



17TH INTERNATIONAL

FAIR TRADE SUMMIT

17-20 SEPT 2024

CAPE TOWN



SPONSORSHIP OPPORTUNITY:

WORLD FAIR TRADE ORGANIZATION SUMMIT 2024, CAPE TOWN

I am pleased to invite you to the International Fair Trade Summit in Cape Town, South Africa, from 17- 20 September 2024. For many years, the WFTO Summit has been an important event that links Fair Trade Enterprises with peers, experts, entrepreneurs, and commercial buyers, to learn and exchange ideas and best practices.

The Summit will, once again, provide an opportunity to connect with WFTO members, entrepreneurs, development agencies, and private & public institutions among others. This is an opportunity to engage and exchange views on goals and strategies and collectively plan and prepare for the future.

The Summit programme is packed with sessions that are designed to provide learning and business promotion opportunities for our community. To provide an occasion to catch up with peers and hear from experts.

To make this Summit successful and inclusive we need to offer an affordable registration fee to WFTO members and other interested participants, many of whom will find it difficult to participate due to financial and economic challenges. To make this possible, we need sponsorships for increased participation and attendance.

We have created a sponsorship package that you can choose from, to fit your vision and financial capacity.

Thank you for your commitment to WFTO!



A handwritten signature in black ink, appearing to read 'Roopa Mehta'.

**Roopa Mehta,
President of WFTO**



Home of Fair Trade
Enterprises



JOIN US FOR THE INTERNATIONAL FAIR TRADE SUMMIT

DATE: 17 - 20 SEPTEMBER 2024

LOCATION: CAPE TOWN, SOUTH AFRICA

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**FAIR TRADE
SUMMIT**

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The International Fair Trade Summit is the largest gathering of Fair Trade businesses worldwide, convening once every two years in different cities around the world. This summit aims to bring together leaders, practitioners, and advocates from all corners of the globe to collaborate and promote Fair Trade practices.

This edition promises to be a unique opportunity for participants to engage in enlightening discussions, exchange ideas, and forge partnerships that will shape the future of Fair Trade.

Following the successful gathering in Berlin, we anticipate hosting over 300 international delegates in Cape Town.



OBJECTIVES OF THE SUMMIT

The first objective is to share information, knowledge, and experience between members and the wider movement. This will include an intensive focus on WFTO's Guarantee System - (workshops on the GS, principle 10, fair payment). Apart from supporting members to reach their continuous improvement targets, it also introduces potential buyers to the uniquely holistic and credible approach of the WFTO Guarantee System. The Summit will also focus on exploring new market opportunities, and ways for members to reach buyers, including workshops, and the trade and fashion show.

The second objective will focus on strategies of the Fair Trade movement towards a fair, just, and sustainable future. We will discuss strategies and concrete measures on how the movement can tackle the triple planetary crises: Climate Change, Biodiversity, and pollution. We will discuss how we can connect with other civil society networks to advocate and implement the much-needed change of the current economic, political, and trade structures and practices.

The third objective will actively focus on forming partnerships, alliances and planning for future collaborative work with like minded partners. We will offer spaces to build awareness about the inspiring mission-led enterprise model of WFTO members, share our ambitious joint vision and Theory of Change to drive a transformation of our global economy.

Inspire and be inspired – these are some of the most valuable take aways from previous summits. All the attendees are there with a purpose – a real passion for what they do and their belief in our common vision. It is this purposeful passion that inspires, not just our members and peers, but new and old partners alike.

SHARE INFORMATION, KNOWLEDGE, AND

EXPERIENCE BETWEEN MEMBERS AND

THE WIDER MOVEMENT.

EXPLORING NEW MARKET

OPPORTUNITIES

CONNECT WITH OTHER CIVIL SOCIETY

NETWORKS TO ADVOCATE

FORMING PARTNERSHIPS,

ALLIANCES AND PLANNING FOR

FUTURE COLLABORATIVE WORK

INSPIRE AND BE INSPIRED



ABOUT WFTO

The World Fair Trade Organization (WFTO) serves as the global community and verifier of enterprises committed to practicing the 10 Fair Trade Principles. With a membership of visionary small and medium-sized enterprises spanning diverse sectors, we advocate for an equitable and sustainable world.

We believe that an alternative way of doing business is possible. And we don't simply believe that: our purpose-driven entrepreneurs and activists are doing it every day. Our organisation works to support Fair Trade Enterprises to change the economy, globally.

WFTO members are pioneers with a clear vision of what the economy should look like: one where profit-making does not come before the well-being of the people and the planet. They significantly differ from conventional profit-maximising models by embracing a triple bottom line that encompasses the well-being of people, the preservation of the planet, and the pursuit of sustainable profit.



>400

ORGANISATIONS

60%

WOMEN
LED

81

COUNTRIES

GLOBAL
REACH

>1M

LIVES
IMPACTED

35

YEARS IN
OPERATION

MEET THE TEAM



Leida Rijnhout

Chief Executive at WFTO



Pieter Swart

Member, Board of Directors at WFTO



Natalie Hesketh-Mare

Marketing & Brand Manager at WFTO



Marta Frigato

Communications Manager at WFTO



Barnard Outah

Regional Director WFTO Africa & Middle East



Rain Morgan

Turtle Trading, Local Host



Claire Alexander

Firecracker, Local Organisers



Nicola Probyn

Firecracker, Local Organisers



WHY SPONSOR?

Sponsorship is a strategic investment that goes beyond financial support; it offers many benefits, one of the most significant being the opportunity for positive brand association with WFTO.

BUILDING NETWORKS:

The WFTO Summit serves as a vital nexus, bridging Fair Trade Enterprises with peers, experts, entrepreneurs, and commercial buyers. It's an unparalleled opportunity to share insights, exchange best practices, and forge meaningful connections.

SUPPORT:

Your sponsorship aids in fostering an inclusive environment by enabling affordable registration fees for WFTO members, many of whom face financial constraints. By reducing barriers to participation, we ensure diverse representation and enrich the Summit experience for all.

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BENEFITS OF SPONSORSHIP

VISIBILITY

Your brand prominently featured on event communications and promotional materials, both in print and online.

ENGAGEMENT

Free registrations for your team members, providing access to all Summit sessions and activities.

EXPOSURE

Showcase your organisation with a complimentary table at the Expo, offering prime visibility to Summit attendees.

RECOGNITION

Acknowledgment in the conference program, ensuring your support is recognized by all participants.



THE WFTO CONFERENCE EXPERIENCE

DIVERSE

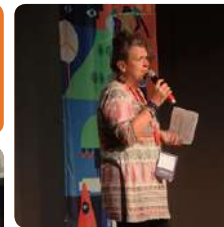


INCLUSIVE



EDUCATIONAL

INNOVATIVE



INSPIRING



SPONSORSHIP OPTIONS

PLATINUM SPONSORSHIP

10,000 EURO

- Sponsorship level recognised on event communication and promotional materials, print and online, including the partner's logo.
- Free registration for three attendees.
- Free Table at a prominent position at the EXPO.
- Featured prominently in the conference program and the opening and closing sessions of the conference.

GOLD SPONSORSHIP

- Sponsorship level recognized on event communication and promotional materials, print and online, including the partner's logo.
- Free registration for two attendees.
- Free Table at the EXPO.
- Featured in the conference program.

6,500 EURO

SILVER SPONSORSHIP

- Sponsorship level recognised on event communication and promotional materials, print and online, including the partner's logo.
- Free registration for one attendee.
- Featured in the conference program.

4,000 EURO

BRONZE SPONSORSHIP

- Sponsorship level recognised on event communication and promotional materials, print and online, including the partner's logo.
- Reduced Registration for one attendee.
- Featured in the conference program.

2,500 EURO

CUSTOMISED SPONSORSHIP OPTIONS AVAILABLE
UPON REQUEST.

**ARE YOU WILLING TO SPONSOR THIS EVENT BUT NONE OF
THE PACKAGES APPEAL TO YOU?**

**If so, please email us at summit@wfto.com,
and let's work out a package for you.**

THANK YOU FOR YOUR CONSIDERATION

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summit@wfto.com



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