

THREAT 2026

Sponsorship Tiers Comparison

Note: All sponsors will be invited to the exclusive sponsor dinner.

Sponsorship Tiers Overview

Feature	Bronze (Up to 40K ZAR)	Gold (Up to 90K ZAR)	Platinum (Over 90K ZAR)
Exhibition Space <i>Sponsors may set up these as they want within reason.</i>	1 Table	2 Tables	3 Tables
Complimentary Passes	Up to 4 General Access, 1 Invite Only	Up to 9 General Access, 2 Invite Only	Up to 15 General Access, 4 Invite Only
Speaking Opportunity	None	1 Keynote + Panel Discussant	Named Session + Keynote + Panel Discussant
Branding on Website	Logo Placement	Logo + 50-word profile	Premium Logo + 150-word profile
Social Media Mentions	1 pre-event post	2 pre-event, 1 live post	Dedicated campaign
Delegate Bag Insert	Yes	Yes	Yes + Premium placement

Detailed Breakdowns

Bronze (Up to 40K ZAR)

- **Exhibition:** 1 table in the main networking area. Sponsors may set up their display as they want within reason.
- **Access:** Up to 4 General Access passes and 1 Invite Only pass.
- **Speaking Opportunity:** None.
- **Branding:** Company logo on the THREAT 2026 sponsor page and holding slides.
- **Marketing:** One (1) piece of collateral included in the delegate welcome bag.

Gold (Up to 90K ZAR)

- **Exhibition:** 2 tables in a high-traffic zone. Sponsors may set up their display as they want within reason.
- **Access:** Up to 9 General Access passes and 2 Invite Only passes.
- **Speaking Opportunity:** 1 Keynote presentation and a seat as a panel discussant.
- **Branding:** Logo and 50-word company profile on the website and event app, plus prominent event signage.
- **Marketing:** Dedicated social media mentions before and during the event.

Platinum (Over 90K ZAR)

- **Exhibition:** 3 tables in a prime location. Sponsors may set up their display as they want within reason.
- **Access:** Up to 15 General Access passes and 4 Invite Only passes.
- **Speaking Opportunity:** Naming rights to a session, a dedicated Keynote, and a seat as a panel discussant.
- **Branding:** "Title Sponsor" level branding across materials and premium logo placement with a 150-word profile.
- **Marketing:** A comprehensive digital campaign before, during, and after the event, plus premium placement of marketing materials.