

Voorsitter: Tjaart Lotter
tjaart@topcrop.org | 076 985 0187

Ondervoorsitter: Rika Prins
rika@cumax211.co.za | 083 398 0899



Tesourier: Analéne Mouton
admin@lutzvilleskou.co.za | 083 234 2372

Sekretaresse: Melanie Agenbag
info@lutzvilleskou.co.za | 083 283 3617

DEAR PROSPECTIVE PARTNER FOR LUTZVILLE AGRICULTURE SHOW 2026

OVERVIEW

From 30 July to 1 August 2026, the Lutzville Showgrounds will come alive as we host the 78th Lutzville Agricultural Show. The festival was held for the first time in 1946.

Over the past two years, our show has grown in both attendance and activities. We invite you to journey with us as we create a festival that uplifts our region, celebrates our farming heritage and sparks pride in our community.

WHAT WE OFFER

We invite your business to become part of this exciting and successful event, helping to promote and boost tourism within the Matzikama- and Olifantsriver regions by considering a general or specific sponsorship. Cash, vouchers or prizes/products are welcome!

As a non-profit organization, we ensure that proceeds from the show benefit the community.

Let's Work Together!

We would love the opportunity to meet with you to discuss ways to get involved. Please let us know a date and time that would be convenient for you.

Together, we can create a family-friendly event that brings economic benefits to our region while providing a fun and safe experience for all attendees.

SPONSORSHIP PACKAGES

1. SECTION SPONSOR
2. DIAMOND (R50K+)
3. GOLD (R20K+)
4. SILVER (R10K+)
5. BRONZE (R5K+)
6. GENERAL (R500+)

1. SECTION SPONSOR

You can sponsor an individual section of the event.

As a section sponsor, you receive:

- A promotional announcement by the artist or section host.
- Your logo displayed on the screen behind the stage.
- Branding opportunities, and more.

All sponsorship details will be discussed.

Please note: Sponsoring a section requires full payment of that entire section.

- Interlocking flooring for main tent
- Artist
- Tractor Pull Class Final
- Stage, Sound & AV
- Tents
- Kids Zone
- Christmas Lunch Food Packs for the Elderly
- Strongman Competition
- Horse Classes
- Sweepstake
- Women's Morning Event
- Sheep Head Eating Competition
- Miss Lutzville Pageant
- Poultry Section
- Performers' Dinner
- Gala Evening
- Clothing & Branding for Barmen and Committee
- Ablution Facilities

(Read more on the next page.)



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2. DIAMOND (R50K+)

- Premium feature posts on our social media.
- Two 1-minute digital videos (supplied by you).
- Logo on website, social media & main stage screen.
- On-site branding rights (digital & physical).
- Opportunity to hand over prizes during events.
- 15 complimentary weekend passes.
- 2 invites to our gala-event.
- Promotion on local radio stations and Lutzville Agricultural Show newsletters/public relations.
- Year-round branding on showground wall (1225 x 1225 mm) included in your sponsorship.
- General partner badge (Design) - for bragging rights.

3. GOLD (R20K+)

- Featured social media posts.
- One 1-minute digital video (supplied by you).
- Prize handover opportunity during events.
- 5 complimentary weekend passes.
- Year-round branding (1225 x 610 mm) for your own account.
- General partner badge (Design) - for bragging rights.

STALL EXHIBITS

OUTSIDE 6X6M OR INSIDE 3X3M: **R1700**
AGRICULTURAL: **R3500**
FOR THE FULL WEEKEND.

CONTACT US:

STALLS@LUTZVILLESKOU.CO.ZA

4. SILVER (R10K+)

- Social media acknowledgement.
- Display your banners at the event.
- 3 complimentary weekend passes.
- Year-round branding (610 x 610 mm) for your own account.
- General partner badge (Design) - for bragging rights.

5. BRONZE (R5K+)

- Social media acknowledgement.
- General partner badge (Design) - for bragging rights.

6. GENERAL (R500)

- General partner badge (Design) - for bragging rights.

DID YOU KNOW?

We are a nonprofit org. Every rand goes back into the community.

Recent initiatives:

- Donated a jungle gym to Uitkyk Primary School (2024).
- Ongoing upgrades to the showgrounds.
- Job creation throughout the year.
- Beverage sponsor to SAPS women's conference 2025.

With your partnership, we can build, uplift and empower together.

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Looking Ahead to 2026

We are expanding our entertainment lineup, enhancing visitor experiences and building even stronger opportunities for tourism, trade and local pride. With your support, we can create a celebration that makes lasting impact for both community and business.

Your contribution, whether big or small, helps cultivate something lasting - jobs, tourism, growth and joyful moments for families.

1. Social Media Strategy

Our social media strategy ensures strong visibility for your brand. We share engaging posts, targeted updates, and creative content that highlights your sponsorship. Your business becomes part of the story.

2. Influencer & PR Approach

We collaborate with trusted voices who amplify your brand message. Influencers and media partners help tell your story with authenticity. Your support reaches audiences who value real community impact.

3. Traditional Media

Your brand gains exposure through established media platforms. Posters, radio mentions, and printed materials share your message widely. It's a classic approach that reaches loyal local audiences.

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You can contact us at sponsors@lutzvilleskou.co.za
or call 083 234 2372/076 985 0187.

Festival greetings,
Lutzville Skou Management

Chairman

www.lutzvilleskou.co.za



BANKING DETAILS:
ABSA | ACCOUNT: 1710510128
sponsors@lutzvilleskou.co.za