



LAMB CHAMPS

2024



FOR MORE INFORMATION, VISIT
WWW.LAMBCHAMPS.CO.ZA

2022 & 2023



**NATHAN NAUDE
WINNER 2022**



**PAUL VAN ROOYEN
WINNER 2023**



**WILLEM AND MEGAN VAN HEERDEN
GOAT WENNER 2023**



THE TEAM

PACKAGE A3

EXPOSURE TO THE FESTIVAL

- **NAMING RIGHTS**
- **LOGO ON ALL FARMER PROFILES**
- **LOGO ON ALL ADVERTISEMENTS**
 - TV advertisements
 - Print media
- **MENTION**
 - Media interviews
 - Media invitations
- **EXPOSURE ON SOCIAL MEDIA**
 - Welcome as a sponsor
 - Advertisement provided by the **sponsor themselves**
 - **Facebook**
Lamb Champs (24,000 total likes | 33,000 Total follows)
Saai (16,000 total likes | 19,000 Total follows)
 - **Instagram**
Lamb Champs (818 Total followers)
Saai (2,341 Total followers)
 - **Lamb Champs web page**

EXPOSURE DURING THE FESTIVAL

- **PRIVATE VIP AREA**
 - Private bar
 - 2x Spits
 - 50x VIP tickets
- **PROMOTIONAL MATERIAL**
 - Gifts for participants
 - Advertisement **provided by the sponsor** on the big screen
 - Items can be distributed at the festival
 - Materials can be set up at the festival
- **DISPLAY SPACE**
 - 12m x 12m
- **MENTION**
 - By master of ceremonies, Minki van der Westhuizen
- **EXPOSURE ON SOCIAL MEDIA**
 - **Facebook**
Lamb Champs (24,000 total likes | 33,000 Total follows)
Saai (16,000 total likes | 19,000 Total follows)
 - **Instagram**
Lamb Champs (818 Total followers)
Saai (2,341 Total followers)
- **LOGO ON THE FOLLOWING**
 - Wristbands/Tickets, Stage, Participants' shirts, Winner's checks

EXPOSURE AFTER THE EVENT

- **EXPOSURE ON SOCIAL MEDIA**
 - **Facebook**
Lamb Champs (24,000 total likes | 33,000 Total follows)
Saai (16,000 total likes | 19,000 Total follows)
 - **Instagram**
Lamb Champs (818 Total followers)
Saai (2,341 Total followers)
- **MEDIA STATEMENTS**

R250 000

**ONLY ONE
AVAILABLE!**

PACKAGE A2

EXPOSURE TO THE FESTIVAL

- LOGO ON ALL FARMER PROFILES
- LOGO ON ALL ADVERTISEMENTS
 - TV advertisements
 - Print media
- MENTION
 - Media interviews
 - Media invitations
- EXPOSURE ON SOCIAL MEDIA
 - Welcome as a sponsor
 - Advertisement provided by the **sponsor themselves**
 - Facebook
 - Lamb Champs (24,000 total likes | 33,000 Total follows)
 - Saai (16,000 total likes | 19,000 Total follows)
 - Instagram
 - Lamb Champs (818 Total followers)
 - Saai (2,341 Total followers)
 - Lamb Champs web page

EXPOSURE DURING THE FESTIVAL

- PRIVATE VIP AREA
 - Private bar
 - 1x Spits
 - 25x VIP tickets
- BRANDING OF (**CHOOSE ONE**):
 - Children's play area
 - Goat area
 - Spits
- PROMOTIONAL MATERIAL
 - Gifts for participants
 - Items can be distributed at the festival
 - Material can be set up at the festival
- DISPLAY SPACE
 - 9m x 9m
- MENTION
 - By master of ceremonies, Minki van der Westhuizen
- EXPOSURE ON SOCIAL MEDIA
 - Facebook
 - Lamb Champs (24,000 total likes | 33,000 Total follows)
 - Saai (16,000 total likes | 19,000 Total follows)
 - Instagram
 - Lamb Champs (818 Total followers)
 - Saai (2,341 Total followers)
- LOGO ON THE FOLLOWING
 - Stage, Winner's checks

EXPOSURE AFTER THE EVENT

- EXPOSURE ON SOCIAL MEDIA
 - Facebook
 - Lamb Champs (24,000 total likes | 33,000 Total follows)
 - Saai (16,000 total likes | 19,000 Total follows)
 - Instagram
 - Lamb Champs (818 Total followers)
 - Saai (2,341 Total followers)
- MEDIA STATEMENTS

R150 000

PACKAGE B2

EXPOSURE TO THE FESTIVAL

- LOGO ON ALL FARMER PROFILES
- LOGO ON ALL ADVERTISEMENTS
 - TV advertisements
 - Print media
- MENTION
 - Media interviews
 - Media invitations
- EXPOSURE ON SOCIAL MEDIA
 - Welcome as a sponsor
 - Advertisement provided by the **sponsor themselves**
 - Facebook
 - Lamb Champs (24,000 total likes | 33,000 Total follows)
 - Saai (16,000 total likes | 19,000 Total follows)
 - Instagram
 - Lamb Champs (818 Total followers)
 - Saai (2,341 Total followers)
 - Lamb Champs web page

EXPOSURE DURING THE FESTIVAL

- 8X VIP TICKETS
 - Access to Saai tent
 - Private bar
 - Private spit
- PROMOTIONAL MATERIA
 - Items can be distributed at the festival
 - Material can be set up at the festival
- DISPLAY SPACE
 - 6m x 6m (*max*)
- EXPOSURE ON SOCIAL MEDIA
 - Facebook
 - Lamb Champs (24,000 total likes | 33,000 Total follows)
 - Saai (16,000 total likes | 19,000 Total follows)
 - Instagram
 - Lamb Champs (818 Total followers)
 - Saai (2,341 Total followers)
- LOGO ON THE FOLLOWING
 - Stage, Winner's checks

EXPOSURE AFTER THE EVENT

- EXPOSURE ON SOCIAL MEDIA
 - Facebook
 - Lamb Champs (24,000 total likes | 33,000 Total follows)
 - Saai (16,000 total likes | 19,000 Total follows)
 - Instagram
 - Lamb Champs (818 Total followers)
 - Saai (2,341 Total followers)
- MEDIA STATEMENTS

R50 000

PACKAGE C2

EXPOSURE TO THE FESTIVAL

• EXPOSURE ON SOCIAL MEDIA

• Welcome as a sponsor

- Facebook

Lamb Champs (24,000 total likes | 33,000 Total follows)

Saai (16,000 total likes | 19,000 Total follows)

- Instagram

Lamb Champs (818 Total followers)

Saai (2,341 Total followers)

- Lamb Champs web page

EXPOSURE DURING THE FESTIVAL

• 6X GENERAL ACCESS TICKETS

• PROMOTIONAL MATERIAL

• Items can be distributed at the festival

• Material can be set up at the festival

• DISPLAY SPACE

• 3m x 3m

EXPOSURE AFTER THE EVENT

• EXPOSURE ON SOCIAL MEDIA

- Facebook

Lamb Champs (24,000 total likes | 33,000 Total follows)

Saai (16,000 total likes | 19,000 Total follows)

- Instagram

Lamb Champs (818 Total followers)

Saai (2,341 Total followers)

• MEDIA STATEMENTS

R10 000

DISPLAY SPACE



LIMITED TICKETS
FOR **6 000 PEOPLE**



**100 LAMB SPITS,
50 GOAT SPITS**



LIVE BROADCAST
FARM SPACE



R50 000 PRIZE MONEY
FOR THE WINNER



SOCIAL MEDIA EXPOSURE

2023 → 2024



PRETORIA NATIONAL BOTANICAL GARDENS
20 JULY 2024



LIMITED TICKETS FOR **6 000 PEOPLE**



100 SHEEP SPIT
JUDGING STARTS AT 12:00

50 GOAT SPIT
JUDGING STARTS AT 14:00



NEW ARTISTS



MORE FOOD STALLS



LARGER CHILDREN'S PLAY AREA



TRADISIONAL SHEEP'S HEAD COMPETITION



CONTRACT



Payable by 1 March 2024

COMPANY NAME: _____

CONTACT PERSON: _____

CONTACT NUMBER: _____

EMAIL ADDRESS: _____

WEBPAGE: _____

Please send a high-resolution logo to ine@saai.org

PACKAGE A3



PACKAGE A2



PACKAGE B2



PACKAGE C2



SIGNED AT: _____ **ON THE** _____ **DAY OF** _____ **20** _____

**SIGNATURE
REPRESENTATIVE**

**SIGNATURE
FRANCOIS ROSSOUW**
EXECUTIVE DIRECTOR
SAAI