowledgement as the Platinum Sponsor in press releases for the event. Verbal acknowledgement as the Platinum Sponsor during the Opening Session, Gala Dinner and Closing Session by the Conference Chair
 - 4-page insert and/or product in conference bag (material to be provided by sponsoring company and pre-arranged with Conference Secretariat)
- Complimentary tickets:
 - Complimentary conference registrations for up to 5 attendees of your selection (these could be a mix of the sponsoring company representatives, academics and/or post-graduate students)
 - Two (2) complimentary tickets to the VIP Ambassadorial Cocktail
 - Complimentary tickets to Meet-and-Greet
 - Two (2) tickets to the Gala Dinner
- A “Meet and greet suite” available for one day, for you to arrange a function for selected invited guests.

Gold Sponsor

R100 000 (€5 000; £4 250; US\$5 400)

Become a Gold Sponsor for SAM2025 and your branding will be prominently displayed through the conference, while having the opportunity to support some of the most important components this event needs for its success! Institutions at this level may choose to sponsor **one** of the following:

1) Open sponsorship (Unlimited):

This option allows the organisers to use the funds you sponsor to contribute to the costs related to hosting SAMC2025 (e.g. venue, equipment and set-up costs). Your sponsorship will also contribute to funding the travel and accommodation costs of prominent keynote speakers in the field nationally and internationally, as well as contribute to the costs of attendance of deserving postgraduate students.

2) Plenary Session (Limited to 5):

Plenary Sessions are the most well-attended sessions at a conference – everyone is there so you have a fully captive audience. By selecting this option, you will have exclusive branding and naming of the session being sponsored and thus link your name to a top-class presenter who will be presenting on a strategically important aspect of sustainable mountain development, and have the opportunity to introduce the session and the speaker.

3) Parallel Talk or Workshop (Limited to 3):

You have the option of presenting a 20-minute talk with 5 minutes for questions as part of one of the sessions; OR a 90- or 120-minute interactive workshop on a topic of your choice that is relevant to the conference theme.

4) Gala Dinner (Exclusive – limited to 1):

The Gala Dinner is the climax of the conference – and provides the lasting impression that attendees take away with them. By being the sponsor of this prestigious event, which will include world-class entertainment, you will ensure that your organisation's name lives long in the memories of attendees.

The benefits for Gold Sponsors include:

- One half-page, 4-colour advertisement in the Conference Programme (artwork provided by sponsoring company)
- Company logo listed on the sponsors' page in the Conference Programme
- Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas and on the holding slide between sessions
- Company logo and profile (100 word) and link on SAMC2025 website
- Acknowledgement as a Gold Sponsor by the Conference Chair at the Opening and Closing Sessions and the Gala Dinner
- Gold Sponsors will be exclusively branded at two plenary sessions
- A "Meet and greet suite" available for half a day, for you to arrange a function for selected invited guests
- One (1) exhibition space
- Three (3) complimentary registrations to attend the Conference (these could be a mix of the sponsoring company representatives, academics, and postgraduate students)
- Gold Sponsors may place pop up banners within the venue grounds (space to be allocated by Conference Secretariat)
- Insert two-page promotional material and/or product in delegate packs (to be prearranged with the Conference Secretariat).

Silver Sponsor

R50 000 (€2 500; £2 100; US\$3 000)

Become a Silver Sponsor of SAM2025 and have the opportunity to support some of the most important components which will contribute to the success of SAMC2025. Sponsorship opportunities at this level include the following (you may select **one**):

1) Open sponsorship (Unlimited):

This option allows the organisers to use the funds you sponsor to contribute to the costs related to hosting SAMC2025 (e.g. venue, equipment and set-up costs). Your sponsorship will also contribute to funding the travel and accommodation costs of prominent keynote speakers in the field nationally and internationally, as well as contribute to the costs of attendance of deserving postgraduate students.

2) Host parallel session (Limited to 10):

SAMC 2025 will include several tracks of parallel sessions throughout the Conference, showcasing hundreds of presenters. This is where attendees experience some of their most important learning, knowledge sharing and professional development. Be a part of bringing it to them! When you sponsor a parallel session/track, your brand will be featured prominently during that session.

3) Scholarship Sponsor (Unlimited):

Invest in the future by sponsoring a student or early career academic! SAMC is dedicated to helping young scholars achieve their research and academic goals, whilst encouraging them to apply the principles of interdisciplinary study to their work. Scholarship Sponsors help fund the registration, travel and accommodation costs of postgraduate students (Honours, Master's or Doctoral), Postdoctoral fellows or early career academics who might otherwise not have the financial resources to attend the conference. Scholarship beneficiaries are selected by the SAMC2025 Scientific Committee based on agreed-upon criteria.

4) Conference bag (Exclusive - limited to 1 sponsor):

All attendees use their conference bag throughout the event – as well as, in most cases, long afterwards – ensuring long exposure of your brand. As the sponsor of the Conference Bag, your logo will appear on the bag, together with the SAMC2025 logo and that of the Platinum Sponsor. The design will be agreed upon between the sponsors and SAMC2025. Eco-friendly bags will be handmade by a small local producer employing members of the local community, thereby helping to grow capacity, skills and job opportunities in South Africa.

Benefits include:

- One quarter-page, 4-colour advertisement in the Conference Programme (artwork provided by sponsoring company)
- Company logo listed on the sponsors' page in the Conference Programme
- Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue in high-traffic areas and on the holding slide between sessions
- Company logo and profile (100 word) and link on SAMC2025 website
- Acknowledgement as a Silver Sponsor by the Conference Chair at Opening & Closing Sessions and the Gala Dinner
- One (1) exhibition space
- Two (2) complimentary registrations to attend the Conference
- Silver Sponsors may place a pop up banner (to be provided by the sponsor) within the venue grounds (space to be allocated by Conference Secretariat)
- Insert two-page promotional material and/or product in delegate packs (to be prearranged with the Conference Secretariat).

Bronze Sponsor

R30 000 (€1 500; £1 300; US\$1 600)

By selecting this sponsorship opportunity, you will gain exposure and support our attendees' most basic conference needs – from networking to caffeination to hydration! Sponsorship opportunities at this level include the following, from which you may select **one**:

1) Open sponsorship (unlimited):

This option allows the organisers to use the funds you sponsor to contribute to the costs related to hosting SAMC2025 (e.g. venue, equipment and set-up costs). Your sponsorship will also contribute to funding the travel and accommodation costs of prominent keynote speakers in the field nationally and internationally, as well as contribute to the costs of attendance of deserving postgraduate students.

2) Student and Early Career Academic's Summit (Limited to 3 sponsors):

This is a prime opportunity for your organisation to support the next generation of academics and researchers as they receive guidance and training on their professional development. As a Summit sponsor, you will receive branding recognition on all materials and presentations, as well as have the opportunity to welcome attendees at the start of the Summit and present during one of the sessions.

3) Name badges and lanyards (Exclusive – limited to 1 sponsor):

Sponsor these critical accessories, and help your fellow attendees know each other and know you better at the same time as your branding is prominently displayed. The design to be negotiated between SAM2025 and the sponsor and the Conference Secretariat will arrange for production. Overall advertising on name tags will be governed by the following:

- Name space will occupy no less than 50% of the name tag design
- SAMC2025 branding space will occupy no less than 25% of the name tag design
- Sponsor branding space will occupy no more than 25% of the name tag design
- The sponsor's and SAMC2025 logos will appear on the lanyard.

4) Pens and Notebooks (Exclusive - limited to 1 sponsor):

Included in conference bags, the A5 notebooks and pen are a great giveaway and can be utilised long after the conference, extending your brand exposure. Design to be negotiated between

SAMC2025 and the sponsor. Your logo will appear on the cover of the notebook, together with the SAMC2025 logo. Your logo will be on the conference pens.

5) Water bottle (Exclusive - limited to 1 sponsor):

In line with the theme of sustainability, reusable and environmentally-friendly water bottles will be provided to all attendees as part of their conference pack. They will be able to take these away with them for use long after the conference is over, so your brand will remain in their consciousness – together with a memorable SAMC2025. The sponsor's logo will be printed on the bottle, together with that of SAMC2025; the design will be agreed upon between the sponsor and SAMC2025.

6) Networking breaks (Limited to 6 sponsors):

Taking a break from sessions and workshops is essential – giving time to catch up with colleagues and friends and make new acquaintances. This is where ideas are generated and plans for future collaborations started. Sponsor this part of the event and your fellow attendees will be grateful – and see your brand through each break.

7) Photo booth (Exclusive – limited to 1):

Photo booths add fun and excitement to an event and create lasting memories that bring a smile to the face of those who were there.

Benefits for Bronze Sponsors include:

- Company logo listed on the sponsors' page in the Conference Programme
- Company logo on sponsor recognition boards displayed throughout the conference and exhibition venue
- Company logo on the holding slide between sessions
- Company logo and profile (50 word) and link on SAMC2025 website
- One (1) exhibition space
- One (1) complimentary registration to attend the Conference
- Acknowledgement as a Bronze Sponsor by the Conference Chair at the Opening, Closing and Gala Dinner
- Insert (one page) promotional material and/or product in delegate packs (to be prearranged with the Conference Secretariat)
- Pop-up banner on display around the conference venue (banner to be provided by sponsor and space allocated by Conference Secretariat).

Associate Sponsor (Unlimited)

R15 000 (€750; £650; US\$800)

This option allows the organisers to use the funds you sponsor to contribute to the costs related to hosting SAMC2025 (e.g. venue, equipment and set-up costs). Your sponsorship will also contribute to funding the travel and accommodation costs of prominent keynote speakers in the field nationally and internationally, as well as contribute to the costs of attendance of deserving postgraduate students.

As an Associate Sponsor you will have access to the following benefits:

- Company logo listed on the sponsors' page in the Conference Programme
- Company logo on the "Associate Sponsor's Wall" in the lobby of the conference venue
- Company logo and link on SAMC2025 website
- Insert (one page) promotional material and/or product in delegate packs (to be prearranged with the Conference Secretariat)
- Space for a pop-up banner on display around the conference grounds (banner to be provided by sponsor and space allocated by Conference Secretariat).

In-kind sponsorship

There are various possibilities for in-kind sponsorship – such as additional notepads and pens for all conference delegates (to be included in the delegates' conference bags); unique give-aways (e.g. USB sticks, phone chargers, power banks, headphones, pen sets, branded caps, snacks and candy, sunscreen, toiletry bag items, etc.); Barista Bar; etc.

Contact the Conference Secretariat to arrange.

Tailor-made packages

Sponsorship packages can be put together, combining various of the above opportunities, or other unique opportunities. Price is negotiable based on budget available and the package being offered. These can be discussed with the Conference Secretariat.

Please note

Inserts:

Production and delivery of the insert is the responsibility of the sponsoring institution/company. Printed matter inserts include (but are not limited to) flyers, postcards, magazines, brochures and booklets.

The Conference Secretariat will provide the information regarding the quantities required and delivery instructions one-month prior to the conference. Items should arrive at the Conference Venue between 5 and 7 days before the start of the conference.

Terms and Conditions:

- All advertisements and inserts submitted must comply with applicable laws
- Advertisements and inserts submitted should not contain the following:
 - Any copyrighted material unless you are the copyright owner or have permission of the copyright owner to post it
 - Any material that is considered discriminatory, obscene, defamatory, threatening, harassing, and/or abusive
 - Any material that contains verbiage or images that are sexually explicit
- The subject matter, form, wording, illustrations and typography of all advertising are subject to approval by SAMC and SAMC reserves the right to reject any advertisement or insert at its sole discretion
- Sponsors assume liability for all content of advertising printed, and are responsible for all claims made against the publisher arising from printed or displayed advertising.

Payment:

Payment should be settled within fourteen (14) days of receiving the invoice. Payments can be made online with a credit card or by direct bank transfer. Advertisers are responsible for any bank charges.

Cancellation Policy:

Sponsors will be liable for all or part of the costs in accordance with the following scale:

- | | |
|--|-----------------------|
| • Within 30 days of the start of the conference: | 100% payment required |
| • 31 to 60 days prior to the conference: | 20% payment required |
| • 61 days or more prior to the conference: | No payment required |

Exhibition Space

R5 000 (€250; £220; US\$275) per exhibition space for the duration of the Conference

Increase your visibility by becoming an exhibitor! Beverage breaks and other activities will be located near the Exhibit Hall to ensure optimum traffic flow.

Includes:

- One exhibition space (3m x 3m) in the venue exhibition hall with one table and two chairs, plus electricity points
- Insert into the delegate packs, to be provided by the exhibitor and approved by the Conference Secretariat
- Logo and promo blurb included in conference material
- Overnight security.

Does not include:

- Transport and freight costs, storage, special materials, carpets or furnishing apart from what is specified
- Set up
- Installation/rental of telephone, computer and data lines
- Dedicated stand security.

Note: Flammable or dangerous materials (including firearms) may not be included within the exhibition. Animals may not be used in exhibitions.

Set up must commence and be completed on Sunday, 16th March 2025, and exhibits taken down on Thursday, 20th March 2025 after 17:00 or Friday, 21st March 2025 before 10:00.

If you are interested in sponsoring SAMC2025 in any way or having an exhibit, please contact the Conference Secretariat at secretariat@SAMC.africa

Conference administration by The Peaks Foundation NPC
thepeaksfoundation.org

