FASA
THE FRANCHISE ASSOCIATION OF SOUTH AFRICA

FASA ANNUAL CONFERENCE & EXPO

2027 Sponsorship Packages



Headline · Platinum · Gold · Silver — four ways for South Africa's leading corporates to put their brand at the centre of the franchise sector.

Wednesday 24 & Thursday 25 February 2027

EVENT DATE

300–400

DELEGATES

4

SPONSORSHIP TIERS

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Why Large Corporates Partner With FASA



South Africa's economy runs on R7 trillion+ of annual output — franchising, nearing one trillion rands of that, is one of its fastest-growing engines of jobs and transformation. FASA sits at the centre of it.

One Trillion rands
Franchise sector output — 13%+ of GDP

800+
Franchise systems across 14 sectors

70,000+
Franchised outlets nationwide

500,000+
South Africans employed through franchising

Reasons brands partner with FASA, year after year:

Brand Equity
Accreditation by South Africa's benchmark franchising body, est. 1979.

Pipeline Access
Direct engagement with franchisors, multi-unit operators & prospective franchisees.

Share of Voice
Logo placement, social amplification & editorial features, all year round.

Economic Narrative
Demonstrable ESG & transformation credentials via job creation.



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2027 Packages At A Glance

One Headline partner, one Platinum, two Gold and three Silver — a tiered structure built for exclusivity at the top and breadth of participation across the sector.

HEADLINE
Exclusive · R600,000

EXHIBITION SPACE (Build for own cost)	CONFERENCE TICKETS	SPEAKING SLOT	AVAILABILITY
8m x 3m+	20	Opening Keynote	1 available

PLATINUM
R400,000

EXHIBITION SPACE (Build for own cost)	CONFERENCE TICKETS	SPEAKER + PANELIST	AVAILABILITY
6m x 4m	15	Speaker + Panelist	1 available

GOLD
R200,000

EXHIBITION SPACE (Build for own cost)	CONFERENCE TICKETS	SPEAKER SLOT	AVAILABILITY
4m x 4m	10	Speaker & Panelist	2 available

SILVER
R150,000

EXHIBITION SPACE (Build for own cost)	CONFERENCE TICKETS	SPEAKING SLOT	AVAILABILITY
3m x 3m	5	Panel Seat	4 available

Full inclusions for each tier — signage, digital marketing, data access & hospitality — are detailed on the following pages.

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Headline Partner

"The FASA Confex — Powered by [Your Brand]"

EXCLUSIVE · R600 000 · 1 AVAILABLE

8m x 3m+	20	Opening Keynote	12 Months
EXHIBITION SPACE	CONFERENCE TICKETS	SPEAKING SLOT	EXPOSURE WINDOW

Naming Rights & Presence

- Event named "FASA Confex — Powered by [Brand]"
- Logo built into the official show logo, on every piece of comms
- Prime 8m x 3m+ entrance-facing exhibition space

Stage & Thought Leadership

- Opening keynote / welcome address
- Award category naming rights at the Gala Dinner

Media & PR

- Mentioned across all event PR and comms
- PR on retailbriefafrica.co.za banner, 12 months
- Banner advert on www.retailbriefafrica.co.za for 12 months
- Media interviews where possible

Digital & Social

- Logo on every event social media post & email send
- 30-second infomercial during breaks

Data, Leads & Insight

- Full trade visitor database access (consent-based)
- Pre-event access to every exhibitor for bespoke outreach
- 2x custom registration questions + post-event insights report

Hospitality & Network

- 20 conference tickets + VIP Gala Dinner table
- Branding throughout the venue



Franchise Association of South Africa
Driving Economic Growth Through Ethical Franchising Since 1979

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Platinum Partner

Lead the conversation from the main stage

R400,000 EX VAT · 1 AVAILABLE

6m x 4m	15	Speaker + Panelist	12 Months
EXHIBITION SPACE	CONFERENCE TICKETS	SPEAKING SLOT	EXPOSURE WINDOW

Exhibition & Presence

- 6m x 4m prime, entrance-facing exhibition space
- Mutually agreed sponsor signage throughout the event

Stage & Content

- Speaker + panelist slot
- Branding at the welcome reception

Marketing & Digital

- Sponsor logo in every FASA email send
- Logo on social event posts
- www.retailbriefafrica.co.za banner advert for 6 months

Data & Access

- Pre-event access to all exhibitors for bespoke comms
- Trade visitor database access + attendee contact details (POPIA compliant)
- 2x custom registration questions for market research

Hospitality & Network

- 15 conference tickets + full awards table



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Gold Partner

A bigger stand, and a voice on stage

R200,000 EX VAT · 2 AVAILABLE

4m x 4m	10	Speaker & Panelist	6 Months
EXHIBITION SPACE	CONFERENCE TICKETS	SPEAKING SLOT	EXPOSURE WINDOW

Exhibition & Presence

- 4m x 4m shell-scheme exhibition space, with LED lighting and a plug point
- Pre-agreed sponsor signage throughout the event

Stage & Content

- Speaker & panelist slot

Marketing & Digital

- Sponsor logo in FASA email communications
- Logo on social event posts
- www.retailbriefafrica.co.za banner (4 months)

Data, Tickets & Add-ons

- Access to attendee data & in-event interactions
- Attendee contact details, where permission given
- 10 conference tickets
- Optional add-ons: Lanyard sponsorship (R10k) · Goodie bag insert (R2k)



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Silver Partner

Get your brand onto the exhibition floor

R150,000 EX VAT • 4 AVAILABLE • NEW FOR 2027

3m x 3m	5	Panel Seat	3 Months
EXHIBITION SPACE	CONFERENCE TICKETS	SPEAKING SLOT	EXPOSURE WINDOW

Exhibition & Presence

- 3m x 3m shell-scheme exhibition space
- Standard event signage placement

Stage & Content

- A seat on a panel discussion

Marketing & Digital

- Sponsor logo in FASA email communications
- Logo on social event posts

Tickets & Access

- 5 conference tickets included



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Partner With FASA

Secure your Headline, Platinum, Gold or Silver package for 2027. Limited availability applies to ensure exclusivity and maximum impact for every partner.

SPONSORSHIP & GENERAL ENQUIRIES

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