



SPONSORSHIP PROSPECTUS

THE 15TH ANNUAL CONFERENCE OF THE
AMERICAN ASSOCIATION OF WINE ECONOMISTS

28 June – 2 July 2023

Krystal Beach Hotel, Gordon's Bay

(Version 7 February 2023)

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INTRODUCTION AND OVERVIEW

The **American Association of Wine Economists (AAWE)** will host a conference in the Western Cape at the Krystal Beach Hotel, Gordon's Bay, from 28 June to 2 July 2023.

The planned conference at Krystal Beach Hotel in June 2023 is the fifteenth conference of the AAWE and has been preceded by conferences in Tbilisi (Georgia), Vienna (Austria), Ithaca (USA), Padua (Italy), Bordeaux (France), Mendoza (Argentina), Walla Walla (USA), Princeton (USA), Bolzano (Italy), Davis (USA), Reims (France), Portland (USA) and Trier (Germany). The 2013 Conference was held in Stellenbosch, the first time that the conference was hosted on the African continent. The upcoming conference, one decade later, is thus another opportunity for South Africa to present our wine and tourism industries to an international audience of Wine Economists. The expectation is that between 100 and 150 delegates will attend this prestigious event with more than half being foreign visitors, most of them leading economists and opinion leaders in the field. About 100 scholarly papers will be presented and a strong press contingent is expected.

The LOC believes that the AAWE Conference will be instrumental in promoting the interest of the wine industry of South Africa whilst, at the same time the conference will allow exposure to a number of decision makers in the local and foreign wine industries and it will also assist in positioning showcasing the Western Cape's vibrant wine sector.

AAWE (<http://www.wine-economics.org>) is a non-profit, educational organisation with members from across the globe (despite its name!) and is dedicated to encouraging and communicating the results of economic research and analyses and exchanging ideas in wine economics. Members of AAWE are economists involved in academia, business, government, and research. The Association's principal activities include publishing a refereed journal (The Journal of Wine Economics) and staging scholarly conferences that are forums for current wine related economic research.

On behalf of the association's members and management I would like to invite you to utilise the sponsorship opportunities available. This conference will allow your organisation the opportunity to get exposure to a number of role players and decision makers in the wine sector. We are aware that there are many calls for assistance from a variety of deserving organisations, but we believe that the AAWE conference will be instrumental in promoting the interests of the wine sector and rural communities through supporting research in this field and that it will contribute to the objectives of export growth and job creation. Your contribution will ensure that the conference is accessible to a wider audience; both internally and abroad. We hope that you will assist us in some way to further these objectives.

Nick Vink

Chair: 2023 AAWE Conference LOC

E-mail: nv@sun.ac.za

THE LOCAL ORGANISING COMMITTEE (LOC)

Chairperson	Nick Vink
Vice Chairperson	Dirk Troskie
Programme	Nick Vink, Rico Basson, Wendy Petersen, Elmarie Raabe
Tours	Robin Back
Treasurer	Cecilia Punt
Sponsorship	Bongiswa Matoti
Conference Organiser	Crystal Kasselmann from Centeq Events
Director of AAWE	Karl Storchmann

THE PROGRAMME OUTLINE

The programme will be a combination of invited speakers for plenary sessions and contributed oral and visual (poster) presentations over a period of two days, followed by two days of tours to wine farms.

AAWE	PROVISIONAL PROGRAMME OUTLINE
	WEDNESDAY 28 JUNE 2023
17:00	Registration
18:00	Welcome reception (at Krystal Beach Hotel)
	THURSDAY 29 JUNE 2023
	Full day conference
	Dinner (at Krystal Beach Hotel)
	FRIDAY 30 JUNE 2023
	Full day conference
	Dinner (at Krystal Beach Hotel)
	SATURDAY 1 JULY 2023
	Wine tours
	SUNDAY 2 JULY 2023
	Wine tours









SPONSORSHIP OPPORTUNITIES

We invite you to participate and support the AAWE conference by selecting an opportunity that suits your company profile and budget.

SPONSORSHIP PACKAGES- GENERAL ENTITLEMENTS








PLATINUM PACKAGE

R100 000 AND ABOVE

-  One full page colour advertisement within the conference programme. Sponsor to supply high resolution advertisement.
-  2 x pull-up banners to be placed in the plenary venue. Sponsor to supply the banners. Final positioning of the banners to be determined by the organizer.
-  3 x complimentary registrations to the conference and social functions.
-  Sponsor logo to be placed in the conference programme. Sponsor to supply high resolution logo.
-  Sponsor logo to be placed on the general sponsor holding slide that will be displayed during breaks in the plenary venue.
-  Sponsor logo to be placed on the conference website with a direct link to the sponsor's website.
-  Acknowledgement on social media.
-  A 5 minute speaker opportunity during plenary session as determined by the organizer.








GOLD PACKAGE

R60 000 – R99 000

-  One full page colour advertisement within the conference programme. Sponsor to supply high resolution advertisement.
-  2 x pull-up banners to be placed in the plenary venue. Sponsor to supply the banners. Final positioning of the banners to be determined by the organizer.
-  2 x complimentary registrations to the conference and social functions.
-  Sponsor logo to be placed in the conference programme. Sponsor to supply high resolution logo.
-  Sponsor logo to be placed on the general sponsor holding slide that will be displayed during breaks in the plenary venue.
-  Sponsor logo to be placed on the conference website with a direct link to the sponsor's website.
-  Acknowledgement on social media.






SILVER PACKAGE

R40 000 – R59 000

-  1 page colour advertisement insert in the conference bag. Sponsor to supply sufficient copies for all delegate bags prior to the conference.
-  1 x pull-up banner to be placed in the plenary venue. Sponsor to supply the banner. Final positioning of the banners to be determined by the organizer.
-  1 x complimentary registration to the conference and social functions.
-  Sponsor logo to be placed in the conference programme. Sponsor to supply high resolution logo.
-  Sponsor logo to be placed on the general sponsor holding slide that will be displayed during breaks in the plenary venue.
-  Sponsor logo to be placed on the conference website with a direct link to the sponsor's website.
-  Acknowledgement on social media.





BRONZE PACKAGE

R20 000 – R39 000

-  1 x pull-up banners to be placed in the plenary venue. Sponsor to supply the banner. Final positioning of the banners to be determined by the organizer.
-  Sponsor logo to be placed in the conference programme. Sponsor to supply high resolution logo.
-  Sponsor logo to be placed on the general sponsor holding slide that will be displayed during breaks in the plenary venue.
-  Sponsor logo to be placed on the conference website with a direct link to the sponsor's website.
-  Acknowledgement on social media.

BLUE PACKAGE

< R20 000

-  Sponsor logo to be placed in the conference programme. Sponsor to supply high resolution logo.
-  Sponsor logo to be placed on the general sponsor holding slide that will be displayed during breaks in the plenary venue.
-  Sponsor logo to be placed on the conference website with a direct link to the sponsor's website.
-  Acknowledgement on social media.

For sponsorship in kind, the value of the sponsorship will be determined.

Kindly contact Crystal Kasselmann (crystal@centegevents.co.za) or Bongiswa Matoti (bongiswa.matoti@westerncape.gov.za) to discuss the details of alternative sponsorship options.

Thank you to our current sponsors

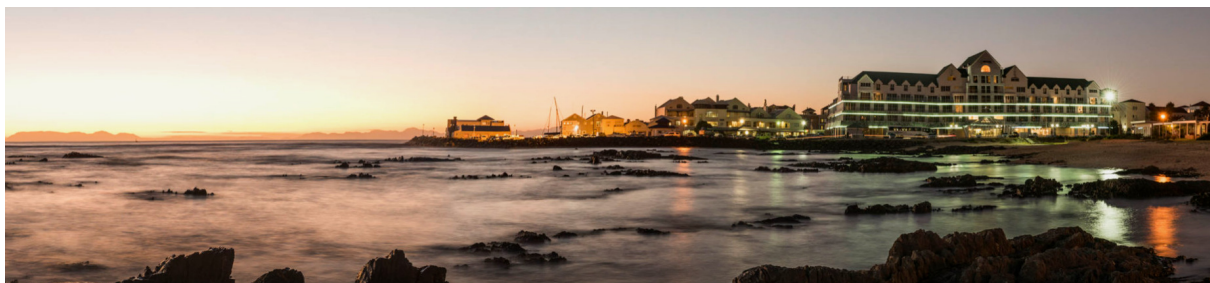
Without their support, this educational sharing and networking conference would not be possible



GENERAL CONFERENCE INFORMATION

The conference venue: The Krystal Beach Hotel, Gordon's Bay

The Krystal Beach Hotel is situated in the waterfront of Harbour Island, Gordon's Bay, with breathtaking sea views. It is situated 60km from Cape Town's centre and 40km from Cape Town International Airport.



<https://www.krystalbeach.co.za/location/>

The Host

2023 AAWE Conference Local Organising Committee (LOC)

Nick Vink

Chair: 2023 AAWE Conference LOC

Department of Agricultural Economics

Stellenbosch University

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Conference Secretariat

Centeq Events

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Centeq Events



www.centeqevents.co.za