



Women in Logistics
and Transport

WILAT-SA Conference 2026

Sponsorship Proposal

A strategic partnership opportunity to empower women in transport and logistics, drive innovation, and foster sustainable growth in South Africa's transport sector.

WILAT-SA

Reg. No: 2024/434921/08 | NPO Company
Affiliated to Chartered Institute of Logistics and Transport SA

Tel: +27 82 447 9238 | Email: info@wilatza.org.za | Web: www.wilatza.org.za | Postal Address: 1001 Wilhelm Road, Centurion, Gauteng, 0157
Directors: M Malesa | J Ramitshana | D Thobejane

Registration no: 2024/434921/08 - Association incorporated under the Companies Act 2008 as a Non-Profit Company.



Event Details

DATES

6 – 7 August 2026

LOCATION

Gallagher Convention Centre, Gauteng, South Africa

THEME

Empowering Women in Transport, Logistics & Supply Chain: Navigating Challenges, Driving Innovation, Fostering Sustainability

EXPECTED ATTENDANCE

150+ industry professionals, leaders, policymakers, and entrepreneurs

ORGANIZATION

Women in Transport and Logistics – South Africa (WILAT-SA)

Executive Summary



150+

EXPECTED ATTENDEES

2

CONFERENCE DAYS

10

SUB-THEMES

Strategic Opportunity

WILAT-SA's 2026 International Conference represents a unique platform to position your organization as a champion of diversity, innovation, and sustainable growth in South Africa's transport and logistics sector.

- ▶ **Market Leadership:** Connect with 150+ industry decision-makers, CEOs, and entrepreneurs
- ▶ **Brand Elevation:** Associate your brand with gender inclusivity and innovation
- ▶ **Thought Leadership:** Sponsor keynotes and workshops aligned with your business strategy

Key Insight: The transport and logistics sector in South Africa is rapidly evolving. Organizations that champion women's empowerment and innovation are positioned to lead market transformation.

Business Value

Your sponsorship investment delivers measurable returns through brand visibility, networking opportunities, and alignment with a growing movement toward inclusive business practices.

- ▶ **Media Coverage:** Estimated reach of 50,000+ through industry publications and social media
- ▶ **Brand Visibility:** Logo placement, speaking opportunities, and exhibition space
- ▶ **Lead Generation:** Direct access to qualified prospects and business partners
- ▶ **CSR Alignment:** Demonstrate commitment to gender equality and sustainable development

Competitive Advantage: Early sponsorship secures premium positioning and maximum brand association with conference success.

ROI & Value Proposition



Brand Visibility & Reach

DIRECT CONFERENCE ATTENDEES

150+

ESTIMATED MEDIA REACH

50,000+

COST PER IMPRESSION (PLATINUM)

R0.20

Lead Generation Value

QUALIFIED LEADS GENERATED

80–120

AVERAGE LEAD VALUE (B2B)

R15,000–R50,000

Sponsorship Benefits

- ✓ **Logo Placement:** Website, materials, signage
- ✓ **Speaking Slot:** Keynote or workshop opportunity
- ✓ **Attendee List:** Post-conference contact access
- ✓ **Media Recognition:** Press releases and social media
- ✓ **Networking Events:** VIP dinner or breakfast

Why Sponsor WILAT-SA?

Sponsorship delivers a 10–15x return on investment through direct lead generation, brand visibility among 400+ decision-makers, and positioning your organization as a leader in diversity and innovation within South Africa's transport and logistics sector.

Community Impact & Social Value



Job Creation

DIRECT JOBS (CONFERENCE)

10 - 20

Event staff, logistics, catering, technical support

INDIRECT JOBS (SUPPLY CHAIN)

20 - 30

Suppliers, transportation, accommodation providers

Skills Development

PARTICIPANTS TRAINED

150+

Leadership, digital skills, supply chain management

MENTORSHIP CONNECTIONS

50+

Women paired with industry leaders

Supplier Diversity

WOMEN-OWNED SUPPLIERS

5+

Catering, printing, marketing, logistics

PROCUREMENT VALUE

R750k–R1 300 000k

Direct economic injection to women entrepreneurs

Economic Empowerment

Estimated Total Economic Impact: R1 500 000

The conference generates direct and indirect economic benefits through employment, skills development, and supplier procurement. Women entrepreneurs gain access to capital, networks, and business opportunities that accelerate enterprise growth.

- Increased household incomes for 10+ women
- Business expansion for women-owned enterprises
- Access to formal supply chain networks
- Improved financial independence and security

Sustainable Growth

Beyond the conference, WILAT-SA's initiatives create lasting impact through ongoing mentorship, policy advocacy, and industry partnerships that sustain women's empowerment in transport and logistics.

- Annual networking and professional development
- Policy advocacy for gender-inclusive practices
- Supplier development programs and financing
- Leadership pipeline for future industry leaders
- Knowledge-sharing platforms and communities

Conference Overview & Themes



DATES

10–16 – 7 August 2026



LOCATION

Gallagher Convention Centre



EXPECTED ATTENDANCE

150+ Professionals



FORMAT

2-Day Conference

10 Conference Sub-Themes

1 Leadership & Representation

Amplifying women's voices in decision-making roles within the transport sector

2 Innovation & Technology

Harnessing digital tools and emerging technologies for inclusive solutions

3 Skills Development

Equipping women and young girls with skills to thrive in transport-related careers

4 Workplace Challenges

Addressing workplace challenges and advocating for an equitable transport industry

5 Women-Owned Enterprises

Supporting women-owned enterprises in logistics and transport sectors

6 Efficiency & Sustainability

Enhancing efficiency and sustainability in women-led logistics operations

7 Breaking Gender Stereotypes

Mapping pathways for women in warehousing, distribution, and transport management

8 Policy Advancement

Advancing policies that support women in logistics and transport infrastructure

9 AI & Digital Innovation

Leveraging AI, blockchain, and digital tools to optimize logistics operations

10 Supply Chain Excellence

Building resilient and efficient supply chain networks led by women professionals

Sponsorship Investment Tiers



Platinum

R150,000+

- ✓ Keynote speaking slot
- ✓ Logo on all materials
- ✓ Premium booth space
- ✓ VIP networking dinner
- ✓ Attendee list access
- ✓ Branded conference bag
- ✓ Post-event report
- ✓ Media recognition

Gold

R100,000

- ✓ Workshop sponsorship
- ✓ Logo on website
- ✓ Standard booth space
- ✓ Networking breakfast
- ✓ Attendee list access
- ✓ Branded materials
- ✓ Event program listing
- ✓ Social media mentions

Silver

R50,000

- ✓ Logo placement
- ✓ Website listing
- ✓ Booth space
- ✓ Attendee access
- ✓ Program mention
- ✓ Email recognition
- ✓ Social media post
- ✓ Attendance certificate

Bronze

R25,000

- ✓ Logo on website
- ✓ Program listing
- ✓ Social media post
- ✓ Email mention
- ✓ Certificate
- ✓ Event access
- ✓ Networking pass
- ✓ Thank you letter

Customized Packages Available: We welcome discussions about tailored sponsorship packages aligned with your organization's strategic objectives. Contact us to explore partnership opportunities beyond these standard tiers.

Partnership & Next Steps



Let's Create Impact Together

We invite your organization to join us in empowering women in transport and logistics, driving innovation, and fostering sustainable growth in South Africa's transport sector.

Your sponsorship is a strategic investment in the future of our industry.

Limited sponsorship slots available for the 2026 conference. **Early commitment secures premium positioning and maximum brand association with this landmark event.**

1

Schedule a Meeting

Contact us to discuss your organization's sponsorship objectives and explore customized partnership packages.

2

Review Proposal

Receive a detailed sponsorship proposal tailored to your business goals and brand positioning.

3

Activate Partnership

Finalize sponsorship terms and begin activation planning for maximum impact and visibility.

Primary Contact

Moipone Masalesa

Chairperson, WILAT-SA

Phone: +27 82 447 9238

Email: info@wilatza.org.za

Registration: 2024/434921/08

Affiliated to: Chartered Institute of Logistics and Transport SA

Sponsorship Contact

Prof. Lulama Qalinge

Deputy Chair : Research, Development & Training

Phone: +27 82 444 8936

Email: Lulama.Qalinge@gmail.com

Online

Website: www.wilatza.org.za

Address:

1001 Wilhelm Road
Centurion, Gauteng
0157, South Africa

Timeline

Conference Date:

10–11 June 2026

ACT NOW

Early sponsorship commitment secures premium positioning and maximum brand visibility.