



SPONSORSHIP OPPORTUNITIES

NOVEMBER 2025 | CAPE TOWN

#FEDHASA

ABOUT FEDHASA

THE VOICE OF HOSPITALITY IN SOUTH AFRICA

The Federated Hospitality Association of Southern Africa (FEDHASA) is the nationally recognised voice of South Africa's hospitality industry. Established in 1949, FEDHASA represents hotels, restaurants, guesthouses, conference centres, and hospitality suppliers across the country.

For more than seven decades, FEDHASA has worked in partnership with government, labour, and business to shape tourism policy, protect member interests, and drive transformation. As the only body representing the full breadth of the hospitality sector, FEDHASA is uniquely positioned to champion excellence, professionalism, and innovation.

As the custodian of the FEDHASA Hospitality Awards, the Association celebrates the people and organisations who are setting benchmarks, inspiring careers, and shaping the future of South African tourism and hospitality.



ABOUT THE AWARDS

The FEDHASA Hospitality Awards stand as the premier platform **recognising excellence** across South Africa's dynamic hospitality sector. Spanning a wide range of categories, the awards celebrate outstanding contributions in lodging, dining, sustainability, innovation, and leadership—honouring both established leaders and emerging young professionals.

This celebration goes beyond recognition. Anchored within the **Tourism Business Council** of South Africa's vision, the FEDHASA Awards are positioned as a strategic platform for industry growth, empowerment, and transformation. They aim to shift the perception of tourism from a “transitional industry” to a viable, aspirational career choice, highlighting the breadth of opportunities in operations, leadership, technology, sustainability, and investment.

Through categories dedicated to **sustainability and social impact**, the awards commend those setting benchmarks in environmental responsibility and community upliftment. By placing strong emphasis on recognising unsung heroes—from executive housekeepers to facilities managers—the event elevates every layer of the industry, not just its leaders.

Ultimately, the FEDHASA Hospitality Awards showcase the **pinnacle of achievement in tourism and hospitality**, inspiring continued innovation, skills development, and collaboration—while spotlighting the people and organisations who are shaping the industry's future.

WHY THE AWARDS MATTER

The FEDHASA Hospitality Awards go beyond recognition—they are a catalyst for growth, transformation, and inspiration.

Motivating Talent:

National recognition drives employees to raise their game, strive for higher standards, and take pride in their contributions.

Driving Excellence:

Awards set industry benchmarks, encouraging continuous improvement and innovation.

Elevating Careers:

By highlighting roles from concierges to sustainability leaders, the Awards reinforce that hospitality is a respected and rewarding career path.

Strengthening the Industry:

Recognition fosters pride and professionalism, positioning tourism as a career of choice and a driver of national growth.

In just its second year, the FEDHASA Awards are already building a legacy as the premier celebration of South Africa's hospitality sector.

TESTIMONIALS



Winner's Voice

"Winning a 2024 FEDHASA Hospitality Award was a truly humbling honour for me and for Thokozani Wines, Guesthouse & Hospitality, as it recognised the passion and dedication of our entire team. This recognition has inspired us to keep raising the bar, creating memorable experiences for our guests, and showcasing the true spirit of South African hospitality."

— Denise Stubbs, Past Winner



Industry Perspective

"Recognising excellence within our industry not only celebrates individual achievements but inspires the entire sector to elevate its standards and nurture future leaders."

— FEDHASA Leadership

TESTIMONIALS

Chris Godenir, Peninsula All-Suite Hotel, By Dream Resorts

"Winning the Fedhasa Hospitality Industry award was a personal honour and privilege, particularly in being recognized by my peers. The award has profiled The Peninsula and Dream Hotels and Resorts as a company to work for and a real player in hospitality that means to be around for many years to come."

Samantha Williams, Profitroom (Headline Sponsor):

"Sponsoring the FEDHASA Industry Awards was an honour, giving us the chance to stand alongside hospitality professionals who inspire and set new benchmarks for the industry. For Profitroom, it was a celebration of people, passion, and progress – values we hold at the heart of everything we do."

Minister Patricia de Lille (Minister of Tourism South Africa):

"Tonight's winners are more than just individuals; they are beacons of inspiration for the next generation."

Trevor Longmore, Prime Cleaning Suppliers WC (Sponsor - Housekeeping Award):

"It was an honour to be involved in such a prestigious event for recognising the hospitality industry".

Rudy Bailly, One Source Direct (Sponsor):

"The 2024 FEDHASA Hospitality Awards were a fantastic experience and provided great exposure for One Source Direct. The event's glitz and glamour made it a true highlight, and we were proud to be part of celebrating excellence in the hospitality industry".

Luis Pinheiro, GM The Silo Hotel (Nominee & Winner):

"The 2024 FEDHASA Hospitality Awards were both a powerful motivator and a heartfelt thank-you to our incredible team at The Silo Hotel. Winning across multiple categories was a proud moment that celebrated their passion, dedication, and true excellence in hospitality."

David Pollock (Winner, Sustainability Award):

"Winning the 2024 FEDHASA Hospitality Award for Sustainability was an incredible honour and a recognition of the hard work, passion, and dedication I put into saving our planet, every small step makes a difference when everyone plays their part. This achievement has inspired me to continue raising the bar within Hotel Verde."

TESTIMONIALS

KEY AWARDS THEME

Individual Recognition:

The awards aim to shine a spotlight on the individuals whose hard work and passion contribute significantly to guest experiences, which are often attributed to the brand.

Innovation and Excellence:

The winners are recognised for pushing boundaries, embracing new technologies, and demonstrating innovation, as seen in the case of Peermont, which won for its innovative and agile approach.

Industry Growth and Inspiration:

The awards are seen as a way to inspire the next generation of hospitality professionals and to foster continuous improvement and collaboration within the sector.

Resilience in Challenging Times:

The event acknowledges the challenges the industry faces and celebrates the resilience and commitment of its professionals, even in the face of adversity.

IMPACT SNAPSHOT

#FEDHASA

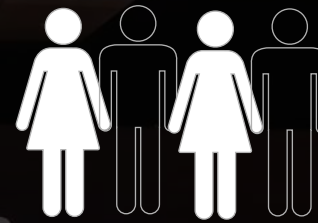
FIRST YEAR HIGHLIGHTS

The inaugural **FEDHASA Hospitality Awards** proved the industry's appetite for a credible, independent platform celebrating excellence across tourism and hospitality. Even in its first year, the Awards achieved significant reach and impact:



50

50 nominations received across **13 award categories**, showcasing the breadth of South African hospitality talent.



200+

A sold-out audience of 200 hospitality leaders, government representatives, and media joined us on the night to celebrate the industry.



BACKING

Widely praised by nominees, winners, and attendees for raising the profile of hospitality and inspiring a culture of excellence.



2.6K
followers



153
followers



1.5K
followers



16.6 Million

Coverage across **national media platforms** (print, digital, and broadcast).

An estimated **16.6 million media impressions** highlighting the Awards and winners.



400+

Anticipated attendees in 2025
Key Local Industry role players



EVENT SNAPSHOT

Date

November 2025

Time

18:00 - 23:45

Location

Cape Town

Format

Black carpet arrival, cocktail reception, awards ceremony, after-party

Guests

400 (hospitality leaders, media, nominees, sponsors)

Reach

Nationwide hospitality professionals + press & social coverage



AUDIENCE REACH

Who's in the Room (400+ Attendees):

- 70% Senior Decision-Makers – Hotel GMs, CEOs, Owners, Investors
- 20% Rising Talent – Emerging leaders, unsung heroes, young professionals
- 10% Government & Media – Policy leaders, TBCSA representatives, national press

Extended Reach:

- 10,000+ in FEDHASA membership network
- 250,000+ digital impressions across LinkedIn, Instagram, TikTok
- National media coverage via press releases & black carpet interviews

The FEDHASA Hospitality Awards bring together the people shaping the future of South African tourism and hospitality. From C-suite executives and award-winning chefs to government leaders and rising talent, this is where influence, innovation, and recognition converge.

Sponsorship ensures your brand connects directly with:

- The **decision-makers** driving investment and leadership in hospitality.
- The **future leaders** who will shape the industry for the next generation.
- The **voices of policy and media** setting the national tourism agenda.

And the reach goes far beyond the night itself. With integrated campaigns across digital, press, and FEDHASA's nationwide network, your brand enjoys visibility before, during, and long after the event.

This isn't just an awards evening—it's a strategic platform for influence, connection, and impact.

CATEGORIES LIST

F E D H A S A

COMMERCIAL EXCELLENCE

1. **Sales & Marketing Professional of the Year** – For individuals who deliver outstanding results through sales growth, market development, and innovative marketing strategies.
2. **Revenue & Distribution Manager of the Year** – For professionals who optimise pricing, distribution channels, and forecasting to maximise business profitability.
3. **Hospitality Consultant of the Year** – For consultants or advisors who provide strategic solutions and add measurable value to hospitality businesses.

OPERATIONAL EXCELLENCE

4. **General Manager of the Year** – Recognising visionary leaders who inspire teams and ensure operational excellence.
5. **Front Office Manager of the Year** – For professionals who manage the first point of guest interaction with efficiency and excellence.
6. **Concierge of the Year** – Celebrating concierges who go above and beyond to create memorable guest experiences.
7. **Executive Housekeeper of Year** – Recognising leaders who uphold the highest standards of cleanliness and guest comfort.
8. **Maintenance & Facilities Manager of the Year** – For professionals who ensure properties are safe, efficient, and sustainable.

CATEGORIES LIST

F E D H A S A

FOOD & BEVERAGE EXCELLENCE

9. **Chef of the Year** – Honouring chefs who display culinary mastery, creativity, and leadership.
10. **Meetings & Event Manager of the Year** – Recognising professionals who deliver exceptional conferences, meetings, and events that enhance guest experience and drive revenue.
11. **Food & Beverage Manager of the Year** – Recognising managers who deliver strong operational and financial performance.
Rising Talent & Recognition
12. **Restaurant Manager of the Year** – For leaders who create outstanding guest dining experiences.
13. **Beverage Professional of the Year (Sommelier/Mixologist)** – Celebrating experts in wine, cocktails, and beverage service.

INNOVATION & IMPACT

14. **Finance Professional of the Year** – Recognising financial leaders who ensure profitability and compliance.
15. **Talent Manager of the Year** – For HR leaders building strong, inclusive, and skilled workforces.
16. **Digital Innovation & Technology Professional of the Year** – Recognising professionals who transform hospitality through technology and digital solutions.

CATEGORIES LIST

F E D H A S A

INNOVATION & IMPACT

- 17. **Sustainability & ESG Professional of the Year** – For professionals who champion sustainable practices and community impact.
- 18. **Spa & Wellness Manager of the Year** – Recognising managers creating exceptional wellness experiences.
- 19. **Rising Star (Under 30 - Any Function)** – For young professionals who show exceptional promise and achievement.

SPECIAL RECOGNITION

- 20. **Trailblazer Award** – For individuals who have transformed and inspired the hospitality industry through vision and leadership.
- 21. **Leader of the Year** – For outstanding leaders who embody vision, mentorship, and influence.

SPONSORSHIP PACKAGES

DIAMOND SPONSOR - *Highest Sponsorship Tier*

Premier Visibility, Extensive Brand Integration and Exclusive Benefits

R650,000

Exclusive

BENEFITS:

Brand Exposure

- Premier visibility across all event assets (online and print)
- Logo on black carpet media wall, stage screens, and step-and-repeat banner
- Exclusive branding of *Golden Arrival* Black Carpet Experience
- Sponsor-co-branded cheque handovers for all winners
- Opening & closing billboard recognition

Marketing

- Dedicated social media spotlight and inclusion in highlight reels
- Mention in all press releases and email campaigns
- Option to include an item in the guest gift bag (sponsor to provide item)
- On-site activation opportunity (e.g. champagne welcome or photo booth zone)

Awards Tickets

- 10 VIP tickets, including cocktail reception, awards ceremony, and after-party access

SPONSORSHIP PACKAGES

GOLD SPONSOR - *Category + Experience Partner*

R350,000

Up to 3 available

Partners select one of the following signature areas:

- 1. Cocktail Reception Sponsor**
Branding of bars, cocktail menus, and lounge
- 2. After-Party Sponsor**
DJ booth branding, co-hosting privileges, drink tags
- 3. Registration Area Sponsor**
Branding wristbands, check-in screens, and welcome boards

BENEFITS:

Brand Exposure

- Branding of selected experience zone
- Sponsorship of one award category (with logo on screen and emcee mention)
- Logo on website and select digital platforms
- Logo on photo wall (shared with other sponsors)

Marketing

- Inclusion in social media campaign and nominee highlights
- Option to include an item in guest gift bags (sponsor to provide item)

Awards Tickets

- 6 guest passes, including cocktail reception, awards ceremony, and after-party access

SPONSORSHIP PACKAGES

CATEGORY SPONSOR - *Award Patron*

R95,000

Up to 13 available

Great for targeted industry alignment
e.g.: Best Culinary Excellence by [Sponsor]

BENEFITS:

Brand Exposure

- Branding of selected experience zone
- Branding of one specific award category (logo on screen and verbal recognition)
- Logo on website and on screens during the specific award presentation

Marketing

- Logo inclusion in nominee highlight posts

Awards Tickets

- 2 guest passes, including cocktail reception, awards ceremony, and after-party access

SPONSORSHIP PACKAGES

OPTIONAL ADD-ONS

ADD-ON	DESCRIPTION	RATE
• Gift Bag Inclusion	• Include product/sample/voucher	• R10,000
• Dedicated Social Media Reel	• Highlight brand story	• R15,000
• Media Wall Interview Feature	• Live or pre-recorded clip	• R12,000
• Signature Drink Naming	• “The [Brand] Martini”	• R7,500

WHY SPONSOR?

Partnering with the FEDHASA Hospitality Awards is more than a branding exercise—it's an opportunity to invest in the future of South Africa's tourism and hospitality sector. As a sponsor, you position your brand at the heart of an industry that contributes millions of jobs, drives transformation, and shapes South Africa's global reputation.

Be Seen by the Right People Network with the decision-makers who matter most:

- CEOs & Investors shaping the business of tourism.
- Hotel GMs & Restaurant Leaders driving service excellence.
- Award-winning Chefs & Innovators redefining hospitality experiences.
- Rising Talent – the next generation of hospitality professionals.
- Government & Policy Leaders advancing tourism on a national level.

Own the Moment – From black carpet branding to stage screens, press coverage, and social media spotlights, your brand is front and centre.

Create Memorable Experiences – Host the cocktail reception, after-party, or guest welcome—turning your sponsorship into a talking point guests won't forget.

WHY SPONSOR?

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Own the Moment – From black carpet branding and stage screens to press coverage and social media spotlights, your brand takes centre stage in front of 400+ high-value attendees and a nationwide audience online.

Create Memorable Experiences – Host the cocktail reception, after-party, or guest welcome—turning your sponsorship into a talking point. Host the cocktail reception, after-party, or guest welcome—where the industry gathers to connect, celebrate, and remember your brand.

Multi-Channel Exposure – Integrated visibility before, during, and after the event:

- Event branding across print, stage, and digital.
- PR and press releases highlighting sponsors as champions of the industry.
- Social media campaigns and nominee spotlights reaching thousands across LinkedIn, Instagram, TikTok, and FEDHASA's membership network.

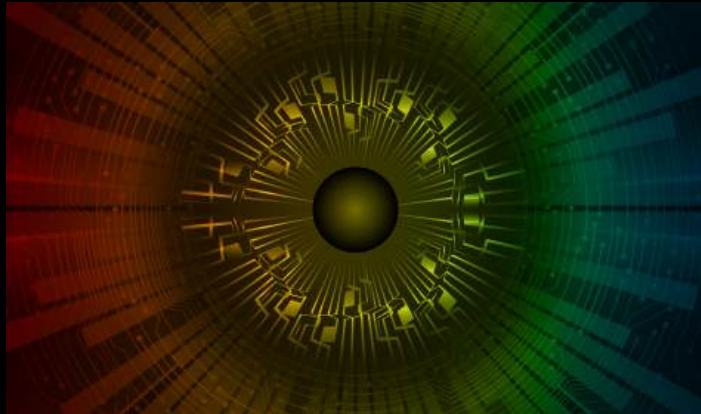
Champion the Industry – Show your commitment to celebrating South Africa's hospitality talent while driving transformation and skills development. Sponsoring FEDHASA Awards means actively supporting the Tourism Business Council's mission: shifting tourism from a "transitional industry" to a sustainable, aspirational career path.

*Sponsoring the Fedhasa Hospitality Awards is a high-impact way to connect, influence,
and be remembered by the leaders shaping hospitality's future.*

MARKETING & PROMOTIONAL STRATEGY

#FEDHASA

To maximise visibility and reach for the FEDHASA Awards, a marketing strategy will promote the event across digital & social media marketing. This approach ensures that FEDHASA and its partners gain exposure leading up to, during, and after the event.



SOCIAL MEDIA

Targeted Social Media Campaigns sharing nominee spotlights, behind the scenes content, and sponsor highlights. Instagram Reels / TikToks / LinkedIn videos featuring highlights and glam cam clips. Countdown posts, and polls to encourage engagement.



EMAIL MARKETING

Professionally designed email campaigns to past FEDHASA attendees and nominees. Hospitality professionals and member networks. Sponsors and their networks.



DIGITAL MARKETING

A dedicated website, visually dynamic landing page with event details, theme, sponsor highlights, nominee profiles, and ticketing. Embedded countdown clock and call-to-action buttons.

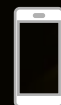
THANK YOU

We appreciate your time in reviewing this proposal and considering the opportunity to partner with the **FEDHASA Hospitality Awards 2025**.

Your support helps us celebrate excellence, inspire innovation, and honour the people and businesses who make South African hospitality truly world-class.

We would be honoured to welcome you as part of this prestigious event and look forward to creating an unforgettable experience — together.

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