

CHEERS TO SMALL WINS

Celebrating Resilience, Impact, and Collaboration in Entrepreneurship

Organised by Zawadi Concepts

Date: 09 December 2025

Venue: The Fortress Venue, Ohm Street Klipfontien 12-lr, Edenvale South Africa



Concept Overview

Entrepreneurship is a journey often defined by resilience, risk, and reinvention. Cheers to Small Wins is more than a celebration — it is a purpose-driven gathering that recognises the spirit of entrepreneurship while fostering collaboration, growth, and renewed purpose for the year ahead.

Purpose and Objectives

The event aims to celebrate resilience, encourage collaboration, inspire renewed hope, facilitate meaningful connections, create visibility for brands, and highlight the human side of entrepreneurship.

Strategic Relevance to Corporates

For corporate partners, Cheers to Small Wins offers a unique and credible platform to connect with the heartbeat of South Africa's economy — its small business sector. It supports transformation, ESD, and empowerment goals.

Event Highlights

Keynote Addresses, Panel Discussions, Networking Lounge, Celebration Moments, and Live Entertainment.

Target Audience

Small business owners, startup founders, corporate leaders, ESD managers, business support organisations, funders, and development agencies.

Sponsorship Opportunities

Zawadi Concepts welcomes partnerships from corporates and brands who share our vision of an inclusive, empowered SME ecosystem.

Title Sponsor – R250,000

- Exclusive naming rights
- Keynote address opportunity
- Full-scale branding and visibility
- Sponsor 10 entrepreneurs
- Prime exhibition space
- Media exposure and 10 complimentary passes

Platinum Sponsor – R100,000

- Branding as Platinum Sponsor
- Panel participation opportunity
- Sponsor 5 entrepreneurs
- 6 complimentary passes and activation area

Golf Sponsor – R75,000

- Branded golf networking experience
- Sponsor 4 entrepreneurs

- • Co-branding on entertainment segment
- • 5 complimentary passes

Silver Sponsor – R50,000

- • Sponsor 3 entrepreneurs
- • Branding on event collateral
- • 4 complimentary passes

Bronze Sponsor – R30,000

- • Sponsor 2 entrepreneurs
- • Branding on selected materials
- • 2 complimentary passes

Sponsorship Value Proposition

Partnering with Cheers to Small Wins allows corporates to invest meaningfully in entrepreneurial empowerment, align with national transformation goals, and position their brand as a champion of innovation.

Next Steps

Zawadi Concepts invites corporates, development institutions, and ecosystem partners to join us in co-creating an unforgettable celebration of impact, purpose, and possibility.

Contact

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