



2026 WORLD
WAGYU
CONFERENCE
13 - 14 OCTOBER 2026

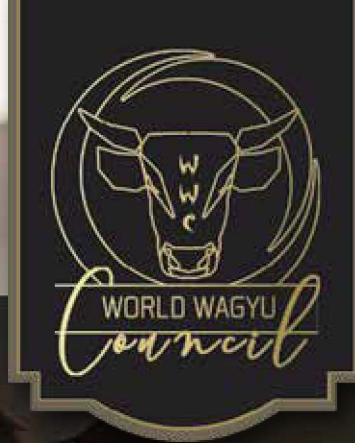
One BREED - *One* VISION

Hosted by



SPONSORSHIP
PROSPECTUS

13-14 October 2026
Cavalli Estate, Stellenbosch



Dear Potential Partner

It is our distinct honor to welcome you to the upcoming World Wagyu Conference 2026, hosted in the heart of South Africa's renowned winelands.

From 13–14 October 2026, global industry leaders, breeders, researchers, and innovators will gather at Cavalli Estate in Stellenbosch to celebrate excellence, drive collaboration, and shape the future of the Wagyu industry worldwide. This conference represents more than an event. It is a convergence of heritage, science, performance, and partnership. It is where world-class genetics meet progressive production systems. Where global insight meets local expertise. And where strategic partnerships are formed that move the industry forward.

As a valued potential partner, you are invited to be part of this defining moment for Wagyu on the global stage. Together, we have the opportunity to showcase innovation, strengthen networks, and position our industry for sustainable growth in an increasingly competitive market.

Wagyu One Breed. One Vision.

www.worldwagyuCouncil.com | www.worldwagyu2026.com | www.wagyu.org.za





Since its establishment in 2015, the World Wagyu Council has swelled its membership to 14 associations representing 5,000+ individual members across 5 continents with a stated mission to promote the Wagyu breed and brand internationally. This reflects the reputation of Wagyu as the world's best tasting beef and its ever increasing popularity globally.

Wagyu is a premium industry, synonymous for quality, with the potential to further expand. As such, it attracts the top tier of the beef industry from breeders through to chefs, farm shops, butchers, wholesalers and retailers - all wishing to stamp their mark and reap their reward from this unique breed of cattle. The Wagyu industry is developing at different rates across different countries so there is a huge opportunity for interested parties from the genetics, nutrition, animal health, machinery and technology sectors (to name just a few) to tap into this growth market.

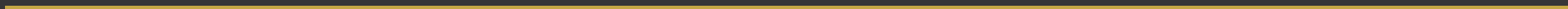
Held every two years, the World Wagyu Council conference 2026 takes place in the Western Cape, South Africa 13-14 October 2026 with a two-day program of seminars, entertainment and presentations. An anticipated 250+ delegates will attend - drawn from all corners of the globe.

As a sponsorship partner, you are guaranteed a personal showcase for your products or services on the global stage! You will find a number of options in the enclosed Sponsorship Prospectus which can, of course, be tailored to your needs.

This promises to be a spectacular conference and we look forward to seeing you there!

- *Richard Saunders*
Chairman - World Wagyu Council

- *Deja Nienaber*
Head of Organizing Committee - World Wagyu Council





SPONSORSHIP BENEFITS

World Wagyu Conference 2026

Sponsoring the World Wagyu Conference 2026 positions your brand at the centre of a highly influential, premium global network. This is not a passive branding exercise, it is direct exposure to decision-makers, breeders, investors, feed specialists, genetic companies, agri-tech leaders, and premium beef market stakeholders from across the world.

As a sponsor, you align your brand with excellence, innovation, and global leadership in one of the fastest-growing premium protein markets.

Beyond visibility, this platform offers meaningful engagement: in-person relationship building, thought-leadership positioning, targeted brand integration, and long-term industry credibility.

The value lies not only in the audience you reach during the three-day conference, but in the sustained brand association with a world-class event that elevates your reputation far beyond the venue.

This is strategic positioning, not just logo placement.

www.worldwagyuCouncil.com | www.worldwagyu2026.com | www.wagyu.org.za





CAVALLI

STELLENBOSCH



SCAN FOR LOCATION

A WORLD-CLASS CONFERENCE VENUE IN THE CAPE WINELANDS

Cavalli Estate is a premier conference destination in the Cape Winelands, combining modern facilities with an inspiring natural setting.

Located along the R44 between Stellenbosch and Somerset West, the estate offers delegates a professional venue surrounded by vineyards, dams, and panoramic mountain views. With flexible event spaces, state-of-the-art technology, secure on-site parking, and easy access from Cape Town and Cape Town International Airport, Cavalli provides the ideal balance of productivity and tranquility.





CONFERENCE SPONSORSHIP PARTNERSHIPS

	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
South African Rand (ZAR) (excl VAT)	R 160 000	R 120 000	R 80 000	R 50 000	R 30 000
US Dollar (\$) (excl VAT)	\$ 10 000	\$ 7 500	\$ 5 000	\$ 2 500	\$ 1 900
British Pound (£) (excl VAT)	£ 7 400	£ 5 550	£ 3 770	£ 1 850	£ 1 400
Number of sponsorships available	1				

SPONSORSHIP INCLUSIONS	SPONSOR TITLE RECOGNITION				
	Logo on Home Page of the Conference website	✓			
	Logo on sponsorship page of the Conference website	✓	✓	✓	✓
	In the sponsors' section in the Conference Program (digital & print)	✓	✓	✓	✓
	Logo on holding slide displayed during the breaks in all the venues	✓	✓	✓	✓
	Conference Information email blast sent before the Conference	✓			

SPONSORSHIP INCLUSIONS

	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
SPONSOR TITLE RECOGNITION					
Social Media Post on World Wagyu Council and Wagyu South Africa Social Media Platforms, with recognition as sponsor, logo and short company description.	✓				
Social Media Post on World Wagyu Council and Wagyu South Africa Social Media Platforms, with recognition as sponsor and logo.		✓			

ADDITIONAL SPONSORSHIP INCLUSIONS

Company profile on the Conference website	200 WORDS	150 WORDS	100 WORDS		
30-minute symposium. Sponsor to supply electronic invitation to the symposium	✓	✓			
Exhibition space	9 SQM 2 EXHIBITORS	9 SQM 2 EXHIBITORS	6 SQM 1 EXHIBITOR		
Special verbal recognition at the Welcome and Opening	✓	✓			
Three-minute video to be played during the breaks	✓	✓			
Delegate List – supplied in accordance with POPI Act (opt in), at the conclusion of the event	✓				
Delegate registrations to the Conference	5	3	3	2	1
Invitation to Gala Dinner	3	2	2	2	1
Ad in the conference program (Digital & print)	FULL PAGE	HALF PAGE	HALF PAGE	QUATER PAGE	



CONFERENCE COLLATERAL SPONSORSHIPS

ITEM DESCRIPTION	AMOUNT			ADDITIONAL BENEFITS
Branded Luxury Backpack	R 40 000	\$ 2 550	£ 1 890	- Logo on backpack co-branded with World Wagyu Council and Wagyu Society of South Africa. - Complimentary promotional insert into Backpack supplied by sponsor.
Branded Premium Notebook & Pen Kit	R 20 000	\$ 1 255	£ 950	Logo on notebook co-branded with World Wagyu Council and Wagyu Society of South Africa.
Branded Premium Stainless Steel & Plastic Double Wall Tumbler	R 20 000	\$ 1 255	£ 950	Logo on Stainless Steel Tumbler co-branded with World Wagyu Council.
Branded Lanyard with card holder	R 3 000	\$ 190	£ 140	Logo on lanyard strap.
Branded premium double wine/food Cooler Bag with sublimation print design	R 20 000	\$ 1 255	£ 950	- Logo on cooler bag co-branded with World Wagyu Council as sublimation print design. - Complimentary promotional insert into Backpack supplied by sponsor.
Branded Donkey Long Tong Luxury barbecue tongs local ZA gift	R 30 000	\$ 1 900	£ 1400	Logo engraved on barbecue tong handle co-branded with World Wagyu Council.
	2 Sponsorships Available			



ITEM DESCRIPTION	AMOUNT			ADDITIONAL BENEFITS
Pocket Program (Print)	R 15 000	\$ 950	£ 700	• Sponsor's logo will be printed on the pocket program and distributed in the Conference bags • Sponsor's logo will appear on the website and on the holding slides between sessions
Bag inserts (print media, ads, collateral)	R 3 000	\$ 190	£ 140	• Sponsors logo can be displayed on the product • Products will be distributed in the Conference bag
Fast Charge 22.5W Power Banks	R 18 000 3 Sponsorships Available	\$ 1 150	£ 850	• Ideal travel and conference exposure • Logo on powerbank co-branded with World Wagyu Council
Branded Mint Ball	R 3 000	\$ 190	£ 140	• Sponsors logo can be displayed on the product
Branded Lip Balm	R 3 000	\$ 190	£ 140	• Sponsors logo can be displayed on the product



2026 ANNUAL FIRST EDITION INTERNATIONAL DELEGATE HANDBOOK

Sponsors are invited to feature in the first edition of the International Delegate Handbook. A premium publication uniting the global Wagyu community. The handbook will include country stories, breeder profiles, industry insights, contact directories, and recognition of annual conference partners. With dedicated advertising opportunities and strategic brand placement, sponsors gain lasting exposure in a high-quality reference publication that extends well beyond the conference itself.

ITEM DESCRIPTION	AMOUNT		
Inside front or back cover full page advertisement	R 25 000	\$ 1 600	£ 1 200
Full page advertisement	R 15 000	\$ 950	£ 700
Half page advertisement	R 10 000	\$ 630	£ 480
Quarter page advertisement	R 5 000	\$ 320	£ 250

Sponsoring a keynote or specialist speaker positions your brand alongside global expertise and industry leadership. Your organization will be directly associated with the insights shaping the future of Wagyu, while receiving premium visibility and recognition during the session.

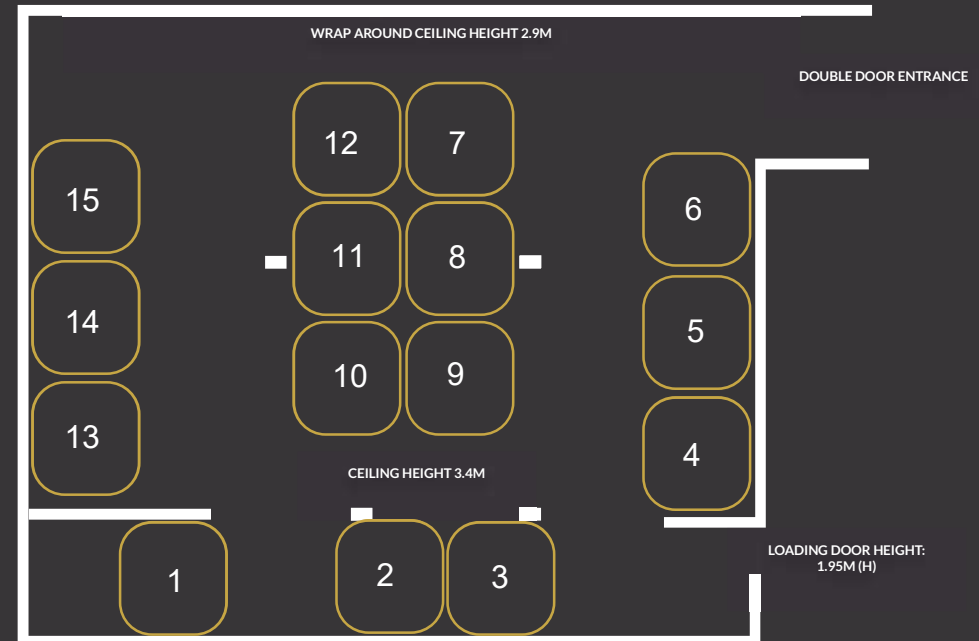
ITEM DESCRIPTION	AMOUNT		
Speaker Sponsorship	R 50 000	\$ 3 150	£ 2 350



EXHIBITION SPACE AT THE WORLD WAGYU CONFERENCE 2026

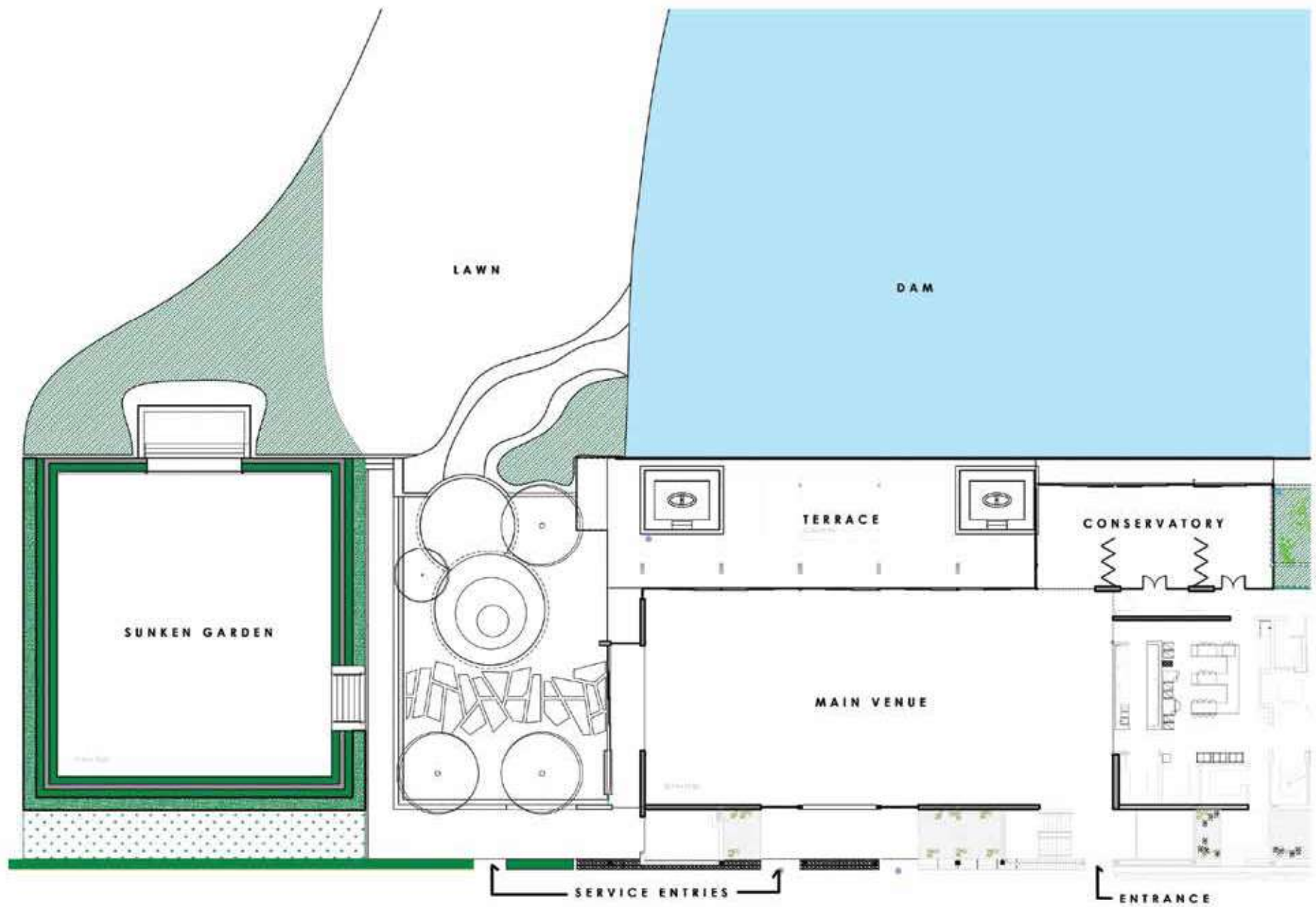
A limited number of exhibition spaces are available during the conference, offering sponsors direct engagement with delegates throughout the event. Approximately 16 premium 3x3m stands will be positioned in high-traffic areas, including the Gallery and the Sunken Garden, ensuring consistent visibility and interaction.

These spaces provide an ideal platform to showcase products, services, and innovations to an influential international audience. Should you require a larger footprint or a customized exhibition layout, our team will gladly work with you to tailor a space that meets your needs.



INDOOR GALLERY FLOOR PLAN

ITEM DESCRIPTION	AMOUNT		
Indoor/Outdoor 3mx3m Exhibition Stand.	R 15 000	\$ 1000	£ 700



CAVALLI ESTATE FLOOR AND SITE PLAN



SPONSORED EVENT PARTNERSHIPS

ITEM DESCRIPTION

Welcome Reception and Dinner

Gala Dinner

Closing Social Braai

Opportunity has been identified to attract a partner for a braai event on the closing of the conference. Potential sponsors will be value chain partners, with unique associations with Wagyu farmers, beef, and/or consumers. A Cook off event with international teams, each continent or society, with the event sponsor, and 2/3 of the international/local representatives.

Your investment will entitle you to the following benefits:

- Recognition as Title Event Sponsor (logo)
- In the sponsors' section in the Conference Program (digital and print)
- On the holding slide displayed during the breaks in all the venues
- Conference Information email blast sent before the Conference
- Thank you email blast sent at the conclusion of the Conference
- Naming Rights at the Specific Event
- One delegate registration to the Conference
- One invitations to the Conference Gala Dinner
- One full page advertisement in the digital program book
- 6 sqm exhibition space (includes one exhibitor registration)
- 80-word company profile on the Conference website



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The World Wagyu Conference 2026 represents a defining moment for the global Wagyu industry — and an opportunity to align your brand with excellence, innovation, and international collaboration. We invite you to partner with us in shaping an event that will leave a lasting impact far beyond its three days in Stellenbosch.

Together, we can create meaningful connections, elevate industry standards, and position your organization at the forefront of the global Wagyu conversation.

We look forward to building something exceptional with you.

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