

BECOME INVOLVED WITH

# WAGYU

- Wagyu industry participants are serious consumers of products and services.
- Wagyu is South Africa's fastest growing breed with premiums of over 100%.
- Livestock farmers are utilising Wagyu to boost revenue. Major feedlots and processors are feeding, processing and marketing Wagyu.
- Corporate and family investors rate Wagyu as a sound long term investment.

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## SPONSORSHIP ENQUIRIES

To discuss these exiting high value opportunities in the Wagyu industry contact

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# YOUR OPPORTUNITY TO PARTNER WITH

## WAGYU - South Africa's most exciting beef cattle breed

Wagyu beef South Africa is arguably the most exciting development that has happened in the South African Livestock Industry over the last 40-50 years. **The mission for the Society, under the leadership of the chairman Dr Fanie Steyn, the newly appointed CEO and the Wagyu board is to transform the South African beef industry to be highly profitable with consumers demanding and enjoying a premium eating experience.**

The Certified Wagyu Beef program in South Africa has members throughout the value chain and includes all actors i.e. commercial producers, feedlots, abattoirs and retail outlets. Export opportunities are also very strong for this breed. The production sales we have had this year has continued to see record prices and we envisage that this will continue for at least the next decade.

Wagyu SA and the Certified Wagyu Beef program would like to share our success and partner with leading companies in a long term mutually beneficial relationship.



## SPONSORSHIP LEVELS

The South African Wagyu Association invites you to become involved with the Wagyu industry as a Sponsor with the following levels available.

PLATINUM SPONSOR

GOLD SPONSOR

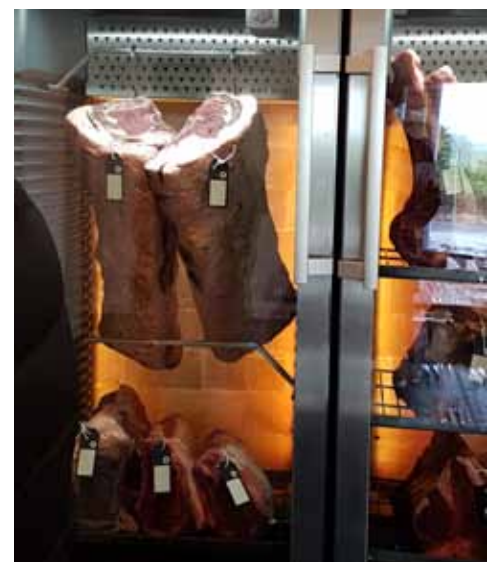
SILVER SPONSOR

BRONZE SPONSOR

## CORPORATE & SPONSORSHIP BENEFITS

Benefits, amongst others, for each year (depending on your level of sponsorship)

- A 10-minute address at corporate events
- Free conference registration and seated at the main table at the gala dinner
- Free 12 months membership of Wagyu South Africa (WSA)
- Naming rights for many classes and awards
- Advert on our website, social media and all marketing material
- Be able to strongly market their product to the Societies collective membership
- Free advert in each of the three 32 page editions of the South African Wagyu Review
- Free advert in each monthly Enews





**WAGYU**  
SOUTH AFRICA

## [ SPONSORSHIP BENEFITS ]

2018 Sponsorship packages (see calendar on back page).  
On a first come first serve basis.

	Platinum R150 000	Gold R 50 000	Silver R25 000	Bronze R10 000
Number of Sponsors per package	1	8	10	15
Keynote speaker at all corporate events and naming rights as Wagyu partner <sup>1</sup>	✓			
Keynote speaker, on a rotational basis, at a specific corporate event as per below <sup>1</sup>	✓	✓		
Free conference registration for 2 people and seated at main table	✓	✓		
Free 12 months membership of Wagyu South Africa	✓	✓		
Free full page advert in each of the three editions of the 32 page South African Wagyu Review (worth R15 000)	✓	✓	✓	
Naming rights to the classes as per below <sup>2</sup>	✓	✓	✓	
Exposure in the conference/roadshow packages available to all members	✓	✓	✓	✓
Trade display (banner) at venues <sup>3</sup>	✓	✓	✓	✓
Advert on the website, social media and all marketing material <sup>4</sup>	✓	✓	✓	✓
Be part of media events and articles in media <sup>5</sup>	✓	✓	✓	✓
Free advert in each monthly Enews <sup>6</sup>	✓	✓	✓	✓
Become part of the official Wagyu Whatsapp and email distribution network	✓	✓	✓	✓

<sup>1</sup> Corporate events include: • FI National Auction • Wagyu National Roadshow in 4 provinces • Wagyu Breeders conference and AGM • Wagyu National Sale.

<sup>2</sup> Naming right: a) Grand champion Certified Wagyu Beef brand, b) Wagyu producer with the most registered cattle, c) Commercial Wagyu producer with the most cattle recorded d) Wagyu feedlotter of the year e) Wagyu abattoir of the year f) Wagyu distributor of the year g) Wagyu restaurant of the year in terms of sales recorded h) Wagyu semen and embryo distributor of the year i) Wagyu producer with the highest production Index averages, j) Wagyu producer with the highest completeness of recording k) Wagyu producer with the most fertile herd l) Wagyu producer with the most carcass data submitted, m) Wagyu award to the sponsor of the year n) Junior Wagyu member of the year o) Chairman's award for services rendered to the Wagyu industry

<sup>3</sup> Platinum, gold and silver will have individual displays in the main hall. All Bronze sponsors will have a Wagyu banner listing the individual sponsors in the main hall and be allowed displays in the foyer. All sponsors will be announced.

<sup>4</sup> Platinum and gold sponsors will have a 3cm x 3cm interactive advert prominently displayed in the centre of the website. All sponsors will be featured at the foot of the webpage. A similar configuration will apply in all marketing material.

<sup>5</sup> As per 3 above in that the level of sponsorship will determine the prominence on all media events and articles. Platinum, gold and Silver will have a full one page advert.

<sup>6</sup> As per 3 and 4 above in that the level of sponsorship will determine the prominence of the advert. Platinum, gold and Silver will have a full one page advert.

• All amounts exclude VAT

7 February	Bosveld Wagyu Farmers Day Marble Hall area Frans Stapelberg
9 February	Beyond Beef Production Sale Frankfort
10 February	BREEDPLAN breeding for profit course with Guestspeaker – Eastern Cape
<b>13 February</b>	<b>Wagyu SA Board Meeting - Bloemfontein</b>
14 February	LRF AGM - Bloemfontein
15 February	BREEDPLAN Course breeding for profit - Bloemfontein
16 February	HerdMASTER Course Focus:-Loading electronic data - Bloemfontein
<b>1 March</b>	<b>Wagyu Africa Update posted to industry (due date for adverts 31 Jan)</b>
5 March	Technological advances in Livestock Production Prof Alfredo Lepori Agra & Guests hall Windhoek
5 March	HerdMASTER Overview and using the crush side recorder; Jeanine Labuschagne
<b>6 March</b>	<b>The meat they make in heaven:-Wagyu in Africa (Windhoek)</b>
6 March	HERDMASTER with clients; Bookings with AgriBSA office
22 March	BREEDPLAN breeding for profit course with Guestspeaker -Stellenbosch
23 March	HerdMASTER course Focus: loading of electronic data - Stellenbosch
13 April	Woodview information day - Arlington
14 April	Woodview Wagyu 3rd production Sale - Arlington
15-18 May	NAMPO
<b>18 May</b>	<b>Wagyu FI National sale - Frankfort</b>
25 May – 3 June	Royal Show
<b>1 June</b>	<b>Wagyu Africa Update posted to industry (due date for adverts 31 April)</b>
13 June	LRF board meeting - Irene
13 June	LRF Breed Improvement Meeting – Irene
13 – 14 June	RPO Congress
14 June	Beef Genomics Producer day - Irene
15 June	HerdMASTER Course: Focus: Loading electronic data - Irene
16 June	Rising Sun's Open farm festival Hekpoort
<b>16 June</b>	<b>Wagyu SA Board Meeting - Irene</b>
<b>18 June</b>	<b>Wagyu Roadshow Irene ARC Auditorium</b>
<b>20 June</b>	<b>Wagyu Roadshow Glen Agricultural College</b>
<b>22 June</b>	<b>Wagyu Roadshow Elsenburg Agricultural College</b>
<b>26 June</b>	<b>Wagyu Roadshow Cedara ARC/NDA Agricultural College</b>
28 June	BREEDPLAN breeding for profit course with Guestspeaker – Harrismith Natal
29 June	HerdMASTER course: Focus: Loading electronic data - Harrismith Natal
29 June – 1 July	Kirkwood Wildfees
<b>2 August</b>	<b>Wagyu South Africa Breeders conference and Board Meeting Khaya Ibubesi - Parys</b>
<b>3 August</b>	<b>Wagyu South Africa Breeders Genetics conference with sponsors and members Parys</b>
<b>3 Augustus</b>	<b>National Wagyu Auction- Khaya Ibubesi - Parys</b>
<b>4 August</b>	<b>Wagyu South Africa vision conference and AGM Khaya Ibubesi -Parys</b>
12 September	Chris Purdon Wagyu Production Sale Glenfinlas - Cathcart
18-20 September	Alfa - Parys
21 September	Certified breeder's Elite Auction - Pretoria
16 October	LRF Board Meeting- Aldam
16 October	LRF Breed Improvement Meeting - Aldam
17-19 October	Aldam Stockmans school
<b>1 November</b>	<b>Wagyu Africa Update posted to industry (due date for adverts 30 September)</b>
17 October	Wagyu SA Board Meeting - Aldam
7-9 November	Animal Breeding Diploma course for Livestock Producers

