



CAMPFEST 2K25
EDITION 16

7-9 FEBRUARY

THE CAMPFEST EXPERIENCE

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

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

At SA CampFest, the renowned Show and Shine competition showcases over 400 contestants, culminating in the crowning of the country's best project cars. With international judges and entertainment, the event sets the standard for excellence in the SA motoring and lifestyle scene.



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THE BRAND **PILLARS**

UNITE

We believe in the power of unity and community. Our event serves as a platform for Volkswagen enthusiasts from diverse backgrounds to come together, share their love for VDUB 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 participants to unleash their imagination and express themselves through their vehicles, whether it's through custom modifications, innovative designs, or unique builds. By providing opportunities for creativity to thrive, we empower individuals to bring their visions to life and contribute to the vibrant tapestry of the Volkswagen community.

INSPIRE

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



TOUCH POINTS

ACTIVATIONS

ROAD TO CAMP FEST
A series of on the ground activations at various Volkswagen group dealerships 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 purchase weekend tickets.

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
(13 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 main show.



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DEMOGRAPHICS

FOOTPRINT OF ATTENDEES

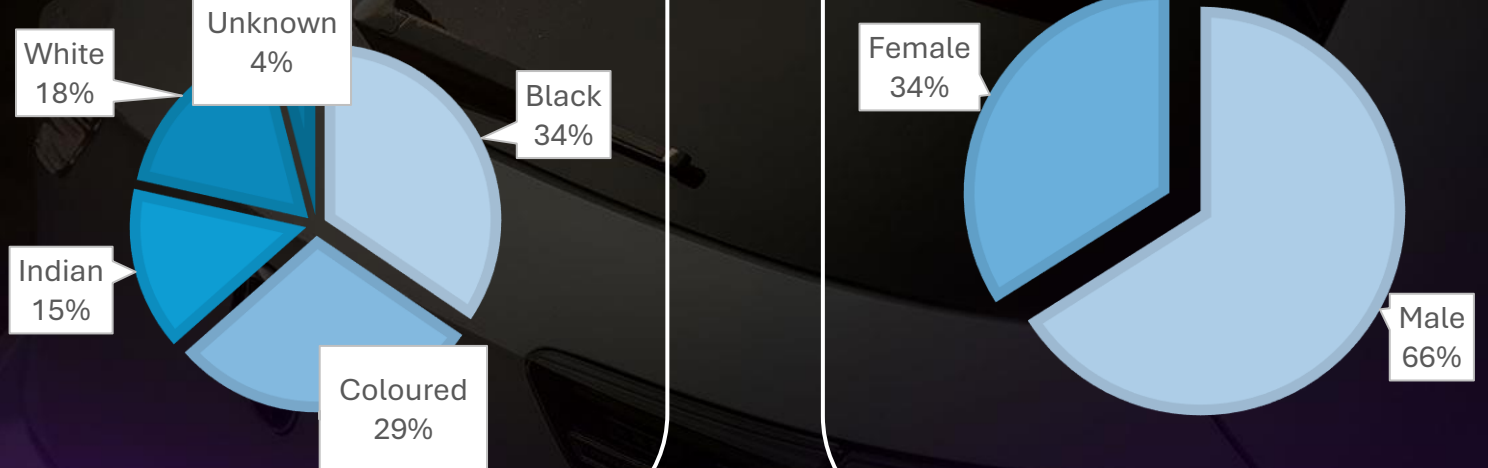
SOUTH AFRICAN VISITORS

9 Provinces
15 Major Cities
66 Urban Towns

INTERNATIONAL VISITORS

6 Continents
18 Countries

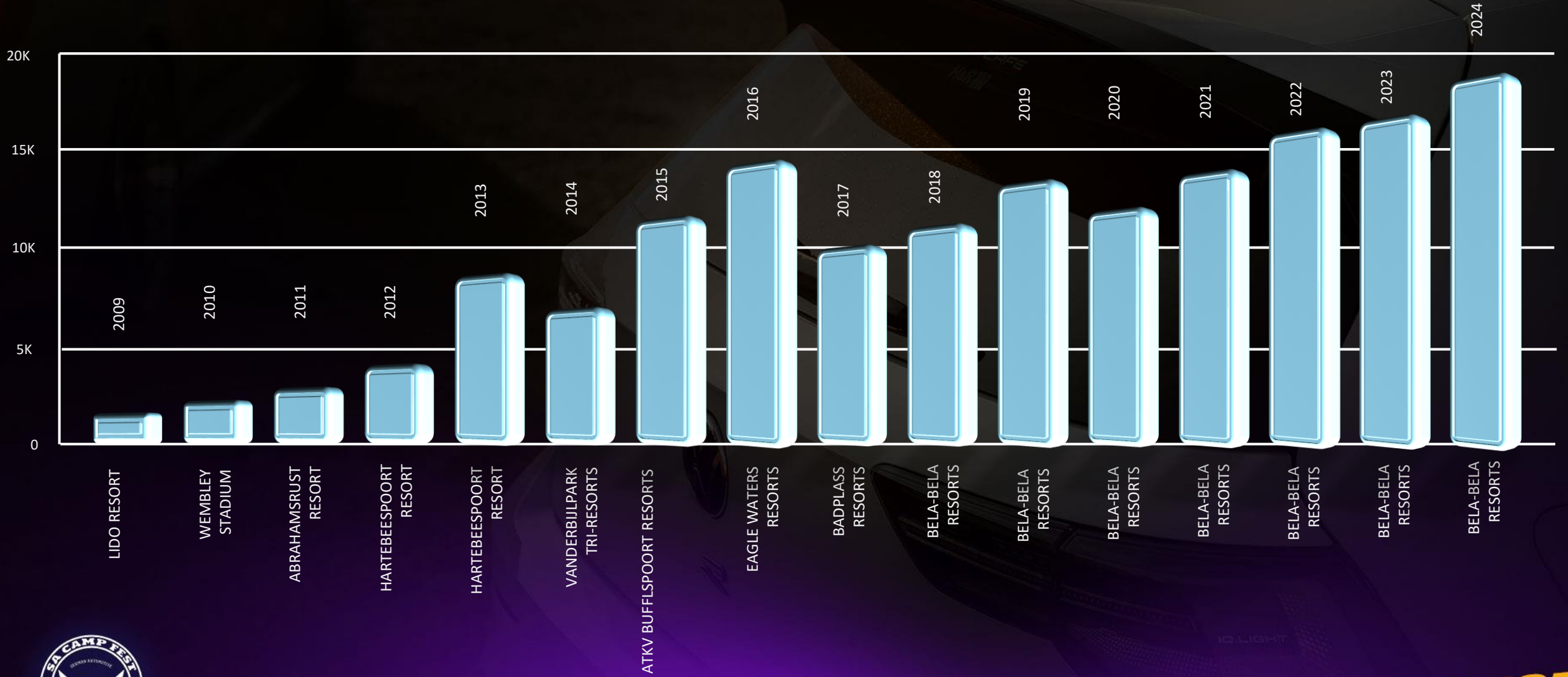
ETHNIC GROUPS



GENDER



ATTENDANCE



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 after-party zones, every nook and cranny of this venue presents ample opportunities for branding and activation, ensuring an unforgettable rendezvous for attendees and sponsors alike.



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BRANDING 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, sponsors 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 Warmbaths Resort, these camping sites offer prime real estate for branding and activation. Imagine towering banners fluttering in the breeze, branded tent pegs securing shelters, and interactive zones sparking conversations among campers.

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

Chalets:

For those seeking a touch of luxury, 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 sponsors. Imagine branded welcome kits awaiting guests, bespoke room amenities bearing sponsor logos, and personalized experiences tailored to each chalet. Whether it's a VIP lounge or a entertainment zone, sponsors can elevate their presence and forge meaningful connections in the lap of luxury.



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THE DIGITAL EXPERIENCE

SA CampFest, the largest Volkswagen Audi Group Automotive Festival in Africa, is a spectacular annual event that garners significant attention from car 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, competitions, and meet-and-greets.

This dynamic media coverage not only immerses the nearly 200,000 attendees in real-time experiences over 15 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.



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FACEBOOK X INSTAGRAM

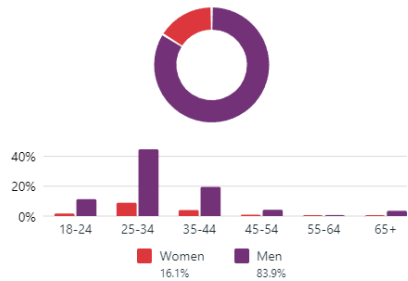
Audience

Current audience Potential audience

Facebook followers

53,894

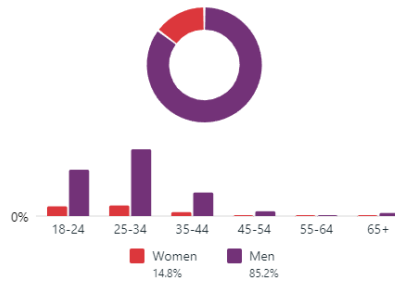
Age & gender



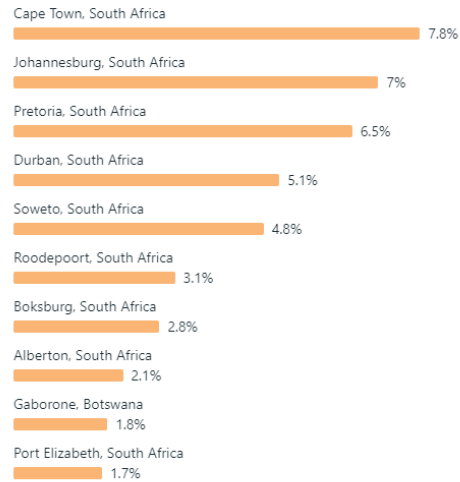
Instagram followers

31,720

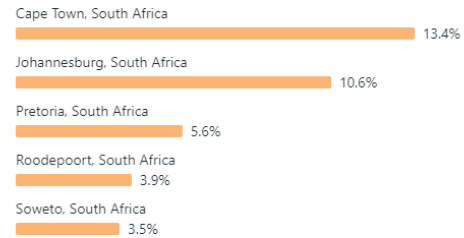
Age & gender



Top cities



Top cities



Top countries



Facebook hashtags #CampFest <9K Posts
Facebook hashtags #VdubLove <35K Posts

Instagram hashtags #CampFest <12K Posts
Instagram hashtags #VdubLove <221K Posts

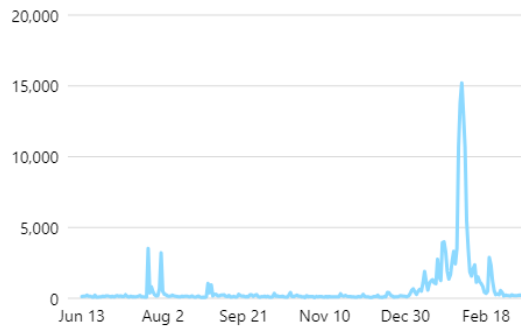
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FACEBOOK x INSTAGRAM

Visits

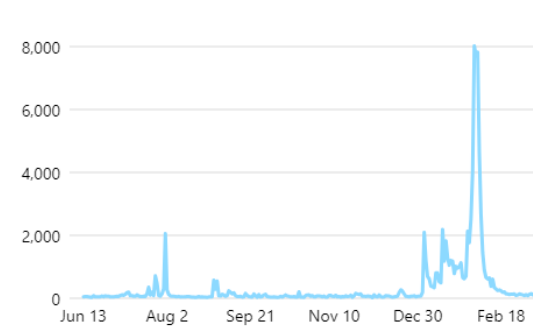
Facebook visits ⓘ

185.5K ↑ 68.5%



Instagram profile visits ⓘ

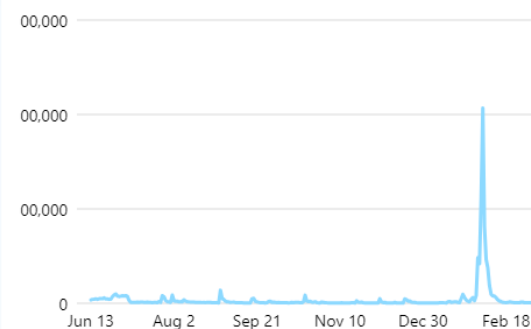
95.6K ↑ 56.8%



Reach

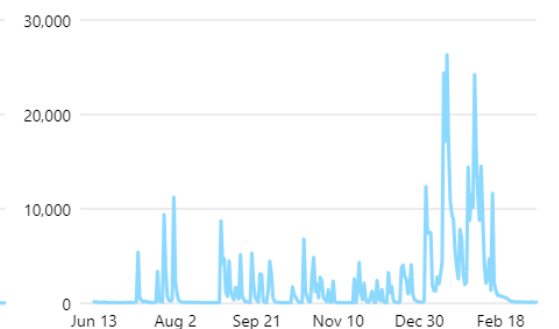
Facebook reach ⓘ

729.7K ↑ 188%



Instagram reach ⓘ


142.3K ↑ 79%



 www.facebook.com/SACampFest

 www.tiktok.com/@sa_campfest

 www.youtube.com/@sacampfest

 www.instagram.com/sa_campfest

 www.twitter.com/SA_CampFest

 www.vimeo.com/sacampfest



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THE ROADSHOW



SEP

2024



OCT

2024



NOV

2024



DEC

2024



JAN

2025

The SA CampFest road show, held at various Volkswagen group dealerships 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 dealerships, 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 dealerships but also strengthens the connection between Volkswagen and its loyal fanbase, ensuring the excitement for SA CampFest reaches fever pitch.



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PR / MARKETING VALUE



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

Motoring

Camping gets some new fans

SA Camp Fest is a party that takes place in the heart of the Veldt market, where you can enjoy the outdoors and the company of like-minded people.

FEATURE

'Dub Club'

It was incredible to witness the kinds of builds locals have come up with, and the craftsmanship and quality of work.

'Dub Club'

It was incredible to witness the kinds of builds locals have come up with, and the craftsmanship and quality of work.

IGNITION

Actions OK Viewing OPTIONS Hide INFO

09:35 Mon 27 Feb 189 Ignition Watching

08:00 4x4 Offroad FAM

08:30 Buyer's Guide FAM

09:00 Petrolheads FAM

'S2/E8 - 2/8'. We get transported to the Rock 'n Roll era at the Rockabilly Festival. Vic is out at VDUB Festival, Jozi shows us how a burnout is meant to be done and we meet up with a biker crew from the Mother city.

Season 2 / Episode 8 Tue 28/02 09:00 - 09:30

Actualty | Magazine | Motoring | Sport

The SA CampFest event attracts significant Advertising Value Equivalency gain for brands 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.



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AFTERFEST



After Fest, the electrifying Saturday night party of the CampFest weekend, takes the festival experience to unprecedented heights. Featuring South Africa's biggest DJs, this high-energy event transforms the evening 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, ensuring there's something for everyone. After Fest is more than just a party; it's the crescendo of CampFest, where festival-goers can unwind, connect, and create the unforgettable.

The integrated annual Vor Dem Fest pre-party is a Friday 'day-night' entertainment zone opportunity that adds robust brand exposure and zest for the weekend experience.



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EXHIBITOR PACKAGES



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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

R29 900



3. Zwickou 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

R49 900



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

R39 900



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

R59 900



*All values are Ex Vat

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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

R55 500



6. Polmela 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

R99 900



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SPONSORSHIP PACKAGES



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SPONSORSHIP PACKAGES



7. 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



8. 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



*All values are Ex Vat

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SPONSORSHIP PACKAGES



9. 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 Coverage – Brand focus

R1 199 900



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CONTACT DETAILS



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VW International Group Supply No: D74058C
SAMRO License number: ST0120217

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