



# CAMPFEST 2K26

17<sup>TH</sup> EDITION

6—8 FEBRUARY

# THE CAMPFEST EXPERIENCE

The first weekend of February marks an annual pilgrimage for thousands of supporters of trending entertainment and the local automotive lifestyle scene, offering a choice of single-day or weekend-long experiences immersed in the camaraderie with fellow enthusiasts. Whether traditional camping under the stars or opting for modern accommodation, SA CampFest promises an unforgettable experience.

Each year, meticulous venue and surrounding town preparations are performed to accommodate the growing demand for public attendance and the influx of customised vehicle owners eager to join the showcase. Our objective is to blend appreciation for South Africa's natural beauty and landscape with the outdoor lifestyle, often distant from city offices.

SA Camp Fest is a prominent social event that stimulates demand and consumption, social cohesion, creativity through innovation and competitiveness. With 500 contestants, international guests, entertainment and integrated tourism this event sets the standard for excellence in the SA lifestyle and motoring scene.



**CAMPFEST2K26**  
17<sup>TH</sup> EDITION



# THE BRAND **PILLARS**

## UNITE

We believe in the power of unity and community. Our event serves as a platform for lifestyle enthusiasts from diverse backgrounds to come together, share their love for Mzansi culture, and forge lifelong connections. We unite enthusiasts from across South Africa and around the world, fostering a sense of camaraderie and belonging.

## CREATE

Creativity is at the heart of SA CampFest. We encourage attendees to unleash their imagination and express themselves through their personalities, whether it's through motoring artwork, innovative designs, or unique interaction. By providing opportunities for creativity to thrive, we empower individuals to bring their visions to life and contribute to the vibrant tapestry of the SA community.

## INSPIRE

We aim to inspire passion and creativity within the automotive community and beyond. Through showcasing the best personal cars, hosting renowned international personalities, and offering innovative activities, we inspire enthusiasts to push boundaries and pursue excellence in their cultural endeavors.



**CAMPFEST**2K26  
17<sup>TH</sup> EDITION



# TOUCH POINTS

## ACTIVATIONS

### ROAD TO CAMP FEST

A series of on the ground activations at various locations across Gauteng, KZN and North West provinces.

Partnered events in Mpumalanga, Free State and the Cape amplify the scope of activation opportunities.

These touch points bring the brand to the people with live Entertainment, Cars and opportunities to showcase creative talent.

## SOCIAL MEDIA

### FACEBOOK

Our largest organic engagement point. Our page holds enthusiasts who engage deeply in all content and communications.

### INSTAGRAM

Our platform set to display lifestyle and high-quality content. From design to professional videography and photography.

### TIKTOK

Raw and uncut. Our platform to display the real moments.

## CAMPAIGNS

### GIVEAWAYS

Wolfsburg Cars  
(14 Customised Vehicles)  
International Tours  
(Austria, Brazil & Germany)  
Sponsor Products  
(Merchandise & Services)  
Event Tickets & Packages

### PROMOTIONS

Product promotions for sponsors via our digital platforms.  
Event MC promotions and Demos at all events including the main show.



**CAMPFEST 2K26**  
17<sup>TH</sup> EDITION

# DEMOGRAPHICS

## FOOTPRINT OF ATTENDEES

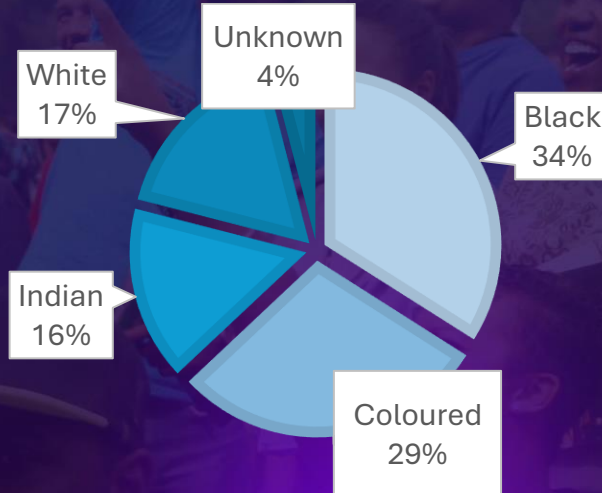
### SOUTH AFRICAN VISITORS

9 Provinces  
15 Major Cities  
66 Urban Towns

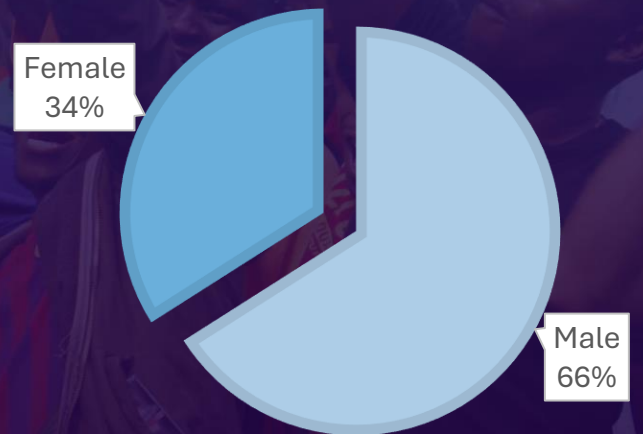
### INTERNATIONAL VISITORS

6 Continents  
18 Countries

## ETHNIC GROUPS

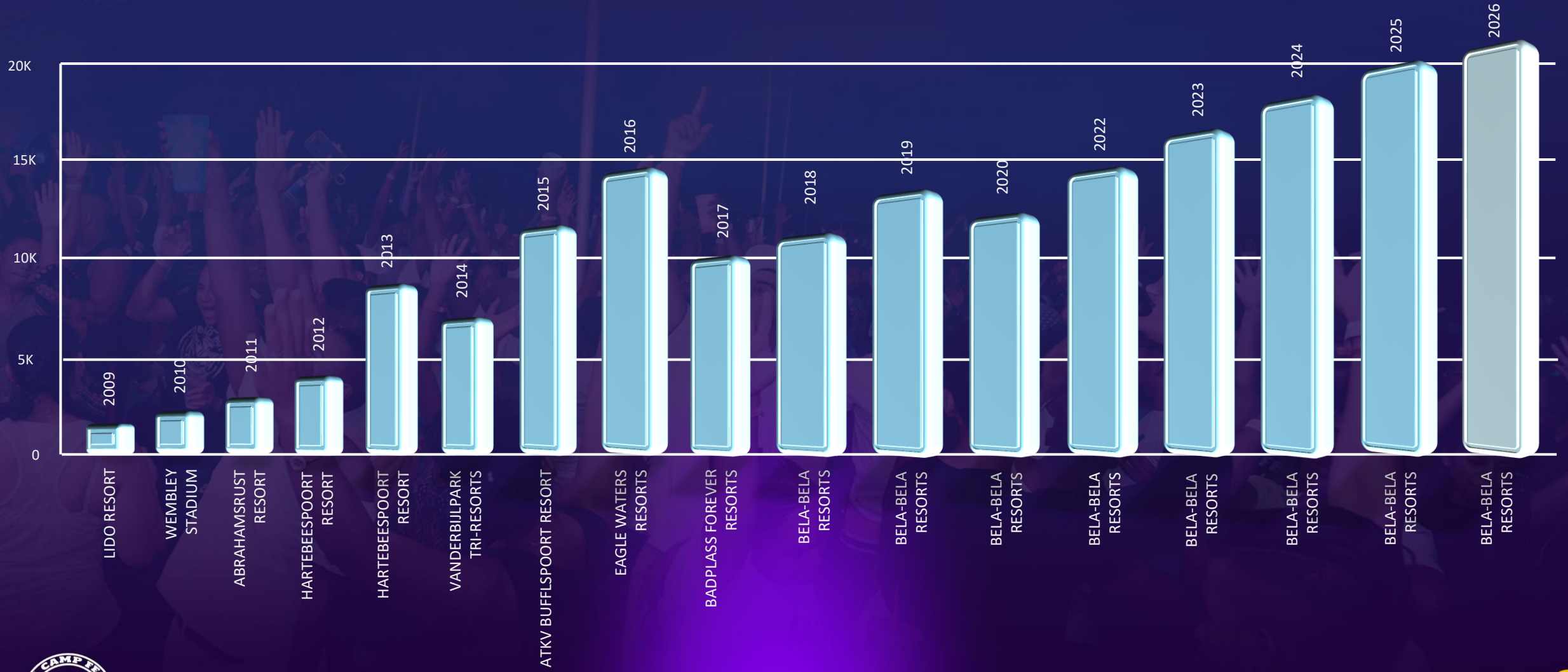


## GENDER





# ATTENDANCE



**CAMPFEST 2K26**  
17<sup>TH</sup> EDITION

# EVENTMAP

## Unveiling The Ultimate Event Map at Warmbaths Resort

Embark on an exhilarating journey with SA CampFest as we unveil the ultimate event map across the picturesque landscape of Warmbaths Resort. Nestled amidst the serene beauty of nature, Warmbaths Resort serves as the canvas for an immersive experience like no other. From sprawling camping sites to pulsating main stage areas, from cozy chalets to electrifying entertainment zones, every nook and cranny of this venue presents ample opportunities for branding and activation, ensuring an unforgettable rendezvous for attendees and sponsors alike.



**CAMPFEST 2K26**  
17<sup>TH</sup> EDITION



# ENGAGEMENT OPPORTUNITIES

## Main Stage Area:

Step into the heart of the action at the main stage area, where excitement fills the air and euphoria knows no bounds. A 360 degree stage with a rotating platform creating an unforgettable spectacle. Here, branding takes center stage, with giant LED screens showcasing sponsor logos, branded stage backdrops framing the showcase, and immersive brand activations engaging the crowd. From sampling stations to photo booths, businesses have the opportunity to captivate audiences and leave a lasting impression amidst the pulsating energy of the main stage.

## Camping Sites:

The heartbeat of SA CampFest lies within its vibrant camping community, where tents dot the landscape like stars in the night sky. Spread across the verdant grounds of Bela Bela, these camping sites offer prime real estate for engagement and activations. Businesses use this opportunity to demonstrate their products and reinforce the power of their brands, sparking conversations amongst campers for months after the event.

Whether it's a branded leisure zone or a pop-up merchandise store, the camping sites serve as fertile ground for immersive brand experiences and networking.

## Chalets:

For those seeking a touch of luxury and upmarket opportunities, the chalets at Warmbaths Resort offer a sanctuary of comfort and style. Tucked away in tranquil corners, these chalets provide a premium branding canvas for businesses. Imagine branded welcome kits awaiting guests, bespoke room amenities bearing sponsor logos, and the tourism benefits with guests from many destinations. Whether it's a VIP lounge or an entertainment zone, businesses can elevate their presence and forge meaningful connections in the lap of luxury.



**CAMPFEST**2K26  
17<sup>TH</sup> EDITION



# THE DIGITAL EXPERIENCE

SA CampFest, the largest socially inspired Automotive Festival in Africa, is a spectacular annual event that garners significant attention from enthusiasts world wide. The buildup to the festival is electric, with social media platforms buzzing as fans share their excitement and anticipation. Throughout the event weekend, live updates, photos and videos flood social media, capturing thrilling moments from car showcases, creative customising competitions, entertainment, and meet-and-greets.

This dynamic media coverage not only immerses the many thousands of attendees in real-time experiences over 17 years but also extends the festival's reach to countless more eyes and ears across the country who engage with the event online, amplifying its impact and creating a vibrant, shared automotive culture.

**100,000**   
FOLLOWERS  
**ON SOCIAL MEDIA**



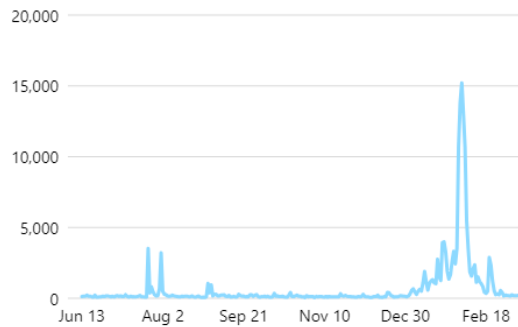
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17<sup>TH</sup> EDITION

# FACEBOOK x INSTAGRAM

## Visits

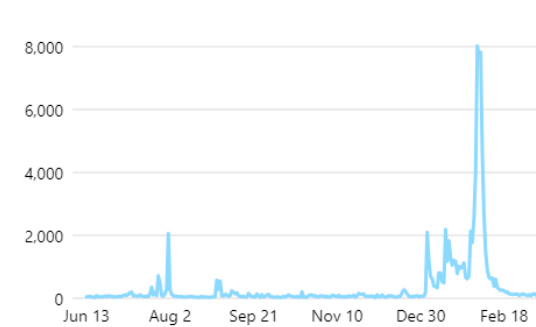
### Facebook visits ⓘ

185.5K ↑ 68.5%



### Instagram profile visits ⓘ

95.6K ↑ 56.8%



## Reach

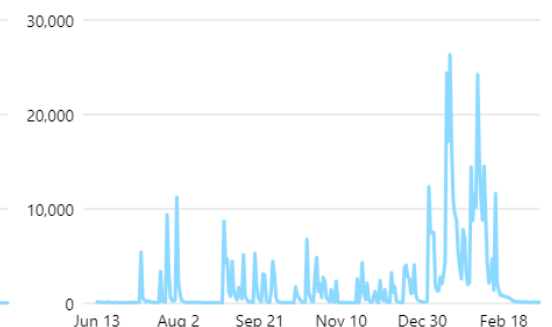
### Facebook reach ⓘ

729.7K ↑ 188%



### Instagram reach ⓘ

142.3K ↑ 79%



 [www.facebook.com/SACampFest](https://www.facebook.com/SACampFest)

 [www.tiktok.com/@sa\\_campfest](https://www.tiktok.com/@sa_campfest)

 [www.youtube.com/@sacampfest](https://www.youtube.com/@sacampfest)

 [www.instagram.com/sa\\_campfest](https://www.instagram.com/sa_campfest)

 [www.twitter.com/SA\\_CampFest](https://www.twitter.com/SA_CampFest)

 [www.vimeo.com/sacampfest](https://www.vimeo.com/sacampfest)



**CAMPFEST 2K26**  
17<sup>TH</sup> EDITION



# THE ROADSHOW

SEP

2025

OCT

2025

NOV

2025

DEC

2025

JAN

2026

The SA CampFest road show, held at various locations across Gauteng, KZN and NW provinces, is a dynamic initiative designed to bolster brand awareness and engage the community. As anticipation for the main event builds, the road show travels to selected areas, creating a buzz with interactive displays and exclusive previews of festival highlights. Enthusiasts flock to these locations, drawn by the chance to purchase CampFest tickets, especially after they have sold out online. This strategy not only drives foot traffic to the locations but also strengthens the connection between participating businesses and a growing loyal fanbase, ensuring the excitement for SA CampFest reaches fever pitch.



**CAMPFEST 2K26**  
17<sup>TH</sup> EDITION



# PR / MARKETING VALUE



R2.2m



R493k



R1.14m



R181k



R39k

TOTAL  
CAMPAIGN  
VALUE



R4.1m

RedBook

pressclip

newsclip  
trusted

AVE

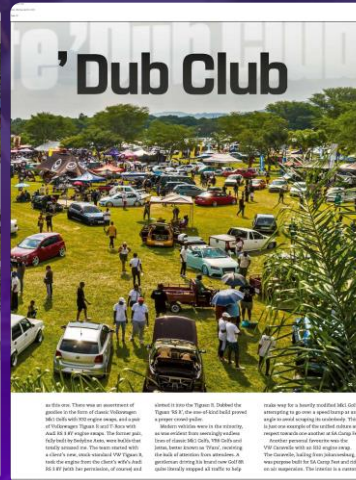
R 1 819 457.86

Print: R 1 144 647.07

Broadcast: R 181 000.00

Online: R 493 810.79

PR stats source > [www.newsclip.co.za](http://www.newsclip.co.za)



The SA CampFest event attracts significant Advertising Value Equivalency gain for entities who participate with activations and marketing campaigns. The print media, digital and TV coverage ensures good exposure for businesses that target a strong audience and need public interaction with meaningful impact.



CAMPFEST<sup>2K26</sup>  
17<sup>TH</sup> EDITION



# NIGHT ENTERTAINMENT



The electrifying Friday and Saturday entertainment of the CampFest weekend, takes the festival experience to unprecedented heights. Featuring prominent South African DJs, as well as new upcoming talent, this high-energy event transforms the evenings into a vibrant celebration of music, community, and automotive culture. Attendees can dance the night away to pulsating beats, indulge in a diverse array of gourmet delights from food trucks, and enjoy refreshing drinks from well-stocked bars. The excitement is further amplified with thrilling giveaways and interactive experiences. This well executed event ensures the promoting of social cohesion and a positive image for the identity of our nation through diversity of artists, content and values. CampFest is not just another party; it's the crescendo of creatives, where festival-goers can connect and create the unforgettable.

There is an abundance of branding opportunities and the surrounding town looks forward to this event as the most lucrative trading period on the yearly calendar for the region.



**CAMPFEST**2K26  
17<sup>TH</sup> EDITION

# EXHIBITOR PACKAGES



**CAMPFEST 2K26**  
17<sup>TH</sup> EDITION



# EXHIBITOR PACKAGES



## 1. Puebla Package

Chalet Accommodation (2 nights for 4 persons)  
8m (w) x 6m (d) Display Stand  
Selected Logo Placement on Digital Posters  
+ 10 Complimentary Day Visitor Passes

**R32 500**



## 2. Martorell Package

Luxury Chalet Accommodation (2 nights for 6 persons)  
10m (w) x 10m (d) Display Stand  
Selected Logo Placement on Digital Posters  
Social Media Collaboration - Announcement Post  
+ 10 Complimentary Day Visitor Passes

**R42 500**



## 3. Zwickau Package

Lakeside Chalet Accommodation (2 nights for 6 persons)  
10m (w) x 10m (d) Display Stand  
Selected Logo Placement on Digital Posters  
Social Media Collaboration - Announcement Post  
Business Reel (Promotional Product Video)  
+ 10 Complimentary Day Visitor Passes

**R54 500**



## 4. Anchieta Package

Executive Chalet Accommodation (2 nights for 10 persons)  
10m (w) x 10m (d) Display Stand  
Selected Logo Placement on Digital Posters  
Social Media Collaboration - Announcement Post  
Two Individual Business Reels (Promotional Product Videos)  
+ 10 Complimentary Day Visitor Passes

**R64 500**



\*All values are Ex Vat

**CAMPFEST 2K26**  
17<sup>TH</sup> EDITION

# SOUND EXPERIENCE PACKAGES



## 5. Poznań Package (Shared Feature)

Chalet Accommodation (2 nights for 6 persons)  
Shared Branded Sound Stage – Platform shared by two audio lifestyle brands  
Sound Competition (USACI measured acoustics)  
1000m2 activation space - Shared by two audio lifestyle brands  
Sound off advert for Social Media  
Social Media Collaboration – Dual Sponsorship Brand Post  
Sponsorship Logos on all marketing material  
+ 10 Complimentary Day Visitor Passes

**R49 500**



## 6. Palmela Package (Exclusivity Feature)

Luxury Chalet Accommodation (2 nights for 6 persons)  
Fully Branded Sound Stage – Exclusive Sound Experience Brand  
Sound Competition Ownership (USACI measured acoustics)  
1000m2 activation space – Exclusive audio lifestyle brand  
Sound off advert for Social Media  
Social Media Collaboration – Exclusive Sponsorship Product Post  
Sponsorship Logos on all marketing material  
+ 10 Complimentary Day Visitor Passes

**R89 500**



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17<sup>TH</sup> EDITION



# AFTERFEST PACKAGES



## 7. Pacheco Package (Shared Feature)

Chalet Accommodation (2 nights for 6 persons)  
Shared Branded Entertainment Stage – Platform shared by two lifestyle brands  
Branded DJ Booth (with revolving artist names)  
400m2 total activation space in VIP area  
Branded Afterfest entrance points  
Social Media Collaboration – Dual Sponsor Brand Post  
Sponsorship Logos on all marketing material  
+ 10 Complimentary Day Visitor Passes

**R59 500**



## 8. Ingolstadt Package (Exclusivity Feature)

Luxury Chalet Accommodation (2 nights for 6 persons)  
Fully Branded Entertainment Stage – Exclusive Lifestyle Experience Brand  
Branded DJ Booth (with revolving artist names)  
400m2 total activation space in VIP area  
Branded Afterfest entrance points  
Social Media Collaboration – Exclusive Sponsor Products Post  
Sponsorship Logos on all marketing material  
+ 20 Complimentary Day Visitor Passes

**R95 500**



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**CAMPFEST 2K26**  
17<sup>TH</sup> EDITION

# SPONSORSHIP PACKAGES



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17<sup>TH</sup> EDITION



# SPONSORSHIP PACKAGES



## 9. Chattanooga Package

- 2 x Luxury Chalet Accommodation (2 nights for 12 persons)
- Shared Tier 3 Activation Space
- Venue drive-in branded flags 2m (Individual Brand)
- Shared Branded Entrance Apex Arch
- Shared Branded Main Stage
- Shared Branded Vehicle Ramp Arch
- Shared Main Stage Screens (10 second video per brand on rotation)
- Shared Branded Giveaway Vehicle (12 Months Branding)
- Main Motor Show Area Branded Flags
- Social Media Sponsor Brand Announcement
- 3 x Social Media Reels Across 3 Months (Instagram, Facebook & Tiktok)
- Branded Social Media Posts
- After Movie Brand Feature
- Branded Highlights on Media Partner Platforms
- VIP Access (Luxury Lounge & After Fest)
- Dedicated Complimentary Tickets for Giveaway Campaign

**R249 900**



## 10. Kariega Package

- 2 x Lakeside Chalet Accommodation (2 nights for 12 persons)
- Shared Tier 2 Activation Space
- Venue drive-in branded flags 3m (Individual Brand)
- Shared Branded Entrance Apex Arch
- Shared Branded Main Stage
- Shared Branded Vehicle Ramp Arch
- Shared Main Stage Screens (20 second video per brand on rotation)
- Shared Branded Giveaway Vehicle (12 Months Branding)
- Main Motor Show Area Branded Flags
- Social Media Sponsor Brand Announcement
- 6 x Social Media Reels Across 3 Months (Instagram, Facebook & Tiktok)
- Branded Social Media Posts
- After Movie Brand Feature
- Branded Highlights on Media Partner Platforms
- VIP Access (Luxury Lounge & After Fest)
- Dedicated Complimentary Tickets for Giveaway Campaign
- Branded Lakeside Flag Poles and Water Beacons
- Public Engagement Campaign (Services/Product giveaways)

**R499 900**



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# SPONSORSHIP PACKAGES



## 11. Wolfsburg Package

Executive Chalet Accommodation (2 nights for 10 persons)  
Lakeside Chalet Accommodation (2 nights for 6 persons)  
Hotel Suite Accommodation (2 nights for 2 persons)  
Exclusive Tier 1 Activation Space  
Venue drive-in branded flags 4m (Individual Brand)  
Tier 1 Branded Entrance Apex Arch  
Tier 1 Branded Main Stage  
Tier 1 Branded Vehicle Ramp Arch  
Shared Main Stage Screens (30 second video per brand on rotation)  
Exclusive Branded Giveaway Vehicle (12 Months Branding)  
Main Motor Show Area Branded Flags  
Social Media Sponsor Brand Announcement  
6 x Social Media Reels Across 3 Months (Instagram, Facebook, Twitter & Tiktok)  
Branded Social Media Posts  
After Movie Brand Feature  
Branded Highlights on Media Partner Platforms  
VIP Access (Luxury Lounge & After Fest)  
Dedicated Complimentary Tickets for Giveaway Campaign  
Tier 1 Branded Lakeside Flag Poles and Water Beacons  
Public Engagement Campaign (Services/Product giveaways)  
Exclusive Road To Camp Fest Activation Space (4 month build-up promotion)  
Full Naming Rights – Exclusive event title sponsor  
Venue Lifestyle Zone Activation Space  
Influencers Drive - Ticket Giveaways  
Winner's branded apparel – Tour to Germany (Exclusive Sponsor Brand Placement)  
DSTV Ignition Channel Coverage – Brand focus  
Radio 947 FM Coverage – Brand focus

**R1 199 900**



**CAMPFEST 2K26**  
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# CONTACT DETAILS



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Close Corporation Reg no: 2006/086713/23  
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CIPC Trademarks: 2014/00934 and 2023/12685  
Automotive International Group Supply No: D74058C  
SAMRO License number: ST0120217

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**CAMPFEST 2K26**  
17<sup>TH</sup> EDITION