



2024

**YOUTH  
DEVELOPMENT  
PROGRAMME**

PARTNERS:



SUPPORTED BY:



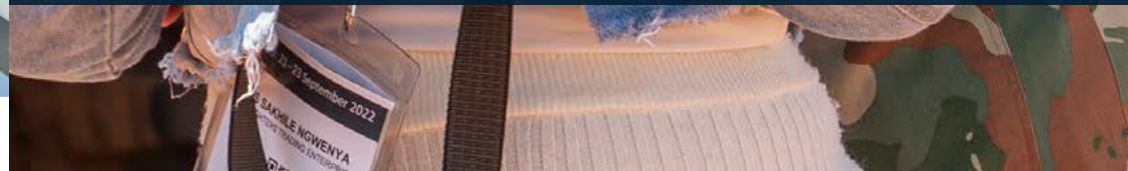
# INTRODUCTION

Invested in the future of Africa's defence and aviation sectors, through various Youth Development Programme initiatives that form part of the Africa Aerospace and Defence Show, AAD2024 continues to fulfil its role in creating awareness of the various career opportunities and employment options in the South African defence, aviation and military sectors.

Sponsor the Africa Aerospace and Defence Youth Development Programme and help "Mobilise the Youth Today to Sustain the Aerospace and Defence Capability of Tomorrow."



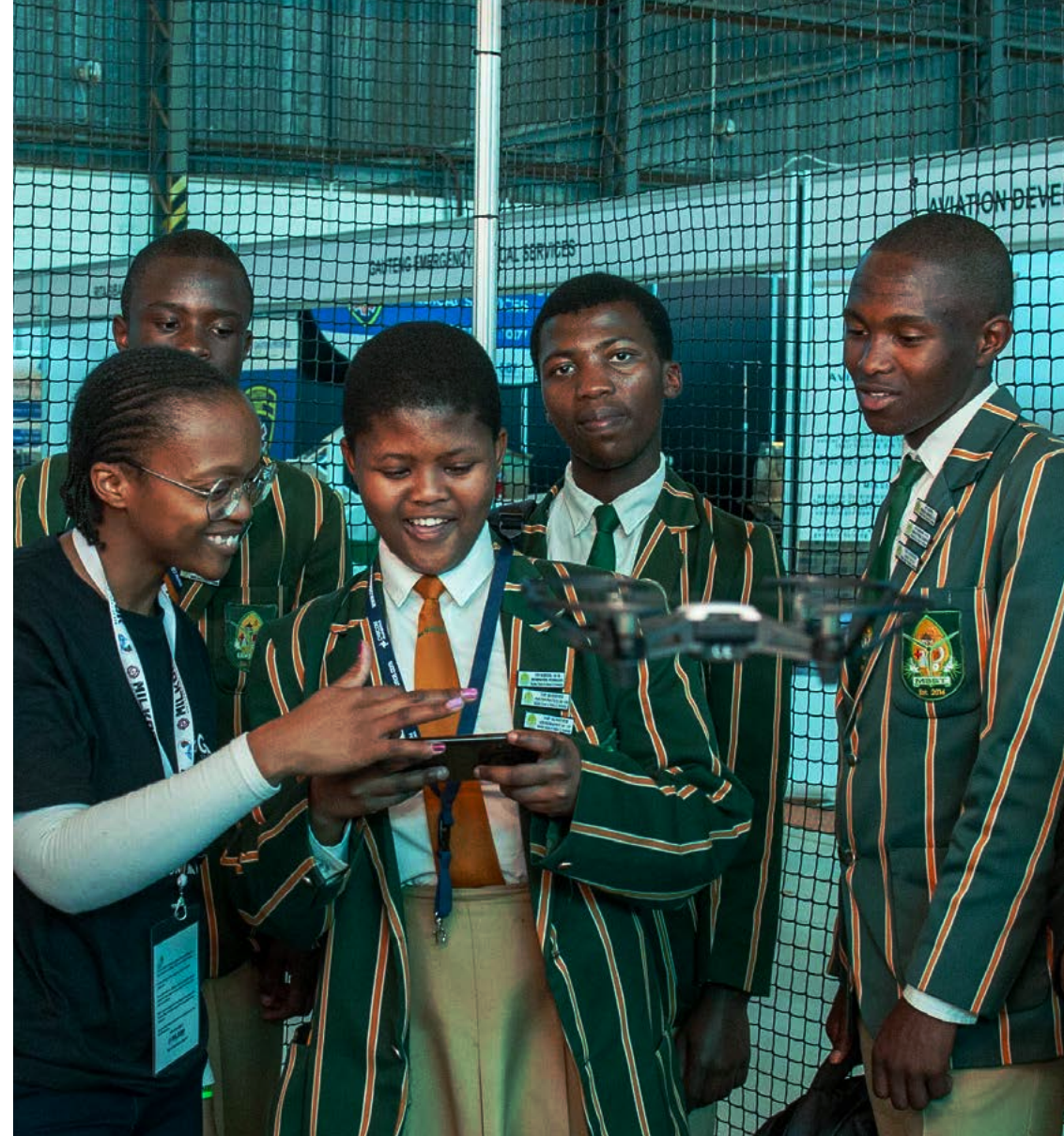
**EXPLORING NEW PATHS, SHARING SOLUTIONS,  
SHOWCASING INNOVATION AND CAPABILITIES.**



## STRATEGIC PARTNER SPONSORSHIP PACKAGE

**COST: R500 000** (One Package Available)

- Exhibition space 9m x 9m.
  - Shell Scheme; Two Tables and Four Chairs.
  - Two TV Screens
- Branding rights at the YDP Theater.
- Access to the Young Engineers and Top Matriculants match-making database.
- Logo on the AAD website's YDP page.
- Company information on the AAD YDP learner leaflets.
- Branding on the string bags of Focus Group Learners.
- Full branding rights at the #ExploreYourFuture social media campaign.
  - This social media campaign aims to reach fifteen thousand learners monthly.
  - An experienced Defence Corporate Communications (DCC) camera crew will record the social media campaign.
  - A social media influencer will be employed to help boost the campaign.
  - The Strategic Partner Sponsor CEO's message will be showcased on the social media campaign.
  - The #ExploreYourFuture social media campaign will showcase ten careers from the Strategic Partner Sponsor.
- Branding on the AAD website's YDP page.
- Four Daily Presentation slots at the YDP Career Theatre.
- Access to Strategic Talent Acquisition Database
  - One presentation slot at the Prestige Evening for Young Engineers & Top Matriculants in 2025.
  - Branding at the Prestige Evening for Young Engineers & Top Matriculants in 2025.
- Access to electronic database of top performing Grades 10,11 & 12 learners attending the Career Exhibition.
- On-site branding inside the YDP Pavilion and Chalet.
- Four pairs of chalet passes for breakfast, lunch, and late afternoon air show during trade days.
  - For Exhibitors
- Two pairs of chalet passes for breakfast, lunch, and late afternoon air show during public days.
  - (For C-Suite Executives of the Strategic Partner Sponsor).
- Mention in all YDP-related media statements and press briefings.
- Ten (10) Complimentary public day tickets.
- Use of the AAD logo until December 2025.



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## PREMIUM SPONSORSHIP PACKAGE

**COST: R250 000** (Three Packages Available)

- Exhibition space 9m x 9m.
  - (Shell Scheme; Two Tables and Four Chairs).
  - Two TV Screens
- Branding on the AAD website's YDP page.
- Branding on the AAD YDP learner leaflets.
- Branding on the AAD website's YDP page.
- Two Presentation slots at the YDP Career Theatre.
- One presentation slot at the Prestige Evening for Young Engineers & Top Matriculants in 2025.
- Access to an electronic database of top performing Grades 12 learners attending the Career Exhibition.
- On-site branding inside the YDP Pavilion.
- Two pairs of chalet passes for breakfast, lunch, and late afternoon airshow during trade days.
- Two pairs of chalet passes for breakfast, lunch, and late afternoon airshow during public days.
- Mention in all YDP-related media statements and press briefings.
- Six Invitations to attend the AAD opening cocktail function.
- Ten (10) Complimentary public day tickets.
- Use of the AAD logo until 30 September 2024.
- Mention in our official catalogue.



## GOLD SPONSOR PACKAGE

**COST: R150 000** (Four Packages Available)

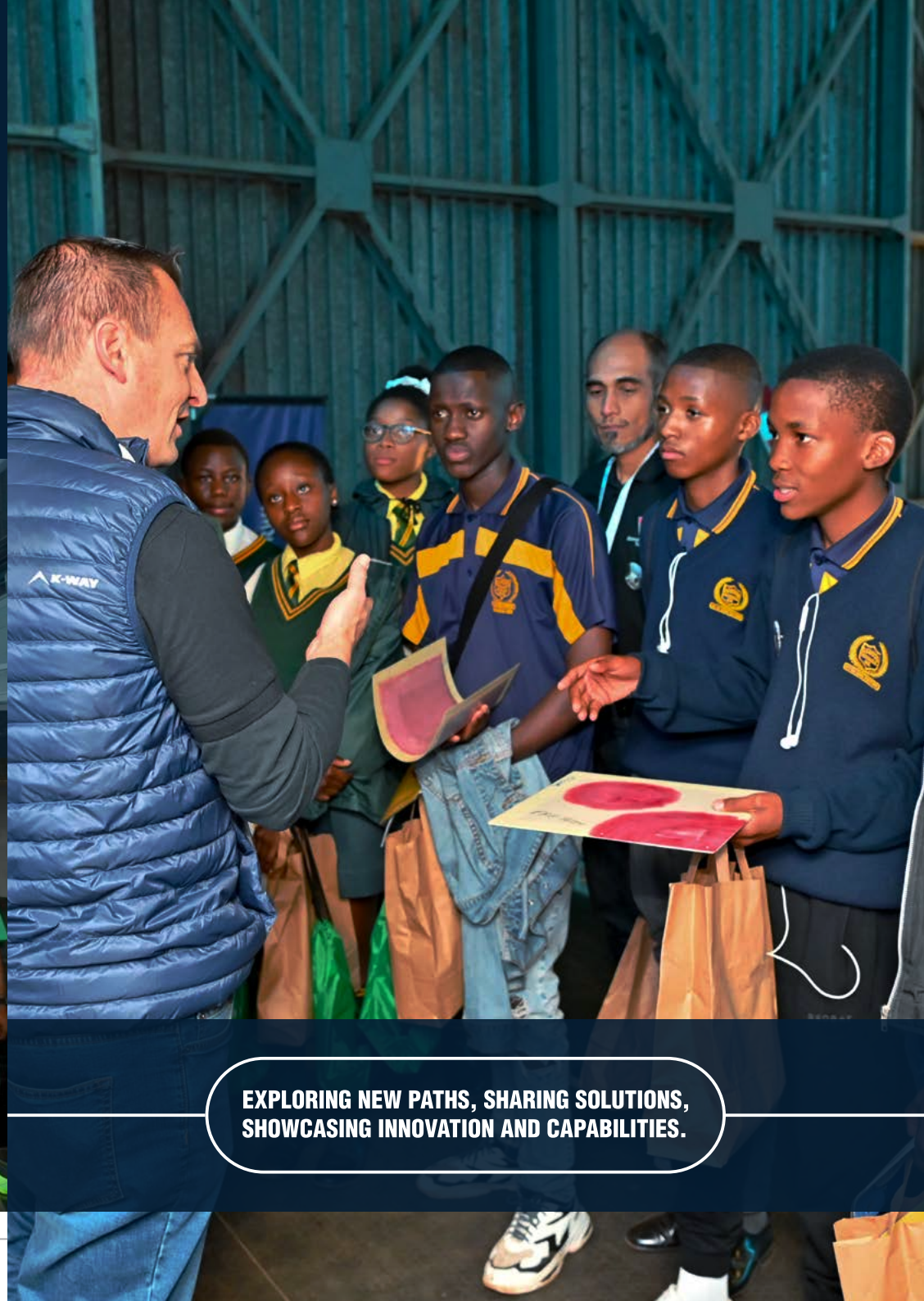
- Exhibition space 6m x 3m.
  - (Shell Scheme; Table and Two Chairs).
- Branding on the AAD website's YDP page.
- One Presentation slot at the YDP Career Theatre during Trade Days only.
- On-site branding inside the YDP Pavilion.
- Two pairs of chalet passes for breakfast and lunch daily during Trade Days.
- Five complimentary public day tickets.
- 3 Invitations to attend the AAD opening cocktail function.
- Use of the AAD logo until 30 September 2024
- Mention in our official catalogue
- Mention in the show daily.
- Mention in our social media platform



## SILVER SPONSOR PACKAGE

**COST: R50 000** (Four Packages Available)

- Exhibition space 3m x 3m  
- (Shell Scheme; Table and Two Chairs).
- On-site branding inside the YDP Pavilion.
- One (1) pair of chalet passes for lunch during the Trade Days only.
- Two (2) Invitations to attend the AAD opening cocktail function.
- Five complimentary public day tickets.
- Use of the AAD logo until 30 September 2024.
- Mention in our official catalogue.



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## CONTACT DETAILS

### CHAIRMAN-YOUTH DEVELOPMENT PROGRAM

**KHOLISILE KHUMALO | +27 79 496 1652 | [YDP@AADEXPO.CO.ZA](mailto:YDP@AADEXPO.CO.ZA)**

Air Force Base Waterkloof | Western Entrance 4th Street | Centurion | City of Tshwane | South Africa

PARTNERS:



SUPPORTED BY:

