



7 February 2023

Dear KZN Honey Festival Supporter,

The KZN Bee Farmers Association (KZNBFA) is proud to announce that they have again partnered with the PMB Royal Agricultural Society to host the 2023 KZN HONEY FESTIVAL on:

**DATE: Sunday 30<sup>th</sup> of July 2023**

**TIME: 09h00 - 15h00**

**VENUE: Pietermaritzburg Royal Showgrounds**

This year's Festival will be the last ever event at the iconic Pietermaritzburg Royal Showgrounds. The century old grounds have been sold to developers and the Royal Agricultural Society is set to move to Mount Verde in Hilton. Join us in ending an era through this fantastic event!

The 2023 Honey Festival will be a fun filled family day out with plenty of interactive demonstrations, words of wisdom and plenty of bee keeping, honey and industry related products on offer. This is a chance for the public to learn about bees and their importance in life. The Festival will also open the world of beekeeping to buyers, suppliers, farmers and fellow bee keepers.

The funding of this Festival is purely being undertaken by the KZN Bee Farmers Association who are a volunteer organisation of beekeepers who exist to help educate and mentor KZN Beekeepers and the public about bees and bee keeping.

**We are approaching local businesses and industries to please consider sponsoring this Festival in one of the following categories:**

**CORPORATE SPONSORSHIP:**

**TIER 1 SPONSOR – From R50 000**

An opportunity exists to make this the "Company name" Honey Festival. As we have all seen, this event has potential to grow into a not-to-be-missed annual Festival. This package would include branding everything through a main Sponsor. A central main exhibition stand, flyers, road posters and all running costs are covered by this opportunity.

**KIDZ ZONE PACKAGE – From R10 000 TO R20 000** or completely take over the operations of a KID ZONE

An opportunity exists to actively run a "kids zone". Being a family event the children's entertainment section of the festival can be a huge drawcard. The Kid Zone can have a large outdoor section of the main arena, the company can brand it as much as possible. Before the Festival all social media channels can help in promoting the Kid Zone.

**ROAD POSTER PACKAGE – From R15 000 – please contact for quotation.**

An opportunity exists to have your company name on road posters advertising the Festival in Howick, Hilton, Pietermaritzburg, Hillcrest & Greater Durban. This includes municipal fees, print on Correx Board and hanging up & taking down the posters after the event.

## **TIER 2 SPONSOR – R5 000 TO R10 000**

An opportunity exists for stakeholders to be involved in the 2023 Honey Festival. This package includes an exhibition stand at the 2023 Festival as well as a chance to be part of the competitions and prize giving's. Depending on the level of commitment, displays, demonstrations and talks can be organised to accommodate the sponsor. Feel free to contact me for some ideas.

## **FLYERS PACKAGE - A5 Flyers – R5000 (closes March 1 2023 due to print deadlines)**

An opportunity exists to print an advert on the reverse side of the Honey Festival Flyer. 10 000 copies will be circulated at the 10-day 2023 Royal Show, schools and any other relevant channels.

## **PRIZES FOR OUR VARIOUS COMPETITIONS:**

1. Bee-focused Art Competition Awards for school and adult categories (6 categories).
2. Baking/cooking with Honey competition for school and adult categories. Mentored by the Jackie Cameron School of Food & Wine. (6 categories)
3. Honey Competition – run by the KZN BFA to encourage local producers to exhibit honey (13 categories).

We are looking for suitable prizes (products/monetary) as follows:

1<sup>st</sup> Place – goods or money to the value of R500 - total number of prizes 25

2<sup>nd</sup> Place – goods or money to the value of R300 - total number of prizes 25

3<sup>rd</sup> Place – goods or money to the value of R200 - total number of prizes 25

BEST IN SHOW for each competition– goods or money to the value of R1000 minimum value - total number of prizes 3

Thank you for your time and kind consideration of the above. We hope you are able to support the Honey Festival by way of prize-donation and/or attendance on the day and will make sure that your company is promoted as prizes are awarded and announced. There is no involvement too big or too small, we look forward to it all. If you have any queries please do not hesitate to contact us via [honeyfestival@kznbeefarmersassociation.co.za](mailto:honeyfestival@kznbeefarmersassociation.co.za) or call us on **0827070761**

With thanks and kind regards,

**Kim McCall**

**Honey Festival Coordinator for the KZN Bee Farmers Association**

[www.kznbeefarmersassociation.co.za](http://www.kznbeefarmersassociation.co.za)