



# EASTERN CAPE TOURISM AWARDS & EXPO



## 2025

# HONOURING EXCELLENCE IN EASTERN CAPE TOURISM



**TOURISM EXPO**  
25-27 SEPTEMBER

**AWARDS CEREMONY**  
27 SEPTEMBER

**GET INVOLVED**

[awards@ecta.co.za](mailto:awards@ecta.co.za) | [www.ecta.co.za](http://www.ecta.co.za) | 082 437 7600





# EASTERN CAPE TOURISM AWARDS & EXPO



## 2025

## INTRODUCTION

The Eastern Cape Tourism Awards (ECTA) aim to celebrate and acknowledge the outstanding achievements of stakeholders within the province's tourism industry. By recognizing excellence across various sectors, these awards will highlight the region's unique offerings and position the Eastern Cape as a leading tourism destination in South Africa. The ECTA will foster a culture of excellence and innovation, inspiring tourism players to continually raise their standards and contribute to the province's economic growth.



**GET INVOLVED**

[awards@ecta.co.za](mailto:awards@ecta.co.za) | [www.ecta.co.za](http://www.ecta.co.za) | 082 437 7600



# EASTERN CAPE TOURISM AWARDS & EXPO



## 2025

### CATEGORIES

**BEST  
HOTEL  
OR  
RESORT**

**BEST  
GUESTHOUSE  
B&B OR  
LODGE**

**BEST  
BACKPACKER  
OR  
CAMPING  
GROUNDS**

**BEST  
HOMESTAY  
EXPERIENCE**

**FUTURE  
LEADER IN  
TOURISM**

**OUTSTANDING  
CULINARY  
EXPERIENCE &  
RESTAURANTS**

**DIGITAL  
TOURISM  
INFLUENCER  
OF THE YEAR**

**SUSTAINABLE  
TOURISM  
AWARD**

**TOUR  
OPERATOR  
OF THE YEAR**

**EVENT &  
CONFERENCE  
ORGANISER  
OF THE YEAR**

**EXCEPTIONAL  
SAFARI &  
GAME PARK  
EXPERIENCE**

**ULTIMATE  
ADVENTURE  
ATTRACTION**

**UNIQUE  
AGRI-  
TOURISM  
EXPERIENCE**

**ICONIC  
CULTURAL &  
HERITAGE  
EXPERIENCE**

**PREMIER  
CONFERENCE  
& EVENTS  
VENUE**



**GET INVOLVED**

[awards@ecta.co.za](mailto:awards@ecta.co.za) | [www.ecta.co.za](http://www.ecta.co.za) | 082 437 7600





# EASTERN CAPE TOURISM AWARDS & EXPO



## 2025

### BECOME A SPONSOR

As a partner or sponsor of the Eastern Cape Tourism Awards & Expo, your brand will benefit from extensive exposure and association with an event that celebrates excellence. Your organization will have the opportunity to engage directly with key players in the tourism industry, build meaningful relationships, and demonstrate your commitment to the growth of the Eastern Cape. From branding opportunities to media exposure, the benefits of partnership are substantial, positioning your brand as a supporter of local tourism.



**GET INVOLVED**

[awards@ecta.co.za](mailto:awards@ecta.co.za) | [www.ecta.co.za](http://www.ecta.co.za) | 082 437 7600





# EASTERN CAPE TOURISM AWARDS & EXPO



## NAMING PARTNER

**R300,000.00**

Limited to ONE only

**SOLD**

### SPONSOR BENEFITS

Y/N

NAMING RIGHTS

Y

the event

ADDRESS THE  
AUDIENCE

Y

8-10 minutes slot on the programme to address the audience at the Awards Dinner

LOGO ON BIG SCREEN

Y

Prominent placement of Company logo on Big Screen at Awards Dinner. Will be displayed throughout the event

ONLINE MARKETING

Y

Continuous online marketing on all platforms including Facebook, Instagram, LinkedIn and Company Logo on ECTA Website

EVENT PROGRAMME

Y

Prominent placement of Company Logo

EVENT TICKETS

Y

20 Complimentary tickets (two tables) to attend the Awards Dinner.

EVENT MARKETING

Y

Branding throughout the Events Venue including the driveway, entrance and communal areas. (branding to be provided) Two wall banners displayed on either side of the main stage.

EXHIBITION BRANDING

Y

Exclusive branding at the Entrance Foyer to the Exhibition Hall

EXHIBITION PROGRAM

Y

Slot in the Network Marketing Programme

**GET INVOLVED**

awards@ecta.co.za | www.ecta.co.za | 082 437 7600





# EASTERN CAPE TOURISM AWARDS & EXPO



## PLATINUM SPONSOR

### R200,000.00

Limited to ONE only

## SPONSOR PACKAGES

SPONSOR BENEFITS	Y/N	DESCRIPTOIN
ADDRESS THE AUDIENCE	Y	5 minutes slot on the programme to address he audience at the Awards Dinner
PRESENTATION OF AWARDS	Y	Company Representative to join on Stage to present the Trophies to Winners in all Categories
LOGO ON BIG SCREEN	Y	Prominent placement of Company logo on Big Screen at Awards Dinner
ONLINE MARKETING	Y	At least 4 online marketing posts on all platforms including Facebook, Instagram, LinkedIN and Company Logo on ECTA Website
EVENT PROGRAMME	Y	Prominent placement of Company Logo
EVENT TICKETS	Y	10 Complimentary tickets (one table) to attend the Awards Dinner.
EVENT MARKETING	Y	Two teardrop flyers in Driveway entrance to venue. Two pull up banners in the front of Event venue next to naming partner wall banners. (Branding to be provided)
EXHIBITION BRANDING	Y	ONE x (3x2) Exhibition Stand near Entrance Foyer
EXHIBITION PROGRAM	Y	Slot in the Network Marketing Programme

GET INVOLVED

awards@ecta.co.za | www.ecta.co.za | 082 437 7600





# EASTERN CAPE TOURISM AWARDS & EXPO



## GOLD SPONSOR R50,000.00 Limited to TWO only

### SPONSOR PACKAGES

SPONSOR BENEFITS	Y/N	DESCRIPTOIN
ADDRESS THE AUDIENCE	Y	3-minutes slot on the programme to address he audience at the Awards Dinner
PRESENTATION OF AWARDS	Y	Company Representative to join on Stage to present the Certificates to Winners in all Categories
LOGO ON BIG SCREEN	Y	Prominent placement of Company logo on Big Screen at Awards Dinner
ONLINE MARKETING	Y	At least 2 online marketing posts on all platforms including Facebook, Instagram, LinkedIN and Company Logo on ECTA Website
EVENT PROGRAMME	Y	Prominent placement of Company Logo
EVENT TICKETS	Y	4 Complimentary tickets to attend the Awards Dinner.
EVENT MARKETING	Y	Two teardrop flyers in Driveway entrance to venue. Two pull up banners in the side of Event venue. (Branding to be provided)
EXHIBITION BRANDING	Y	ONE Freestanding Booth (Table & Chairs) Exhibition Stand near Entrance to the Freestanding Exhibition Area
EXHIBITION PROGRAM	Y	Slot in the Network Marketing Programme

GET INVOLVED

awards@ecta.co.za | www.ecta.co.za | 082 437 7600





# EASTERN CAPE TOURISM AWARDS & EXPO



## CATEGORY SPONSOR R15,000.00 / CATEGORY Limited to ONE per category

### SPONSOR PACKAGES

SPONSOR BENEFITS	Y/N	DESCRIPTOIN
PRESENTATION OF AWARDS	Y	Company Representative to join on Stage to present the Certificates to the Finalists in your sponsored category
LOGO ON BIG SCREEN	Y	Placement of Company logo on Big Screen at Awards Dinner
ONLINE MARKETING	Y	At least 1 online marketing posts on all platforms including Facebook, Instagram, LinkedIN and Company Logo on ECTA Website
EVENT PROGRAMME	Y	Placement of Company Logo
EVENT TICKETS	Y	1 Complimentary ticket to attend the Awards Dinner.
EVENT MARKETING	Y	ONE pull up banner at the back of Event venue. (Branding to be provided)
EXHIBITION PROGRAM	Y	Slot in the Network Marketing Programme



**GET INVOLVED**

[awards@ecta.co.za](mailto:awards@ecta.co.za) | [www.ecta.co.za](http://www.ecta.co.za) | 082 437 7600



# EASTERN CAPE TOURISM AWARDS & EXPO



## PRIZE, SUPPLIER & MEDIA SPONSOR

### SPONSOR PACKAGES

SPONSOR BENEFITS	Y/N	DESCRIPTOIN
LOGO ON BIG SCREEN	Y	Placement of Company logo on Big Screen at Awards Dinner
ONLINE MARKETING	Y	At least 1 online marketing posts on all platforms including Facebook, Instagram, LinkedIn and Company Logo on ECTA Website
EVENT PROGRAMME	Y	Placement of Company Logo
EVENT TICKETS	Y	ONE complimentary Ticket to the Awards Dinner if the sponsorship value is R20000.00 or less. TWO complimentary tickets to the Awards Dinner if the sponsorship value is R20001.00 or more.
CUSTOMIZED	Y	Dependant on prize value - we can negotiate additional benefits



GET INVOLVED

awards@ecta.co.za | [www.ecta.co.za](http://www.ecta.co.za) | 082 437 7600





# EASTERN CAPE TOURISM AWARDS & EXPO



## 2025

### CONTACT US TO BECOME A SPONSOR



### GET INVOLVED

[awards@ecta.co.za](mailto:awards@ecta.co.za)

[www.ecta.co.za](http://www.ecta.co.za)

082 437 7600