**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**



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# 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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