



CELEBRATING THE AGE OF
RESTORATION
SPONSORSHIP
PROPOSAL

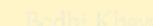


3-6 APR 2026



EASTER WEEKEND

BODHI KHAYA NATURE RETREAT



WHAT IS THE REFOREST FEST?

GREENPOP'S REFOREST FEST IS A CELEBRATION OF RESTORATION.

Annually, active citizens and families gather in the Overberg to restore degraded land, attend workshops and classes. They dance under the stars to South Africa's top bands and DJs, savour delicious wine and food, experience art and inspiring talks, all while having fun getting active for the environment.

2025 HIGHLIGHTS

1,354 attendees, team, artists, & facilitators

5,021 indigenous trees planted

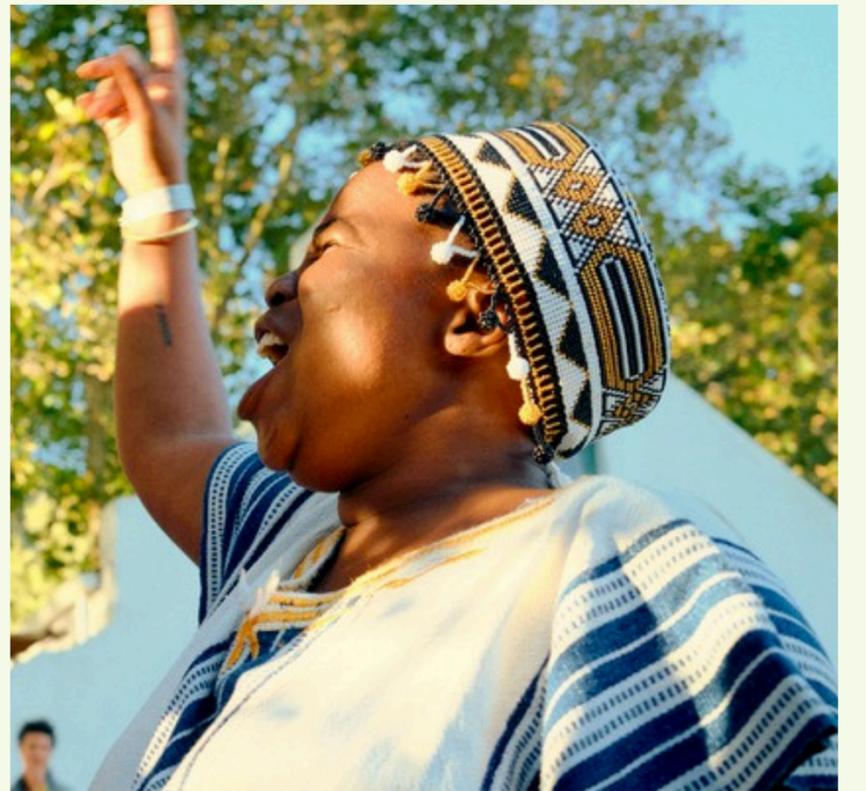
15 local music acts performed, including Zolani Mahola & Grassy Spark

70 partners/sponsors involved

R1.5 million estimated combined PR value

5.3 million people reached through social media





ACTIVATIONS

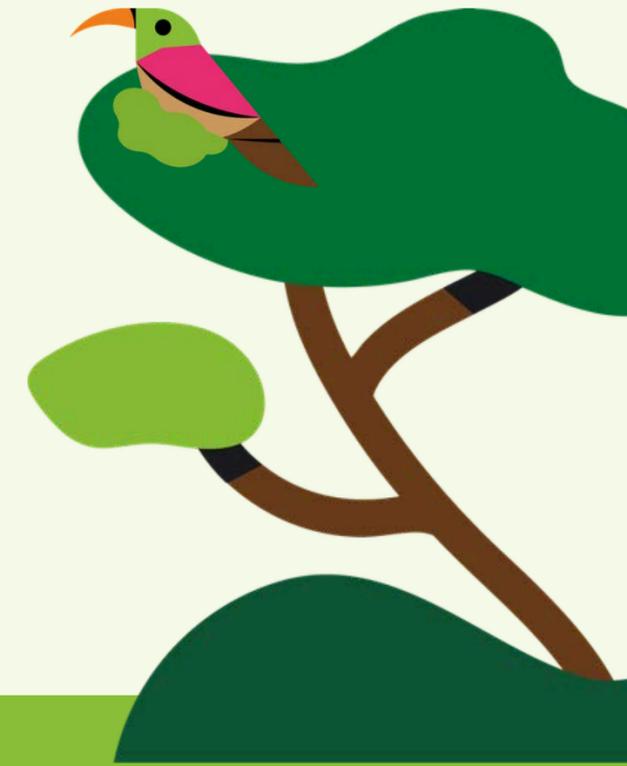
Create a culminating experience for your brand and the attendees, showcasing you dynamically and innovatively. Own a space, including:

- Stage
- Speaker stage
- Bar
- Film screening
- Food/drink moment
- Kids area



GET INVOLVED

At Greenpop, we don't believe in a one-size-fits-all. Each sponsorship agreement will take into consideration your organisation's goals, intent and direction in order to create a value exchange that is **curated specifically for your brand.**



COMPETITIONS

Widen your audience and sponsor products or services as part of a pre-event competition. Our competitions typically get up to 5000 people entering.



- **Reach:** 60,808 (52,636 from ads)
- **Impressions:** 83,376 (74,475 from ads)
- **Post interactions:** 1356
- **Likes:** 574
- **Comments:** 673

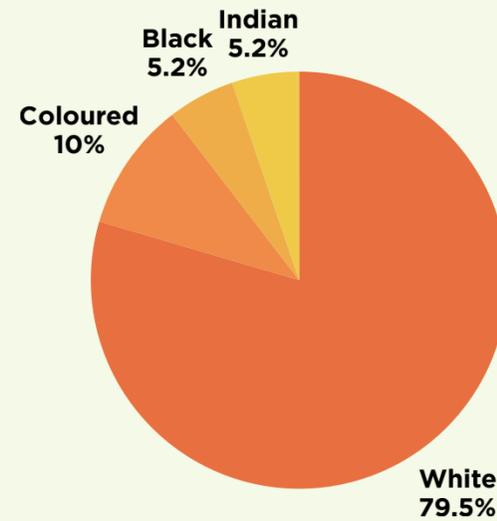
EVENT AUDIENCE & DEMOGRAPHICS

STUDENTS | CORPORATE GROUPS | FAMILIES

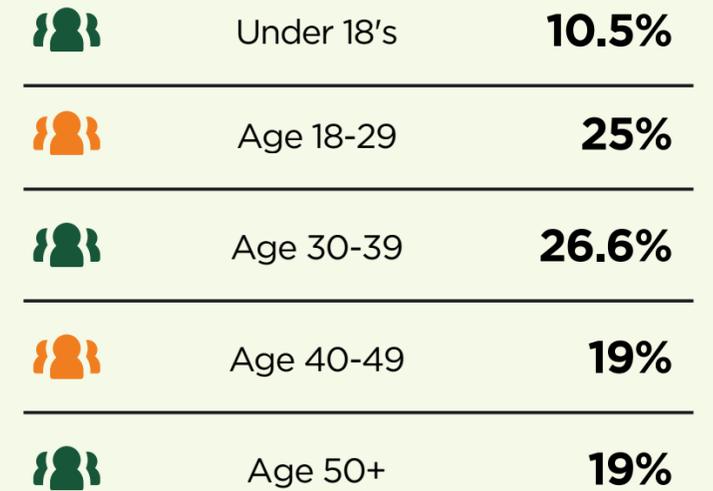
Align with your values: Connecting you with your audience in a way that speaks directly to them and their interests. Sponsorship signals that your brand is committed to creating a positive environmental and social legacy. Support an event that embodies your values and demonstrates your commitment to making a real difference.



RACE



AGE



ATTENDEES



GENDER



MEDIA

Our audience, primarily located in urban and peri-urban areas, resonates strongly with **positive environmentalism**, which we emphasise in all our communications. Our audience sentiment is overwhelmingly positive.

We build **authentic stories** around key brands we collaborate with, ensuring we get to the heart of shared values.

R1.5MIL
ESTIMATED
COMBINED PR VALUE

5.3MIL
ESTIMATED
COMBINED REACH

NEWSLETTER SUBSCRIBERS	ESTIMATED REACH	BEST PERFORMING POST
10.5	5.3	11.3
THOUSAND EMAIL SUBSCRIBERS	MILLION ESTIMATED COMBINED REACH	THOUSAND VIEWS



NUMBERS

AUG '24 - APR '25

1,034,135
FACEBOOK
PROFILE REACH

204,580
INSTAGRAM
PROFILE REACH (ORGANIC AND PAID)

13,361
REFOREST FEST
PAGE VIEWS





	FACEBOOK	INSTAGRAM
CONTENT INTERACTIONS	12 139	9 982
LINK CLICKS	9 334	2 430
VIDEO VIEWS	1 802 527	511 451



MEDIA & PARTNERSHIPS

Reforest Fest has an **extensive media outreach** strategy for a campaign spanning digital, print, TV and radio. The lifecycle of this runs from September till after the event, with media partnerships lined up to ensure **strong audience participation and brand awareness**.

Delivering on authentic content which brings our partnership to life is key to the success of our various ongoing company partners who support in the success of the reforest fest.

TOP 10 ONLINE MEDIA

United Nations
News24
Capetown ETC
Cape Tourism
The South African
Inside Guide
Jeremy Loops Newsletter
ASPIRE Lifestyle
Wine.co.za
Good Things Guy



CLICK ON THE LOGOS TO SEE MORE!

Here's how to make the most of your Easter weekend in Mzansi

Mbali Mbatha
City Press

Comments Bookmark

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0:00

SUBSCRIBERS CAN LISTEN TO THIS ARTICLE



CAPACITY BUILDING: LEGISLATION FOR RESTORATION

Parliamentarians from across the world can [apply now](#) for the Global Changemaker Academy (25-29 August in Germany), which equips policymakers to design ecosystem restoration policies and practices for their countries.

REFOREST FEST 2025: DROP THE BEAT, PLANT A SEED

Ever thought of organizing a music festival for the environment? Join Greenpop's successful "Reforest Fest" in South Africa from 16-21 April, and learn how to bring restoration vibes to your community. [Apply now](#) and learn to host your own unforgettable event for change.

SPONSORSHIP PACKAGES

We custom design each sponsorship agreement to align with the brand's sales and marketing goals. Through exposure and engagement with Reforest Fest, brands can introduce themselves to potential customers who are **aligned with their values and mission.**

GOLD R100,000+

Dedicated brand space
Newsletter feature
Competition
Detailed marketing report
Stage mentions
Blog/article for your platform
Instagram story

Silver ROI



SILVER R50,000 - R100,000

One post on LinkedIn (*Only environmental advocacy brands for FB)
Professional marketing images
Newsletter giveaway

Bronze ROI



STANDARD ROI

All sponsors receive the following

Post-event report (Attendance, demographics and reach, within one month post-event)
Logo/name on Reforest Fest website
Post-event newsletter shoutout (within one month post-event)
Post-event blog shoutout (within one month post-event)
Press kit

BRONZE R20,000 - R50,000

Talk/workshop
Green ROI
Standard ROI



GREEN UNDER R20,000

Activation Space
Functional Branding
Tickets
Standard ROI



CASE STUDY

Hazendal Wine Estate brought their signature spark to Reforest Fest 2025, sponsoring the Ubuntu Stage and uniting environmental visionaries, musical trailblazers, and creative change-makers for inspiring talks and performances rooted in contemporary African culture.

Their sustainably crafted wines also shone at the WWF Conservation Wine Champions tent, where winemaker Kiara shared Hazendal's journey toward greener vineyards.

Through collaborative media projects, our partnership highlighted the vibrant intersection of art, sustainability, and African identity, spreading these stories far beyond the festival grounds.



Community is a cornerstone component of the Reforest Fest experience, with loving the land as well as one another being at the very core of RFF's ethos. Having the opportunity to be able to express that love for one another and relish in the sensation of ubuntu at this year's fest has left our green hearts full to no end. ❤️

We'd like to thank Hazendal for making this experience possible! ✨

📸: [Mermaid Dani](#), [Shari Thompson](#)

Another big thank you to our hosts [Bodhi Khaya Nature Retreat](#)

[#Greenpop](#) [#ReforestFest](#) [#RFF25](#) [#Hazendal](#) [#Ubuntu](#)

ROI

- Expert speakers, including Zolani Mahola and Cormac Cullinan with renowned moderator Casparo Brown
- Highlight in our [Phase 3](#), [Phase 4](#), and [Reforest Fest Recap](#) mailers
- Dedicated press release and media outreach, copies [here](#) and [here](#)
- Social media [posts](#), carousels, stories
- Featuring Hazendal in all Wines in the Wild activations and communications
- Creation of the Ubuntu Stage: infrastructure, signage, decor, scheduling of activities/talks, staffing, facilitators
- Dedicated press release and media outreach
- Dedicated brand space
- Detailed PR marketing report
- Stage mentions
- Instagram story
- Professional marketing images
- Tickets
- Post-event report (Attendance, demographics, and reach, within one month post-event)
- Logo/name on Reforest Fest website
- Post-event newsletter shoutout (within one month post-event)
- Post-event blog shoutout (within one month post-event)
- Press kit
- Mention in Earth Hero app



TIMELINE

- 1 YOU LET US KNOW YOUR GOALS**
- 2 WE PROPOSE A CONCEPT & BUDGET**
- 3 ONCE YOU'RE HAPPY WITH IT, WE IMPLEMENT IT!**
- 4 FINAL SIGN OFF 1 FEB 2026**
- 5 REFOREST FEST EVENT TAKES PLACE, 3-6 APRIL 2026**
- 6 ROI WRAP UP WITHIN ONE MONTH OF EVENT CLOSING**



TESTIMONIALS

“Every year, I return with a stiff body and a full heart. This is such a generous and beautiful festival. You set the scene for magic to happen, creating a safe and wholesome space for all to fall into a love frequency. Love for the planet, each other, and ourselves.”

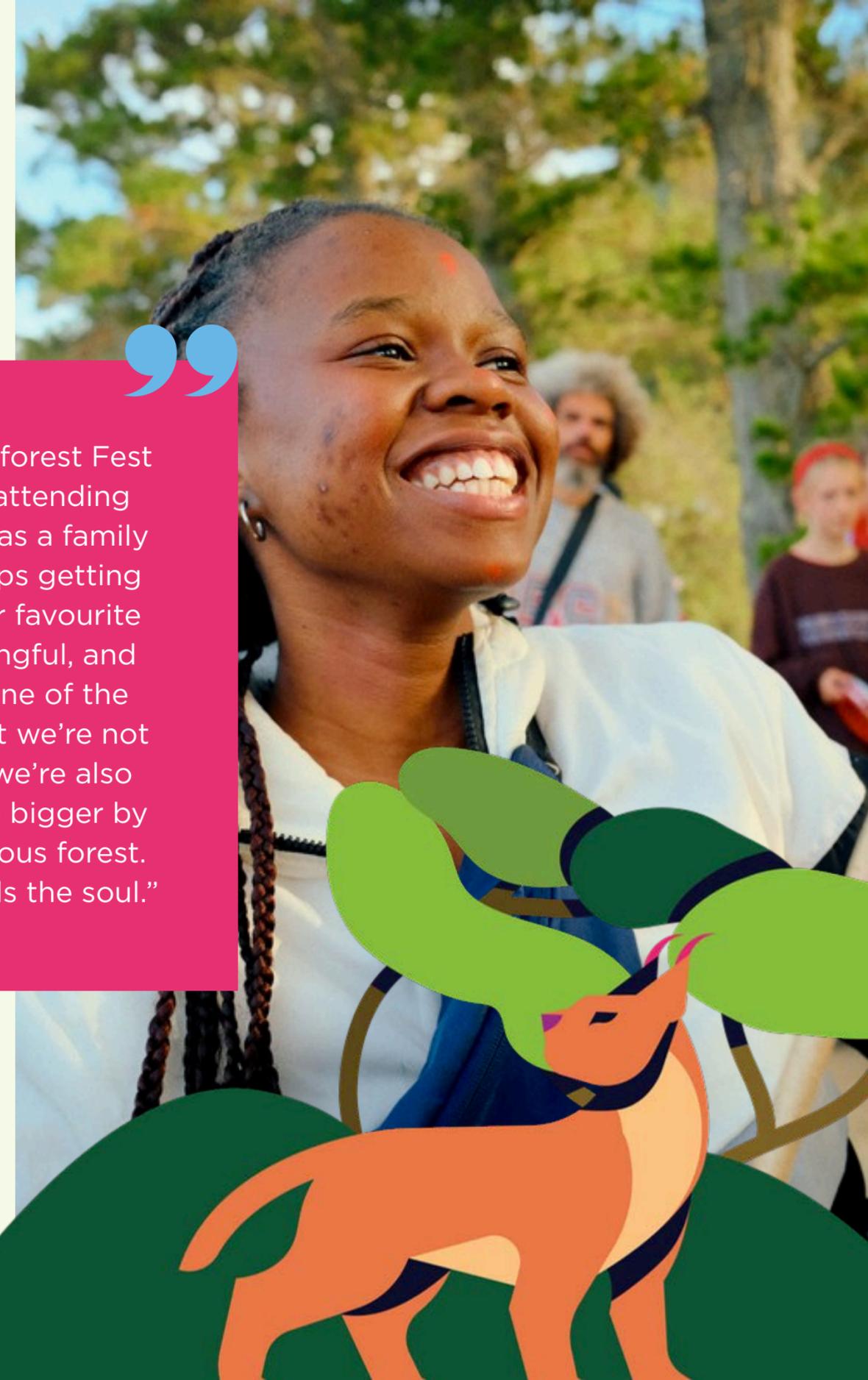
Mel

“Thank you for the opportunity to spend a weekend with like-minded individuals who are passionate about nature. Not only talking about it but taking action through planting trees. The event was well organised, thought provoking and fun.”

Mariette

“Another unforgettable Reforest Fest experience! We’ve been attending Greenpop’s Reforest Fest as a family since 2018, and it just keeps getting better. It’s truly one of our favourite annual events-fun, meaningful, and beautifully organised... One of the things we love most is that we’re not just having a great time-we’re also contributing to something bigger by helping to replant indigenous forest. It’s an experience that feeds the soul.”

Eilidh





OUR 2025 PARTNERS & SPONSORS





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