



ZAS 116 AGRICULTURAL DEVELOPMENT SPONSORSHIP PACKAGE

The Zimbabwe Agricultural Society is offering the following partnership opportunities:

AGRICULTURAL SHOW SECTIONS

There are five sections of the society that take part during the Zimbabwe Agricultural Show. Annually, the ZAS invites over 500 farmers to showcase their produce and engage with stakeholders attending the Show. The goal is to promote and accelerate agriculture development in rural areas and transform every farmer from a small-scale farmer to entrepreneurs, businessmen and women.

AGRICULTURE PRODUCE SECTION

An opportunity to engage with smallholder and commercial farmers and award prizes in the following categories:

Overall Best Pfumvudza Farmer

This prestigious award recognizes a farmer who has demonstrated outstanding yields under Pfumvudza principles, innovative and sustainable farming practices, community impact and knowledge sharing, record keeping and program compliance from the 10 provinces in Zimbabwe. Your support will inspire thousands of farmers and position your brand as a champion of sustainability and rural development. The prize money will be allocated towards high-impact, community-enhancing prizes. Specifically, the funds will be used either to purchase a tractor, support the drilling of a borehole, facilitate the equipping and solarisation of the project site etc. These initiatives are designed to promote sustainable development, improve agricultural productivity, and enhance access to clean water and renewable energy for the beneficiaries.

Platinum Sponsor – \$7 500

- Naming rights: “Overall Best Pfumvudza Farmer, sponsored by [Your Brand]”
- Logo placement on all event and media materials

- Social media promotion (Posts across all platforms)
- 5-minute speaking slot at the awards ceremony
- VIP exhibition booth at event
- Branded banner at awardee's farm
- Feature in thank you advert.
- Opportunity to co-present the award

Gold Sponsor – \$5 000

- Logo placement on event materials and media
- Mention in all official communications
- Social media promotion
- Exhibition booth at event
- Featured in event highlight video

Silver Sponsor – \$3 500

- Logo placement on selected event materials
- Social media mention
- Inclusion in event program booklet
- Recognition during the award presentation

Overall Best Commercial Maize Farmer

Maize is the backbone of Zimbabwe's food security and a staple crop across the nation. With changing climates, rising input costs, and growing demand for food, celebrating excellence in maize farming is more critical than ever.

This award recognizes and rewards Zimbabwe's most outstanding maize farmer — one who achieves high yields, demonstrates innovation, and uplifts their community through sustainable practices. The funds will be directed towards the acquisition of essential agricultural equipment aimed at boosting productivity and mechanization. This includes the purchase of tractor-drawn planters, 18-row disc harrows, and other relevant implements. These prizes are intended to empower farmers with modern tools, enhance efficiency in land preparation and planting, and ultimately contribute to sustainable agricultural development.

Platinum Sponsor – \$7 500

- Title naming rights: *“Overall Best Maize Farmer of Zimbabwe – powered by [Your Brand]”*
- Speaking opportunity at the national award ceremony
- Premium logo placement on all print, TV, and digital promo materials
- Social media features (Dedicated posts, videos, stories)
- On-site branding at the winner’s farm (signage, branded content)
- Branding rights for maize showcase field day
- Media interview opportunities
- Opportunity to provide branded prize (e.g. tractor, seed, etc.)

Gold Sponsor – \$5 000

- Prominent logo on print & digital materials
- Branded tent or booth at the award ceremony & field day
- Social media features
- Recognition during all official media appearances
- Option to sponsor part of the prize (e.g. irrigation kits, inputs)

Silver Sponsor – \$3 500

- Logo on selected materials
- Mention during award ceremony
- Social media mentions
- Recognition in post-event video & report
- Opportunity to include promotional materials in gift packs

Overall Best Commercial Soya Farmer

The Overall Best Soya Farmer Award recognizes a leading Zimbabwean farmer who has demonstrated exceptional performance in soyabean production — from yield to innovation and community impact.

With soya being a strategic crop for both local value chains and import substitution, this award promotes best practices and raises awareness on the importance of growing legumes for nutrition, soil health, and economic empowerment. The funds will be directed towards the acquisition of essential agricultural equipment aimed at boosting productivity and mechanization. This includes the purchase of tractor-drawn planters, 18-row disc harrows, Boom Sprayer, and other relevant implements. These prizes are intended to empower farmers with modern tools, enhance efficiency in land preparation and planting, and ultimately contribute to sustainable agricultural development.

Platinum Sponsor – \$7 500

- Naming rights: *“Overall Best Commercial Soya Farmer of Zimbabwe – Sponsored by [Your Brand]”*
- Speaking slot at the award ceremony
- Top-tier branding on all banners, certificates, videos, and press materials
- Sponsored radio mentions and newspaper articles
- Up to 10 social media features (Facebook, WhatsApp, YouTube, Twitter)
- Co-branded prize item (e.g., tractor, soya planter, irrigation kit)
- Brand logo featured on winner’s farm signage and media documentary

Gold Sponsor – \$5 000

- Prominent logo on all event and promotional material
- Media mention during all campaign stages
- Exhibition space at the awards event or soya farmer field day
- Social media posts + 1 short feature video
- Recognition in post-event impact report and documentary

Silver Sponsor – \$3 500

- Logo on certificates, signage, and event program
- Mention on social media (2–3 posts)
- Recognition during award ceremony
- Opportunity to provide branded giveaway items (T-shirts, inputs)

Best Extension Officer

The **Best Extension Officer Award** recognizes an exceptional individual within the Ministry of Lands, Agriculture, Fisheries, Water and Rural Development — someone who goes above and beyond to support, educate, and transform the lives of Zimbabwe's farmers.

This award celebrates commitment, innovation, knowledge sharing, and direct impact on agricultural productivity and rural livelihoods. The funds will be utilized to purchase meaningful and functional prizes that support both mobility and digital empowerment. These prizes will include items such as a motorbike, laptop, or iPad. The goal is to reward excellence while also equipping recipients with tools that enhance access to technology, improve productivity, and support livelihood and educational opportunities.

Platinum Sponsor – \$3 500

- Naming rights: *"Best Extension Officer – Powered by [Your Brand]"*
- Speaking slot during award presentation
- Branding on all event materials, media coverage, and award certificates
- Featured profile in award documentary or digital newsletter
- 10 social media posts highlighting your support
- Option to sponsor a tech gadget or field kit for the winner (tablet, laptop, motorbike)
- Co-branded certificate & trophy presentation

Gold Sponsor – \$2 500

- Prominent logo on event flyers, banners, and certificates
- Mention in press and media coverage
- 5 social media features (including winner profile)
- Recognition during award ceremony
- Opportunity to contribute to a branded field pack (e.g., uniform, raincoat, tools)

Silver Sponsor – \$1,000

- Logo on selected promotional material
- Mention in social media campaign
- Name recognition during ceremony
- Inclusion in post-event sponsor list & newsletter
- Optional branded gift pack for the winner

Overall Best Agri-Produce Winner during the Show

The **Overall Best Agri-Produce Winner** award honours the top exhibitor of agricultural produce during the show — someone who delivers unmatched quality, diversity, and presentation of farm products. If the prize money is sponsored, it will be invested in high-impact, sustainable prizes that directly benefit the community and promote long-term development. These may include borehole drilling, equipping and solarisation of water systems, establishment of gardens, and the purchase of agricultural machinery such as a tractor. Each of these prizes is designed to address critical needs—improving access to clean water, enhancing food security, supporting climate-smart agriculture, and empowering local livelihoods through modern tools and infrastructure.

This award covers a wide range of categories including:

- Field crops (maize, soya, groundnuts, beans, sorghum, etc.)
- Horticulture (vegetables, fruits, herbs)
- Livestock feed, dried produce, and value-added farm products

It recognizes farmers or agribusinesses that combine productivity, quality, sustainability, and market readiness.

Platinum Sponsor – \$10 000

- Naming rights: *“Overall Best Agri-Produce Winner – Sponsored by [Your Brand]”*
- Logo on all signage, event materials, and stage backdrops

- Speaking opportunity at award presentation
- Branded exhibition space at the show
- Media coverage and press interviews
- Social media features + short feature video
- Option to provide branded prize (e.g., processing equipment, cash, farm input voucher)

Gold Sponsor – \$7 500

- Logo placement on banners, posters, and event program
- Mention in press statements and event highlights
- Social media shoutouts
- Recognition during live ceremony and digital award announcement
- Option to provide branded product giveaway (e.g., seed packs, fertilizer)

Silver Sponsor – \$5 000

- Logo on selected promotional materials
- Mention during awards segment
- 2–3 social media mentions
- Inclusion in post-event sponsor list

LIVESTOCK SECTION

Sponsorship Opportunities

Sponsoring the livestock exhibition at the 2026 Zimbabwe Agricultural Show provides your organisation with numerous benefits, including:

- Extensive branding and visibility
- Opportunity to interact with relevant audience of farmers, agribusiness professionals, and even ranchers
- Opportunity to showcase your products and services to thousands of attendees
- VIP access and networking opportunities with industry leaders

Alignment with one of the most prestigious agricultural events in the country. If the prize money is sponsored, it will be directed towards the purchase of high-value agricultural assets that have lasting impact on livelihoods and productivity. These prizes will include items such as a tractor, high-quality heifers, or other essential farming implements. The goal is to empower recipients with resources that can significantly improve agricultural output, promote sustainable farming practices, and contribute to economic growth within the community.

The Zimbabwe Agricultural Society is offering the following livestock packages for 2025 Zimbabwe Agricultural Show:

Presenting Sponsor - \$6 000

- Exclusive naming rights for the livestock exhibition (The [Your Company] Livestock Exhibition)
- Prime location for your company's exhibit space in the livestock area
- Prominent branding throughout the livestock exhibition area, including signage, PA announcements, and event programme
- Opportunity for your company to deliver remarks during the livestock section prize ceremony / trainings
- Feature in Zimbabwe Agricultural Society sponsorship thank you advertisement
- Recognition on the Zimbabwe Agricultural Show website and social media channels.

Gold Sponsor - \$4 000

- Preferred location for your exhibit space in the livestock area
- Branding on signage and in the event programme for your sponsored livestock category
- Dedicated for a specific livestock category (e.g." The [Your Company] Cattle exhibition"
- Recognition on the Zimbabwe Agricultural Show website and social media channels
- Feature in the Zimbabwe Agricultural Society sponsorship thank you advertisement.

Silver Sponsor - \$3 000

- Listing in the event programme as a livestock sponsor
- Recognition on the Zimbabwe Agricultural Show website and social media channels

- Opportunity to train farmers during the Show time.
- Feature in the Zimbabwe Agricultural Society sponsorship thank you advertisement

Bronze sponsor - \$2 000

- Listing in the event programme as a livestock sponsor
- Recognition on the Zimbabwe Agricultural Show website
- Feature in the Zimbabwe Agricultural Society sponsorship thank you advertisement.

TOBACCO SECTION

Tobacco is Zimbabwe's largest foreign currency earner and a key driver of rural livelihoods. This prestigious award celebrates the Overall Best Tobacco Farmer — someone who sets the gold standard in quality, quantity, and professionalism in the sector.

The award is backed by key stakeholders including TIMB, tobacco contractors, agronomists, and auction floor representatives. The funds will be utilized to procure valuable and impactful prizes that directly support agricultural development and rural livelihoods. These may include tractor-drawn implements, motorbikes for field mobility, essential agricultural inputs, or even a tractor. These prizes are aimed at enhancing productivity, improving access to agricultural services, and empowering beneficiaries with tools that contribute to sustainable and efficient farming practices.

An opportunity to engage with tobacco farmers and value chain players in the industry and prizes will be awarded to the following categories:

Overall Best Tobacco Farmer (5 000 USD)

Runner Up Tobacco Farmer (4 000 USD)

Overall Best Female Farmer (3 500 USD)

Overall Best Young Farmer (2 500 USD)

COTTON SECTION

The Cotton Section at the show serves as a platform to showcase the full spectrum of the cotton value chain—from cultivation to finished textile products. This exhibit highlights the importance of cotton as a strategic cash crop and promotes its economic and industrial potential within the agricultural and fashion sectors. It typically features raw cotton displays, ginning demonstrations, spinning, weaving, dyeing techniques, and finished garments,

offering a holistic view of cotton's transformation from farm to fashion. The funds will be used to purchase impactful and practical prizes that support agricultural livelihoods and rural development. These prizes may include motorbikes with trailers to enhance transport and logistics, high-quality heifers to boost livestock farming, and essential farming implements to improve productivity. The aim is to provide beneficiaries with resources that offer long-term value, promote self-sufficiency, and contribute to the overall sustainability of farming communities.

An opportunity to engage with cotton farmers and value chain industry players and prizes will be awarded to the following categories:

SPONSORSHIP PACKAGES

PLATINUM PACKAGE USD 3500

- Presentation of the 1st prize at the official ceremony
- An opportunity to interact with the Presidium during their tour
- Interaction with 400 farmers (training, product showcase, registration opportunity)
- '3 X 3 Exhibition Space (Cotton section)
- Branding and Dressing up farmers on Official opening day
- Branding of the Cotton value chain section
- Placement of advert in the cotton value chain section

Gold Package USD 2000

- Interaction with 400 farmers (training, product showcase, registration opportunity)
- '3 X 3 Exhibition Space (Cotton section)
- Branding and Dressing up farmers on Official opening day
- Branding of the Cotton value chain section
- Placement of advert in the cotton value chain section
- An opportunity to interact with the Presidium during their tour

DIAMOND PACKAGE USD 2000

- '3 X 3 Exhibition Space (Cotton section)
- Branding and Dressing up farmers on Official opening day

- Branding of the Cotton value chain section
- Placement of advert in the cotton value chain section
- An opportunity to interact with the Presidium during their tour

HOME INDUSTRIES SECTION

The Home Industries section attracts over 200 exhibitors who showcase crafts and pastries hence it helps in promoting female micro entrepreneurs into thriving commercial successful business women. The funds will be utilized to purchase practical and life-enhancing prizes aimed at improving household livelihoods and small-scale enterprise development. These prizes may include refrigerators, four-plate gas stoves, sewing machines, or microwaves. The selected items are intended to support income-generating activities, enhance food preservation and preparation, and promote self-reliance among the beneficiaries.

This opportunity will encourage women to create products and services that will create unequalled business opportunities. Prizes will be handed over in the following categories:

Overall Home Industries Winner (5 000 USD)