

SAFSMA PARTNERSHIP TEASER

Forging the Future of South African BBQ – An Invitation to Partner with SAFSMA

South Africa's BBQ, braai, fire and smoke culture has reached a defining moment.

The South African Fire, Smoke & Meat Association (SAFSMA) exists to unify, elevate, standardize and professionally represent the BBQ community — from competitive pitmasters and event organisers to the brands, suppliers and innovators who fuel the fire behind the scenes.

We are inviting select BBQ-related organisations — including manufacturers, suppliers, butcheries, fuel and wood producers, equipment brands, venues, vendors and sponsors — to explore bilateral partnerships under the SAFSMA wing of excellence.

*A partnership with SAFSMA is not transactional.
It is a strategic alignment.*

SAFSMA provides:

- A recognised national platform for competitive and professional BBQ
- Structured events, competitions and development pathways
- Direct access to a committed BBQ community and audience
- Governance, credibility and standards aligned with international BBQ bodies
- Opportunities for brand visibility, collaboration and growth within an organised ecosystem

Our vision is simple but ambitious:

To build a sustainable, respected and internationally competitive South African BBQ landscape — together with the brands that believe in quality, craftsmanship and fire-driven excellence.

We are currently opening discussions with organisations who wish to:

- Become affiliate partners of SAFSMA
- Align their brand with professional BBQ standards and events
- Support the growth of South African BBQ locally and internationally
- Be recognised as part of a trusted, governed association, not just a sponsor list

This communication serves as an initial invitation and conversation starter.

Formal partnership structures, benefits and requirements will be discussed collaboratively and aligned with SAFSMA's values, governance framework and long-term strategy.

We believe the strongest fires are built with the right wood, the right heat, and the right people around them.

If your organisation shares this philosophy, we invite you to step into the conversation.

— SAFSMA

South African Fire, Smoke & Meat Association

SAFSMA CURATED PARTNERSHIP FRAMEWORK

Strategic Positioning & Value Proposition

1. Partnership Philosophy: Curated, Not Open

SAFSMA will not operate an open or templated sponsorship model.

All partnerships will be **curated**, meaning:

- Individually structured
- Strategically aligned with SAFSMA's objectives
- Approved at board level
- Reviewed annually

A **Curated Partnership** reflects mutual commitment, shared standards, and long-term value creation — not transactional exposure.

This positioning ensures:

- Brand quality control
- Market credibility
- Protection of SAFSMA's authority and reputation

2. Category Exclusivity: Strategic Scarcity

Where appropriate, SAFSMA may grant **category exclusivity** to a partner.

Principle:

One partner per defined category (e.g. fuel, wood, knives, smokers, apparel, consumables).

Rationale:

- Prevents brand dilution
- Increases partner ROI
- Reinforces SAFSMA's credibility as a governing body
- Encourages deeper partner commitment

Exclusivity:

- Is category-specific
 - Is time-bound to the partnership term
 - May be withdrawn if performance, conduct, or alignment standards are breached
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3. Crimson Kings Alignment: Strategic but Restrained

Where applicable, partner brands **may** be associated with the **Crimson Kings International Team**, subject to board approval.

Key Positioning:

- Crimson Kings is a **performance and excellence asset**, not a marketing billboard
- Partner alignment is **subtle, controlled, and reputational**
- No over-branding or visual dominance

This ensures:

- The team retains integrity and credibility
- Partners gain prestige through association, not exposure overload
- SAFSMA remains the primary authority

4. Branding & Co-Branding Principles

SAFSMA will remain the dominant and primary brand across:

- Events
- Competitions
- Communications
- Official documentation

Co-branding is permitted where it:

- Adds value to the event or initiative
- Respects SAFSMA's visual hierarchy
- Aligns with governance and professionalism standards

This approach ensures partners benefit from SAFSMA's platform **without eroding its authority**.

5. Partnership Term Structure

Partnerships will be structured as:

- **Annual** (12-month term), or
- **Multi-Year** (24–36 months)

Multi-year partnerships are preferred where:

- Strategic alignment is strong
- Category exclusivity is granted
- Long-term collaboration is intended

All partnerships are:

- Subject to annual review
- Governed by written agreements
- Terminable under defined breach or misalignment conditions

6. What SAFSMA Brings to the Table (Refined Value Proposition)

SAFSMA offers partners **strategic return**, not vanity metrics:

Authority & Credibility

- Alignment with South Africa's organised BBQ governing body
- Association with rules, standards, and international pathways

Market Access

- Direct access to competitive pitmasters, caterers, and serious BBQ practitioners
- Engagement with a high-intent, niche audience

Visibility with Purpose

- Official partner recognition
- Event integration that reflects real-world use
- Controlled exposure aligned to performance and craft

Influence without Control

- Opportunity to contribute insight to the evolution of the BBQ landscape
- Feedback from real competitors and professionals
- Participation without governance capture

Longevity

- Long-term brand association with excellence
 - Early-mover advantage in a growing structured ecosystem
 - Sustainable presence rather than campaign spikes
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7. Governance & Approval

All Curated Partnerships will:

- Be reviewed and approved by the SAFSMA Board
 - Be aligned to SAFSMA values, codes, and standards
 - Include performance, conduct, and review clauses
 - Be documented as part of SAFSMA's living governance framework
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Strategic Summary (Board-Level)

SAFSMA is not selling space.
SAFSMA is offering alignment.

Brands that partner with SAFSMA:

- Gain credibility
- Gain access
- Gain influence
- Gain longevity



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It is a strategic alignment.