

A close-up photograph of several large, vibrant pink flowers, possibly peonies, with lush green foliage in the background. The flowers are the central focus, with their petals showing delicate textures and varying shades of pink.

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# 2026 PARTNERSHIP PROSPECTUS

28 October 2026 to 1 November 2026 | Westcliff, Johannesburg





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# ABOUT THE FAIR





Premium lifestyle experience

## *A much loved, annual* **Johannesburg event**

The **Glenshiel Fair** is a cherished annual event that brings together the community in support of the **Order of St John**. Set against the stunning backdrop of Glenshiel Estate, the fair offers a unique blend of heritage, entertainment, and fundraising to support vital charitable work.

### EVENT HIGHLIGHTS

- Approximately **4,000 attendees** across four days
- Over **70 stall holders** from across South Africa, the UK and Zimbabwe
- **Focus on artisanal**, beautifully made and on-trend products, including: fashion, accessories, décor, beauty, fabrics, jewellery and luxury goods

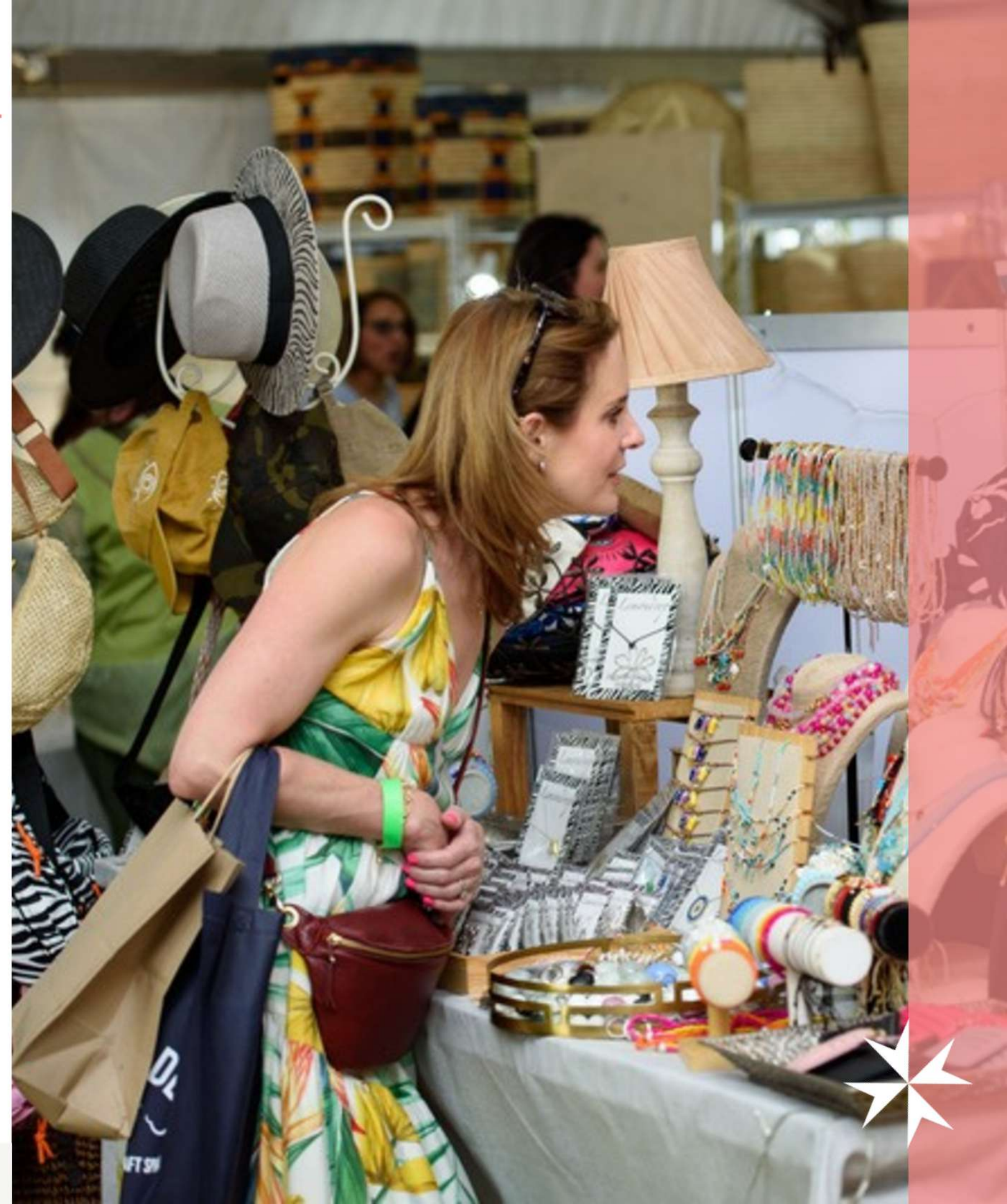


## *A highly engaged* **lifestyle-focused audience**

The Glenshiel Fair attracts a loyal and engaged audience who attend specifically to discover quality products, enjoy the social experience, and support a meaningful cause.

- Homeowners and families
- Professionals and business owners
- Design- and lifestyle-conscious shoppers

With extended time spent on site and strong repeat attendance year-on-year, sponsors benefit from both direct engagement and long-lasting brand association.







## *Directly supporting* **community healthcare**

The Glenshiel Fair plays a vital role in sustaining and expanding our community programme. By supporting the Glenshiel Fair, sponsors partner with an organisation delivering real, measurable impact in South Africa's most vulnerable communities.

### FAIR FUNDS SUPPORT:



Eye care outreach  
services



Healthcare access for  
vulnerable populations



Community first  
aid programmes



Volunteer development  
and training





**St John**  
Here for Good

# ABOUT THE ORDER



## The organisation behind *the Fair*

**St John South Africa** is part of a global organisation dedicated to improving health through first aid, healthcare, and support services. As part of the Order of St John, accredited with the United Nations, we've been serving communities worldwide for centuries – and in South Africa since 1883.

Across six provinces, we're recognised for delivering quality first aid training, accessible eye care, and vital community health services.





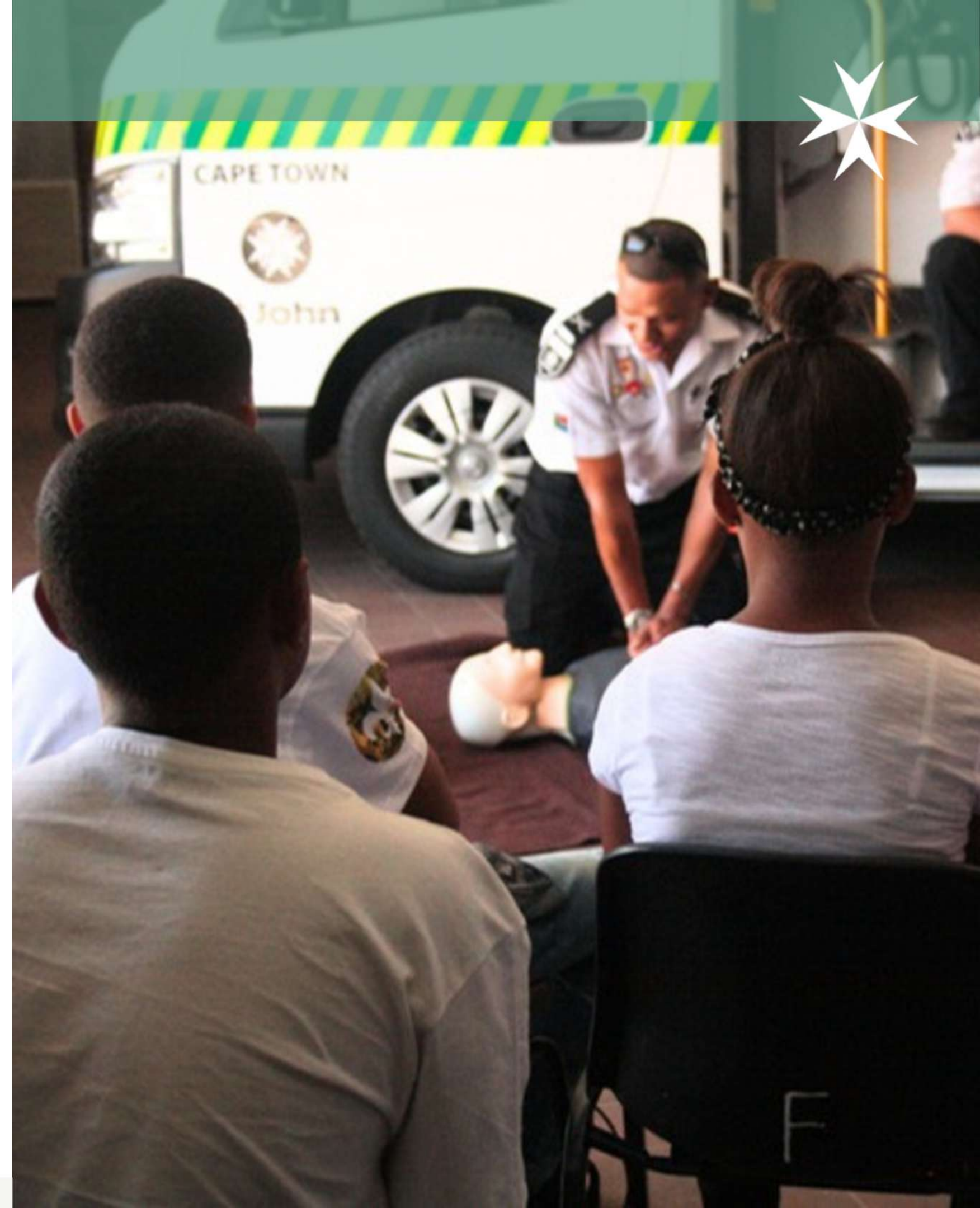
## A trusted organisation with measurable impact

The Order of St John, South Africa, has a long-standing commitment to serving vulnerable and impoverished communities through accessible healthcare, skills development, and volunteer-driven community services.

Our work is grounded in:

- Dignity and inclusion
- Practical healthcare access
- Measurable social impact

With a strong focus on underserved and historically disadvantaged communities, our programmes align closely with transformation and ESG objectives.







## *Governance and* **Environmental Responsibility**

The Order of St John places strong emphasis on ethical leadership, accountability and transparency.

We are adopting King V, ensuring governance structures support sustainability, integrity and responsible stewardship of funds.

While our core mandate is humanitarian, we actively aim to reduce environmental impact through:

- Responsible procurement and waste reduction
- Maximising lifespan and reuse of equipment where appropriate
- Mobile and community-based service delivery to reduce infrastructure demands





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# SOCIAL IMPACT



# EYE CARE SERVICES

Our Eye Care Division represents one of our most significant social impact initiatives. During the past year alone, we conducted close to 10,000 eye examinations in underprivileged communities across South Africa.

## IN 2025 WE DISPENSED

**3000+**

single-vision  
spectacles

**2000+**

bi-focal  
spectacles

**1000+**

multi-focal  
spectacles

Access to vision correction is not merely a health intervention — it is a **critical enabler** of **productivity, employability, education** and **personal independence**.





# FIRST AID & COMMUNITY CARE

In addition to eye care, the Order of St John strengthens communities through first aid training and emergency response services.

Our Brigade volunteer programme also provides accredited skills development and income opportunities, supporting long-term community upliftment rather than dependency.

## DURING THE PAST YEAR

**6000**

individuals were trained  
in first aid

**2000+**

people received direct  
community care

**17 000+**

people were reached through all  
first aid and community programmes





A man wearing a hat and a light-colored shirt is playing a saxophone in a garden. The background is filled with lush green plants and trees. The image has a green tint and a lens flare effect.

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**PARTNER WITH US**



# Proposal for Partnership

A title sponsorship positions a partner as the headline sponsor of the event, with the opportunity for the fair to be rebranded accordingly. This level of partnership offers maximum visibility and direct association with the event.

- Naming rights to the event
- Prominent branding across all marketing platforms, signage, and event collateral
- Direct engagement opportunities with 4000 premium visitors over the event period

## INVESTMENT & VALUE

The fair's operational costs are approximately R750,000.

Title sponsorship typically covers a significant portion of these costs, in return for exclusive naming rights, extensive brand exposure, and targeted access to a high-value audience.







## A Collaborative Opportunity

We would love to discuss how we can tailor a partnership that aligns with your brand objectives while making a meaningful difference in the lives of South Africans who need it most.

This is more than a sponsorship – it is a partnership that delivers measurable business value while amplifying its CSI impact.

Together, we can enhance brand visibility, engage a premium audience, and expand the reach of life-changing eye care services to children in need.



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We look forward to collaborating with you to create an unforgettable event while supporting the invaluable work of the Order of St John.