

**sasas**  
South African Society for Animal Science



# 53 Annual SASAS CONGRESS

26 - 28 September 2022

**Sponsor Proposal**





# INVITATION

The South African Society for Animal Science (SASAS) is the home of animal scientists working in a broad spectrum of the agricultural industry, including; consulting, production and breeding advice to the livestock sector, promoting viable animal production systems in harmony with the natural resources and the environment, while maintaining both animal and human welfare. Animal scientists also undertake research, education and training at universities or research institutions. Moreover, SASAS members collectively strive to contribute towards a robust and productive scientific knowledge economy.

The emphasis and focus are on relevant issues pertaining to the Southern African region. The scope of our interests includes all facets of the husbandry of farm livestock species (cattle, sheep, goats, pigs, poultry, ostriches and horses) including the products derived from them (meat, milk and dairy products, wool, mohair, leather and eggs) as well as relevant aspects of aquatic and wildlife species. The main disciplines of interest are nutrition, genetics, physiology, meat science, wool science and applied Animal Science. Sociological and managerial aspects of well-defined livestock production and farming systems are also of interest.

The congress will be a hybrid congress incorporating in-person attendance with live streaming of the main sessions.

For the potential sponsor, opportunities of reaching and interacting with representatives of the following sectors are possible at the congress. These include the animal feed industry, livestock breeding/AI companies, academics and students in agriculture, agricultural consultants and advisors, the agricultural processing and value adding industry as well agricultural policy makers.

The SASAS KZN Branch invites you to join us and interact with representatives of the livestock sector as a sponsor at the 53rd SASAS Congress in the scenic KZN Midlands.



# The **THEME** of the congress is:

**Changing** paradigms in livestock production – confronting a new reality.

Our world has been changing ever faster with global warming and then the upheaval of the pandemic and the influence of social media. Global warming is making an impact on our continent, and according to ILRI by 2050 heat stress induced by climate change may drastically alter livestock production in Africa. Our congress will focus on some of these issues, with local and international experts invited to address us on these issues.







## KZN MIDLANDS

After a 3 year absence, come and reconnect with your friends and colleagues again, meet new colleagues and network, make new friends and networking connections at the 53<sup>rd</sup> SASAS congress in the KZN Midlands.

Pietermaritzburg and the midlands is well known as hosts to internationally renowned sporting events, such as the Comrades Marathon, the Duzi Canoe Marathon, the Midmar Mile swim and the Cascades MTB Park which has hosted MTB world championships on numerous occasions. The Midlands has a selection of great mountain bike trails to offer.

The KZN Midlands is well known for livestock production off pasture, particularly dairying. Cedara in the KZN Midlands specialises in Livestock Production of cultivated pastures, most significantly dairying on pasture. The University of KwaZulu-Natal, in Pietermaritzburg, has a reputation for Poultry and Animal Science Research as well as Pasture and Veld Management Research.



## The VENUE:

Ascot Conference Centre in Pietermaritzburg.

The Ascot is built on the site of the old racing stables for the Scottsville race course. There are 4 Lodges (Ascot Inn with modest rooms in former racehorse stable, Ascot Bush Lodge, Aintree Lodge and Wensleydale Guest Lodge) in close proximity of the conference centre, the furthest being 500 metres away, in easy walking distance. Further accommodation is available close by (Su Casa Guest House, Regal Inn Xpress & the Road Lodge) and for more luxurious accommodation, the Southern Sun Golden Horse Casino at the Scottsville Race Course.



# The ORGANISING committee:

Sibongiseni Gcumisa  
Nomfuzo Mkhize  
Donna Berjak  
Nonhlanhla Sibisi  
Karen Yardley  
Heleen Els  
Fabian Fon  
Zikhona Rani  
Trevor Dugmore  
Nicky Tyler

Chairman  
Vice-chairman  
Secretary  
Admin  
Poster judging  
Poster judging  
Student quiz and debate  
Student quiz and debate  
Finance

A new development is that, in addition to the PlaasMedia student quiz, there will be a student debating contest with the winners decided with a live debate between the finalists at congress.

Congress event management and hybrid event supplier is Vetlink Media Solutions.

Registration, Papers and Poster submissions are via the [www.sasascongress2022.co.za](http://www.sasascongress2022.co.za) website.







# Our INVITED SPEAKERS



**DR JOHN ROCHE**, the chief scientific advisor to the Ministry of Primary Industries in New Zealand, on critical issues facing livestock production. John was a regular speaker at the SA Large Herds Conference.



**DR GAVIN WHITELAW** of the KwaZulu-Natal Museum on the "Early Farmers in KwaZulu-Natal: the archaeological evidence". Those of you who watched the documentary series Shoreline will remember Gavin.



**JOHANN ZIETSMANN**, a livestock consultant on Cattle Production off Veld, based in Zimbabwe, who will speak on; Livestock production on veld: Challenging conventional wisdom. Johann studied at the University of Pretoria under Professor Jan Bonsma, and graduated with a BSc (Agric) in Animal Science in the early 1970s. He has extensive experience as a hands-on cattleman and consultant.



**PROF NORMAN MAIWASHE** of the ARC at Irene will address the issue of breeding adapted live stock for production off veld alone with a paper on "Practical application of BLUP/EBV's in grazing livestock systems"



**DR FLORENCE NHERERA-CHOKUDA**, the CEO of NERPO will touch on the constraints and challenges involved in improving rural/communal livestock production.

**DR S MBIZENI** from UNISA will discuss the potential impact of increasing environmental temperatures on the geographical expansion of existing diseases, the re-emergence of old diseases, such as Nagana in KZN, and the potential for new emerging diseases to South Africa with global warming.



**PROF NEIL DUNCAN**, formerly from Onderstepoort will address the issue of Biosecurity in the livestock industry, as the disease challenges are expected to increase with climate change.



**JACKIE TUCKER** have a MSc Animal Science (Nutrition Science), from the University of Pretoria and is currently completing a MBA at the Henley Business School-Africa. She has been the Ruminant Team Lead at Chemuniqué from 2009 to 2021 followed by Product Manager at Virbac RSA from 2005 to 2009. She is the Chairperson of the AFMA's Technical committee and Founding member of LASSA (Ladies in Animal Science South Africa). Member of SASAS



**DR MICHAEL MACNEIL**

Dr. Michael MacNeil received his BS in agriculture from Cornell University in 1974, MS in animal science from Montana State University in 1978, and PhD in animal breeding and genetics from South Dakota State University in 1982.



**DR JEAN RUST**

PhD, University Of The Free State, South Africa  
Animal Research Directorate Of The Döhne Agricultural Development Institute, Eastern Cape Province,  
Dr Rust previously held a senior scientist/ management position at the South African Agricultural Research Council. Dr Rust still practices as an assisted reproduction specialist but his research interest has shifted to developing agriculture with a special focus on the development of alternative livestock production systems for commercial, smallholder and subsistence farmers



**DEWALD OLIVIER** previously held a senior scientist/ management position at the South African Agricultural Research Council. Dr Rust still practices as an assisted reproduction specialist but his research interest has shifted to developing agriculture with a special focus on the development of alternative livestock production systems for commercial, smallholder and subsistence farmers



## **PACKAGE A BANNER DISPLAY**

### **INCLUDES**

- Inserts into proceedings (to be provided)
- Pull up banner and poster
- Recognition on official programme and in the Proceedings.
- Inclusion in event marketing materials
- Logo in abstract booklet & on website
- Virtual booth on conference app
- Conference fee waived for 1 delegate to scientific program.

COST: R10 000

## **PACKAGE B REGISTRATION SPONSOR**

### **INCLUDES**

- Branding of the registration area in foyer
- Abstract Booklet branded with company logo on cover
- Branding of nametags, company to provide branded lanyards and pens.
- First option to provide congress bags.
- Inclusion in event marketing material, logo on website & in abstract booklet
- Virtual booth on conference app (detailed benefits in sponsorship proposal)
- Push notifications on conference app

COST: R25 000

Only one opportunity

## **PACKAGE C SPEAKER SPONSOR**

### **INCLUDES**

- Recognition on official programme, in proceedings and on all announcements
- Conference fee waived for 1 delegate to scientific program.
- Brand lecture room during talk of sponsored speaker:(Maximum 2 pull-up banners).
- Branding on PowerPoint
- Logo in abstract booklet & on website
- Push notification on conference app

COST: International speaker from R25 000  
Local speaker from R15 000

## **PACKAGE D HAPPY HOUR**

### **INCLUDES**

- Exclusive right to brand the area where cash bar will be set up (2 nights available).
- Inclusion in event marketing materials & logo on website
- Push notification on conference app

COST: From R4 000

Two evenings available

## **PACKAGE E FUNCTION SPONSOR**

### **INCLUDES**

- Full Branding at function that you sponsor. (Colours logo on invite etc)
- Gala dinner: Branding of function room and additional branding at congress venue.
- Free advertising space in the proceedings (inserts to be provided).
- Recognition on official programme & pre-congress marketing
- One free registration - Scientific programme.
- Push notification on conference app
- Inclusion in event marketing materials & logo on website

COST: R20 000

Gala Dinner and Cocktail function



**PACKAGE F  
SILVER SPONSOR**

**INCLUDES**

- Inserts into proceedings (to be provided)
  - Pull up banner and poster
  - Recognition on official programme and in the Proceedings.
  - Inclusion in event marketing materials
  - Logo on website & in abstract booklet
  - Virtual booth on conference app (Detailed benefits in sponsorship proposal)
  - 2 x Push notifications on conference app
  - 1 x Individual social media posts
  - Conference fee waived for 1 delegate to scientific program.
- COST: R30 000      Only two opportunities available.

**PACKAGE G  
GOLDEN SPONSOR**

**INCLUDES**

- Inserts into proceedings (to be provided)
  - Pull up banner at the registration area in foyer
  - Abstract Booklet branded with company logo on cover
  - Inclusion in event marketing material
  - Logo on website & in abstract booklet
  - Virtual booth on conference app (detailed benefits in sponsorship proposal)
  - 2 x Push notifications on conference app
  - 2 x Individual social media posts
  - Advert on Back Cover
  - Detailed company profile on website with hyperlink to website
- COST: R40 000      One opportunity available

**SUMMARY**

	Gold sponsor	Silver Sponsor	Registration	Happy hour	Banner Display	Speaker	Function
<b>Pre-event marketing:</b>							
Inclusion in event marketing materials	✓	✓	✓	✓	✓	✓	✓
Hyperlink to company in advertising mails	✓	✓	✓			✓	✓
Landing page/website logo & link	✓	✓	✓	✓	✓	✓	✓
Social media promotion (pre-event)	✓	✓	✓			✓	
<b>Access to event</b>							
Complimentary ticket	✓	✓				✓	✓
Additional staff pass discount on day fee	20%	15%	10%				5%
<b>During event benefits</b>							
Speaker sponsorship (branding on powerpoint)						✓	
Sponsor recognition in proceedings	✓	✓	✓	✓	✓	✓	✓
Pop up banner at venue - entrance/ registration area	✓		✓				
Pop up banner in refreshment area outside of lecture room (pull up banner)	✓	✓	✓	✓	✓	✓	✓
Pop-up banner in lecture room						✓	
Promotional item in registration pack	✓	✓	✓	✓	✓	✓	✓
Sponsored nametags (logo on nametag)			✓				
Sponsored bags & inserts			✓				
Sponsored lanyards			✓				
<b>During event benefits (Online App)</b>							
Promotional literature handout via platform	✓	✓	✓	✓	✓	✓	✓
Virtual Booth	✓	✓	✓	✓	✓	✓	✓
Push Notifications	✓	✓	✓	✓	✓	✓	✓
<b>Post conference</b>							
Access to attendee list (name and institution)	✓	✓	✓	✓			✓
Access to event recordings	✓	✓	✓	✓	✓	✓	✓
Post-event marketing logo/hyperlink on email/social media etc.	✓	✓	✓	✓	✓	✓	✓

