

BONA BONA WILDLIFE

Piet du Toit WILDBEDRYF Gesogte Genetika

The Tenth

PLATINUM AUCTION

Saturday 13 March 2027

Sponsorship packages

Two premium wildlife brands. One vision.

The 10th Bona Bona Platinum Auction, with Piet du Toit Wildbedryf.

Bona Bona Wildlife Centre · N12 between Klerksdorp and Wolmaransstad, North West

thetenth.auction

WHY SPONSOR THE TENTH

Put your brand where South Africa's wildlife industry gathers

On Saturday 13 March 2027 Bona Bona Wildlife and Piet du Toit Wildbedryf host The Tenth together for the first time. Two of South Africa's most respected breeders and their invited guest sellers bring their finest animals to one catalogue, held to one standard.

The Tenth is the 10th Bona Bona Platinum Auction, dedicated to Pieter Ernst Snr in his 80th year. Breeders, buyers and investors from across the country are expected at the Bona Bona Wildlife Centre in North West, with bidders in the auction house and online through Wildswinkel bidding side by side on every lot.

These are decision makers with land, game and capital to invest. They remember the companies that stand with their industry on its biggest days. Sponsor The Tenth and your brand travels with them, from the day the catalogue arrives to the fall of the final hammer.

THE 9TH PLATINUM AUCTION · 21 MARCH 2026

R59,4 m	R421 930	132	415
Combined turnover, live and timed	Average per lot sold on the live auction	Lots on the live auction	Registered bidders

South Africa's largest single wildlife auction of 2026. Home to the season's highest price.

Hammer prices, excluding VAT. Sources: Wildswinkel's result sheets and The Tenth's Wildlife Season Report 2026.

WHO YOU REACH

Serious buyers

Game breeders, investors and farm owners who buy at the top end of the market, in the room and online.

Families and guests

Families are welcome, with a game lodge and tented camp on site, so guests can make a weekend of it.

The farming media

The 9th Platinum Auction featured in Farmer's Weekly, African Farming and Landbouweekblad.

PLATINUM SPONSOR

ONLY TWO AVAILABLE

Stand beside the hosts

R100 000

Our most visible partnership, open to two companies only. Your brand is on a catalogue cover, on the screen in the auction house and at the gates. Your people sit in the reserved sponsor seats and you have 30 seconds to speak to the room or to play your own video. No sponsor stands closer to The Tenth.

IN THE CATALOGUE

- A full-page advert on the back cover, inside front cover or inside back cover. Cover positions go in the order sponsors confirm.
- Your logo on the catalogue's dedicated sponsor page.

IN THE AUCTION HOUSE

- Reserved sponsor seating at The Tenth.
- Your company advertisement on the auction house screen before and after the auction.
- A 30-second promotional video before or after the auction, or a 30-second opportunity to speak to the room.

AT THE VENUE

- Four pop-up banners outside the venue, supplied by you.
- Exhibition space at the Bona Bona Auction Complex on auction day.
- On-site accommodation for two people over the auction weekend, for two nights.

DIGITAL

- Your logo on digital display as a Platinum Sponsor.

First to confirm, first to choose.

With only two Platinum places, the first sponsor to confirm chooses the catalogue cover position. Call Tarryn van der Berg on 082 769 4101 to reserve yours.

GOLD SPONSOR

Be seen at every turn

R50 000

A strong presence in the catalogue, in the auction house and at the venue. Gold Sponsors put their name in front of every buyer and meet them face to face at their own exhibition space on auction day.

- An advert in the catalogue, placed at the auction team's discretion.
- Your logo on the catalogue's dedicated sponsor page.
- Reserved sponsor seating at The Tenth.
- Two banners outside the venue, supplied by you.
- Exhibition space at the Bona Bona Auction Complex on auction day.
- Your logo on digital display in the list of Gold Sponsors.

EXHIBITION STAND

Meet the buyers face to face

R5 000

Put your products and your people where breeders and buyers spend auction day. A stand at the Bona Bona Auction Complex is the simplest way to be part of The Tenth. The price covers the stand only.

SET-UP OPENS	STANDS READY	BREAKDOWN STARTS
Thursday 11 March 2027 from 14:00	Saturday 13 March 2027 by 08:00	Only once the auction has ended

AT A GLANCE

Choose your place at The Tenth

Three ways to be part of the 10th Bona Bona Platinum Auction, side by side.

WHAT YOU RECEIVE	**Platinum** *R100 000* Only two available	**Gold** *R50 000*	**Exhibition stand** *R5 000*
Catalogue advert	Full page on a cover	Placed by the auction team	
Logo on the catalogue's sponsor page	✓	✓	
Reserved sponsor seating	✓	✓	
Advertisement on the auction house screen	✓		
30-second video or speaking opportunity	✓		
Banners outside the venue, supplied by you	Four	Two	
Exhibition space on auction day	✓	✓	✓
On-site accommodation	Two people, two nights		
Logo on digital display	✓	✓	

GOOD TO KNOW

Catalogue artwork

Artwork for catalogue adverts is due by 29 January 2027. We supply the design specs to every sponsor.

Banners

Sponsors supply their own banners and pop-up banners for display outside the venue.

Accommodation

Accommodation on site is reserved for auction buyers and bidders. We recommend booking in Klerksdorp or Wolmaransstad.

BOOK YOUR PACKAGE

Secure your place at The Tenth

Platinum places are limited to two and the first sponsors to confirm choose their catalogue cover first. Contact Tarryn to book your package or to talk through what suits your company best.

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KEY DATES

29 January 2027	Artwork for catalogue adverts due
Thursday 11 March 2027, 14:00	Exhibition set-up opens
Saturday 13 March 2027, 08:00	Exhibition stands ready
Saturday 13 March 2027, 12:00	The live auction starts
After the auction	Exhibition breakdown starts

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