



AFRICAN TRANSPORT RESEARCH CONFERENCE

SPONSORSHIP GUIDE

**The 2nd African Transport
Research Conference (ATRC)**

Partner with Africa's Leading Transport Research Platform

As the second edition in a growing series of world-class conferences, the **2nd African Transport Research Conference (ATRC)** offers a dynamic platform for sharing ideas, driving innovation, and strengthening collaboration across the transport research community in Africa.

This is a unique opportunity to position your organisation at the forefront of discussions shaping the future of sustainable transport, mobility, and infrastructure in Africa. By becoming a sponsor, your brand will align with cutting-edge research, influential policy dialogue, and a growing network of global academics.

Be among the first sponsors supporting one of Africa's most important transport research gatherings.

Conference Details

Event: 2nd African Transport Research Conference (ATRC)

Dates: 2 – 4 March 2027

Venue: Protea Hotel, Breakwater lodge (GSB)

The conference is co-organised by:

- Volvo Research and University of Cape Town (Centre for transport studies) under the auspice of an international scientific committee

ATRC provides a platform for researchers to engage with the most pressing transport challenges across the African continent.

Why Sponsor ATRC?

Sponsorship offers your organisation the opportunity to:



Showcase your leadership in
transport innovation and sustainable mobility



Engage directly with
transport researchers and other industry



Build partnerships with
leading African and international institutions



Increase brand visibility among
Decision-makers and emerging influencers



Support the development of
evidence-based transport solutions for Africa

About the African Transport Research Conference

Africa is urbanising rapidly, creating urgent challenges for **transport infrastructure, mobility, and connectivity** within and between cities and across national borders.

The **African Transport Research Conference (ATRC)** brings together leading researchers and practitioners to develop innovative, sustainable transport solutions for the continent.

Researchers from across the world participate in the conference, presenting work focused on **transport systems, mobility, logistics, and infrastructure development in Africa**.

Success of the 1st ATRC (2024)

The inaugural ATRC was held in **Cape Town from 5 – 7 March 2024** and demonstrated strong global engagement.

Key Highlights

- **220 delegates attended**
- **29 countries represented**
- **87 sponsored presenters**
- **Continuing Professional Development (CPD) points earned**

Previous Sponsors and Partners

The first conference was supported by leading international and African organisations including:

- Volvo Research and Educational Foundations
- University of Cape Town
- High Volume Transport Programme
- GIZ
- United Nations
- South African National Roads Agency Limited (SANRAL)
- GTS Consult
- GoMetro
- Elsevier
- PTV Group
- South African Institution of Civil Engineering (SAICE)

Sponsorship Opportunities

The ATRC offers a range of sponsorship and promotional opportunities designed to maximise visibility and engagement with conference participants.

These opportunities may include:

- **Session or keynote sponsorship**
- **Networking event sponsorship**
- **Technical Tours sponsorship**
- **Gala Dinner sponsorship**
- **Branding opportunities**
- **Delegate materials and digital promotion**

Custom sponsorship packages can also be developed to suit your organisation's strategic objectives.



Join Us in Advancing Transport Research in Africa

We invite organisations committed to advancing sustainable transport solutions to partner with us and support the next edition of ATRC.

To learn more about sponsorship opportunities and conference details, please visit:

www.atrc.co.za

Contact for Sponsorship Enquiries

For further information or to discuss sponsorship opportunities, please contact:

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Diamond Sponsorship

Gala Dinner Sponsor - 3 March 2027

Investment: \$19 500

Availability: 1

The Diamond Sponsorship offers premium visibility through sponsorship of the official conference **Gala Dinner**, one of the key networking events of the conference.

Benefits

Brand Visibility

- Recognition as **Diamond Sponsor** on all conference marketing materials
- Sponsor logo featured on the conference websites
- Sponsor logo linked to your organisation website
- Company banner displayed at the **conference venue entrance**
- Company banner displayed at the **Gala Dinner venue**

Engagement Opportunities

- Opportunity to deliver a **5–10 minute welcome speech** during the Gala Dinner
- Company brochures and/ or branded materials placed on **all Gala Dinner tables**

Delegate Engagement

- Company brochure inserted into **conference delegate bags**
- Access to the conference delegate list for **two online marketing email campaigns** (distributed by the organising committee)

Complimentary Access

- **1 Full conference registration** including social events
- **PLUS 10 Gala Dinner guest tickets**

Ruby Sponsorship

Sponsor an Author Programme

Investment: \$3,500 per author | Multiple opportunities available

Support the next generation of African transport researchers by sponsoring an author to attend ATRC 2027.

Your sponsorship enables PhD students and early-career researchers from African institutions to participate who may otherwise be unable to attend.

Sponsorship Includes

- Conference registration for one sponsored author
- Return travel to Cape Town
- Accommodation for the duration of the conference
- Visa support documentation (where required)
- Travel Insurance
- Airport Transfers

Sponsor Benefits

- Recognition as a "Sponsor an Author Partner"
- Logo placement on the ATRC website, programme and proceedings
- Recognition during selected sessions
- Introduction to your sponsored author
- Opportunity to connect during the conference

Your Impact

Help build African research capacity, enable inclusive participation, and support the future of transport knowledge across the continent.

Sponsors may support multiple authors, with matching based on shared areas of interest where possible. Priority will be given to PhD students and early-career researchers.

Emerald Sponsorship

Welcome Cocktail Reception Sponsor – 1 March 2027

Investment: \$9600

Availability: 1

The Welcome Reception is the **opening networking event** where delegates first connect.

Benefits

Brand Visibility

- Recognition as **Emerald Sponsor** on conference marketing materials
- Sponsor logo on ATRC and VREF conference websites
- Banner at the **conference venue entrance**
- Banner at the **Welcome Reception venue**

Engagement Opportunities

- Opportunity to deliver a **5–10 minute welcome speech** during the reception
- Branded materials distributed during the reception

Delegate Engagement

- Company brochure inserted into delegate bags
- Access to conference delegate list for **two email promotions**

Complimentary Access

- **1 Full conference registration** including social events
- **PLUS 4 Gala Dinner guest tickets**

Platinum Sponsorship

Entry Level Sponsor

Investment: \$850

The Platinum package is the entry-level sponsorship and must be combined with one or more Ruby sponsorship options below.

Benefits

Brand Visibility

- Recognition as **Platinum Sponsor** on conference marketing materials
- Sponsor logo on ATRC and VREF websites
- Company banner displayed at the conference venue entrance
- Company brochure inserted in delegate bags
- Access to the conference delegate list for **two online marketing email campaigns**
- **1 Full conference registration** including the welcome cocktail function

PLATINUM SPONSORSHIP ADD-ON

Notebook & Pen Sponsor

Investment: \$950

Availability: 1

Sponsor branded notebooks and pens distributed to all delegates.

Delegate Lanyard Sponsor

Investment: \$350

Availability: 1

Sponsor branded delegate lanyards worn by all conference participants.

Networking Area Sponsor

Investment: \$650

Availability: 1

Sponsor the conference networking area.

Benefits include:

- Two sponsor banners displayed in the networking area
- Prominent brand visibility during informal networking sessions

Delegate Bags Sponsor

Investment: \$2750

Availability: 1

Sponsor the official **conference delegate bags**, branded with your logo alongside ATRC and VREF logos.

Gold Sponsorship

Plenary Speaker Sponsor

Investment: To be confirmed

Support the participation of one of the conference plenary speakers.

Benefits

- Sponsor covers:
 - Return travel to Cape Town
 - Accommodation during the conference
- The session will be branded as:
"[Sponsor Name] Plenary Session"
- Special recognition during:
 - Welcome Reception
 - Gala Dinner
- Sponsor recognition in conference proceedings and programme
- **1 Full conference registration**
- **PLUS 2 Gala Dinner guest tickets**
- Company brochure inserted into delegate bags

Conference Online Registration Sponsor

Investment: \$2000

Sponsor the official **conference registration site**, used by all delegates to register.

Benefits

- Sponsor branding on the mobile app
- Banner at the conference venue entrance
- Recognition as **Gold Sponsor**
- **1 Full conference registration**
- **PLUS 2 Gala Dinner guest tickets**
- Company brochure in delegate bags
- Access to two email promotions to delegates

Silver Sponsorship

Session Sponsor

Investment: \$1800

Sponsor a full day technical breakaway session.

Benefits

- 15-minute company presentation during the session
- Company slides displayed before and between presentations
- Company banners in the session venue
- **1 Full-day conference registration for the day of sponsorship**
- **PLUS 2 Welcome Cocktail tickets and 2 Gala Dinner guest tickets**

Technical Tour Sponsor

Investment: To be confirmed

Availability: 4

Sponsor one of the conference technical tours.

Responsibilities

- Sponsor covers:
 - Transport for delegates (coach hire)
 - Entrance or facility fees

Benefits

- Two sponsor representatives may join the tour
- **PLUS 2 Welcome cocktail tickets**

General Sponsorship Information

- All sponsor logos will appear on **conference marketing materials and the conference website.**
- **Diamond, Platinum, and Ruby packages can be customised** to suit sponsor requirements.
- Sponsorship packages are based on **an estimated 200 delegates** and may be adjusted depending on final attendance.

The background is a solid orange color. It features a large, abstract, pixelated shape in the upper left quadrant, composed of various yellow and light orange geometric shapes like triangles, squares, and circles. This shape resembles a stylized letter 'A' or a mountain peak. In the lower right, there is a vertical column of similar pixelated shapes, also in yellow and light orange. The overall aesthetic is modern and digital.

**We look forward to
welcoming you
as a sponsor**