



AFRICAN ASSOCIATION OF VISITOR
EXPERIENCES AND ATTRACTIONS

SPONSORSHIP OPPORTUNITIES

—
2022



GREAT OPPORTUNITIES AWAIT

ABOUT AAVEA

The African Association of Visitor Experiences and Attractions (AAVEA) is dedicated to advancing the attractions industry in Africa through the sharing of knowledge.

OBJECTIVES

- Data gathering and benchmarking
- Advocacy
- Training and education
- Community

MISSION

- Represent the interests of attractions
- Raise awareness of the contribution attractions make to the broader tourism industry
- Enhance discussion and co-ordination among attractions professionals
- Host regional meet-ups that provide education, networking, and collaboration opportunities

EXPLORE YOUR FUTURE TODAY




WHY PARTNER WITH AAVEA

AAVEA offers the only educational opportunities for attractions professionals in Africa and is the only African platform to discuss the art and science of attractions management. AAVEA actively gathers benchmarking data about the attractions sector to quantify the importance of attractions to the tourism economy.

TAKE ADVANTAGE OF THE PARTNERSHIP OPPORTUNITIES AVAILABLE AND YOU'LL BE ABLE TO:

- Access decision makers in the attractions industry
- Position yourself as a key thought leader and supplier to the sector
- Engage in discussions and debate, share knowledge, and be part of the community
- Support and enrich the attractions industry in Southern Africa
- Leverage the forum for business development and actively interacting with the trade



AAVEA is committed to the value of connecting and learning, and to the well-being of our community. This year we are determined to connect with our members and will be embarking on a series of regional meet-ups, touring the first-ever South African Benchmark Survey, and continuing with the success of monthly Live Chats. We invite you to partner with us and take advantage of the opportunity to meet our members.

LIVE CHAT SESSION SPONSORSHIP

▶ VALUE: R5,000

Eight opportunities in the year on various topics to be determined; suggestions are welcome. Scheduled for March-October 2022.

Entitlements:

- Representation on the Live Chat panel and opportunity to guide the topic and discussion
- Recognition in the Live Chat title “AAVEA Live Chat title brought to you in partnership with”
- Branding opportunities on the invitation and all material prepared for and in association with the Live Chat
- Social media promotion
- Acknowledgment on the AAVEA website

REGIONAL SEMINAR ROADSHOW SESSION SPONSORSHIP

▶ VALUE: R10,000

Six to eight regional seminars planned for the year, locations to be determined. Scheduled to take place March-October 2022. Content to be consistent and delivered by AAVEA with a local flavour adjusted for each location.

Entitlements:

- Branding opportunities on the invitation and all material prepared for and in association with the Seminar
- Opportunity to welcome attendees
- Opportunity to offer a prize/giveaway
- Social media promotion – “partner feature”
- Acknowledgement on the AAVEA website

REGIONAL SEMINAR ROADSHOW – SESSION SPONSORSHIP

VALUE: R50,000

Six to eight regional seminars planned for the year, locations to be determined. Scheduled to take place March–October 2022. Content to be consistent and delivered by AAVEA with a local flavour adjusted for each location.

Entitlements:

- Unique co-hosting rights to the seminar series
- Recognition in the seminar title “AAVEA Regional Seminar co-hosted by”
- Branding opportunities on the invitation and all material prepared for and in association with all the Seminars
- Opportunity to introduce all presenters at each of the seminars in the series or provide a recorded introduction video
- Opportunity to offer a prize/giveaway
- Social media promotion – “co-host feature”
- Acknowledgement on the AAVEA website

Select one of our partnership opportunities to facilitate conversation and engineer engagement. Or discuss with us a customised solution to suit your budget and strategic marketing objectives, to offer you maximum exposure and value.

Join us as a sponsor and let’s work together to make this another great AAVEA collaboration!



CONTACT JASON RADE, OUR AAVEA SPONSORSHIP MANAGER, TO BOOK OR DISCUSS TAILORED PACKAGES. JASON@AAVEA.ORG.ZA



**FIND AAVEA WHEREVER YOU'RE SOCIAL
WE HAVE ACTIVE COMMUNITIES ON TWITTER,
LINKEDIN, AND FACEBOOK.**

**FIND US THERE AND JOIN THE CONVERSATION!
#AAVEA2022**

