I.OVI.012.01 – 10/2026

43ª OVIBEJA

21-25
APRIL 2027



The **soil** the **LAND** gives us

Sponsorship Dossier

43rd Ovibeja

Your brand at the heart of Alentejo

43ª OVIBEJA
Todo o alentejo deste mundo

Ovibeja brings together, in a single event, professional and consumer audiences, businesses, farmers, institutions, decision-makers, researchers, and visitors from Portugal and abroad.

120 000
Visitors

1000
Exhibitors

10ha
Exhibition Area

15
Themed Areas

Recognition
Associate your brand with one of Portugal's leading agricultural fairs.

Visibility
Be present on-site, in the media and across Ovibeja's digital channels.

Relationship
Build closeness with clients, partners, businesses, institutions and new audiences.

Business
Expand your network and explore new market opportunities.

The soil the LAND gives us

Everything begins with the soil.

Soil is life. It is where we sow, grow and produce much of the food that reaches our tables every day. Agriculture depends on healthy soils, just as much as the delicate balance of our ecosystems does.

For many years, soil was seen primarily as a resource for production. Today, we understand it is much more than that. It supports biodiversity, stores water and carbon, contains vital organic matter and sustains the ecosystems on which agriculture depends. It is a living, complex and essential resource, playing a crucial role in addressing some of the greatest challenges facing agriculture today.

In a world increasingly shaped by climate change, water scarcity and the need to produce more efficiently and sustainably, protecting our soils is no longer simply an agronomic concern. It is a responsibility and, above all, a necessity.

Because there is no agriculture without soil. And protecting the soil means protecting what we produce, the land we care for and the future of agriculture for generations to come.

This is the starting point for Ovibeja: the land, agriculture and the challenges that will shape its future. Every year, more than 120,000 national and international visitors come together at Ovibeja - a major meeting point where the agricultural sector, businesses, institutions and society share knowledge, create opportunities and build new connections.

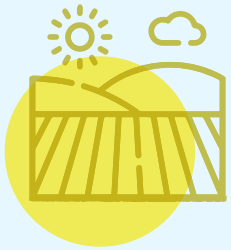
As one of Portugal's leading agricultural fairs, Ovibeja is a major platform for business, investment and visibility, as well as a unique meeting point for the agricultural sector and a multifaceted event designed to engage a wide range of audiences.

With extensive media coverage, Ovibeja is also a space for innovation, knowledge, reflection and debate on the key issues shaping agriculture and rural territories. It brings together farmers, businesses, researchers, academic institutions and industry experts, while creating opportunities for networking, trade and international cooperation.

More than an agricultural fair, Ovibeja is a meeting place for agriculture, people and the territory - strengthening connections, sharing knowledge and building a common vision for the future.

One event.
Three dimensions.

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SECTORIAL

AGRICULTURE · LIVESTOCK · FORESTRY · AGRI-FOOD

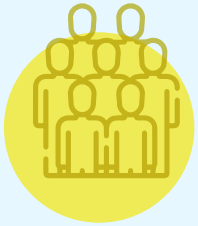
A leading trade fair for the agricultural and agri-food sectors. It brings together businesses and organisations involved in production, processing, distribution and sales, as well as service providers, education, research and development.



BUSINESS & PROFESSIONAL

BUSINESS · NETWORKING · INNOVATION

A platform for Portuguese and international companies to showcase products, machinery and equipment, expand their business networks and explore new market opportunities.



CULTURAL & SOCIAL

GASTRONOMY · CULTURE · TRADITION · ENTERTAINMENT

A dynamic and diverse cultural programme that brings the community together, celebrates the region and blends gastronomy, artistic expression, concerts and the iconic Ovinoites.

Where your brand can be

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Ovibeja offers multiple points of contact with different audiences, allowing your brand to become part of professional, institutional, cultural, culinary and entertainment settings.



Themed Exhibition Area



Networking Area


Concerts


Traditional Singers' Gathering


Talks Area



ACOS Auditorium


Activities on the Avenue


Cultural Activities


Gastronomy
Solar da Campaniça



Central Pavilion - ACOS+ Space

Organizing Committee: ACOS AGRICULTORES DO SUL

Where your brand can be

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Exhibition & Tasting



Exhibition Area - Services



Organising Committee's Institutional Space



Livestock Auctions & Competitions



Ovibeja Train



Innovation & Technology Pavilion



Terra Fértil Pavilion - Agri-Food



Equestrian Shows



Equestrian Sport



Livestock Pavilion

The scale of Ovibeja

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120 000
Visitors

22
International Delegations

5
Auditoriums

4
Major Concerts

1000
Exhibitors

14 000
School & Institutional Visits

500
Singers, Grand Cante Gathering

4
DJ's

10ha
Exhibition Area

200
Guided Tours

11
Restaurants

7
Political Delegations

15
Themed Areas

350
Animals on Display

43
Bars & Kiosks

5 days
Event

Image gallery at www.ovibeja.pt

Organizing Committee: ACOS AGRICULTORES DO SUL

Your brand before, during and after

Ovibeja's communication combines physical presence, traditional media, editorial coverage and digital channels, extending the event's visibility well beyond the days of the fair.



ON-THE-GROUND PRESENCE

5 BILLBOARDS · 15 STREET PANELS

Flyers, programmes, posters and mass distribution of printed communication materials.

ADVERTISING

TV · PRESS · RADIO

More than 60 advertisements across national and international media.

EDITORIAL COVERAGE

NATIONAL & INTERNATIONAL MEDIA

News articles, reports, specialist programmes and live broadcasts.

DIGITAL

FACEBOOK · INSTAGRAM · TIKTOK · WEBSITE

Content and interaction with audiences before, during and after the event.

A fair with a voice

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+10 MEDIA PARTNERSHIPS

+50 RADIO SPOTS

+400 NEWS ARTICLES

+60 REPORTS

+10 SPECIALIST PROGRAMMES

+15 PRIME-TIME LIVE BROADCASTS

Your brand, part of an event with strong media reach.

Recognition that extends beyond the fairgrounds.

TV advertising
Coverage: national and international

Reach that continues online

RESULTS RECORDED BETWEEN 22/04/2026 AND 06/05/2026.

FACEBOOK

29.860 PROFILE VISITS
339.971 VIEWS
623 NEW FOLLOWERS
3.075 INTERACTIONS

INSTAGRAM

22.073 PROFILE VISITS
808.922 VIEWS
1.228 NEW FOLLOWERS
55.177 REACH

WEBSITE

71.769 PAGES VISITED
22.677 VIA SEARCH ENGINES
947 VIA SOCIAL MEDIA
2.823 DIRECT VISITS

TIKTOK

1 900 FOLLOWERS
19 100 LIKES



Audience profile:
Facebook 64.5% women / 35.5% men
Instagram 59.2% women / 40.8% men.

Sponsor Ovibeja

Increase your brand's visibility.
Grow your business · Promote your region

Visibility

Brand presence across different formats and moments of the event.

Activation

Opportunities to create experiences and direct contact with the public.

Hospitality

Facilities to host guests, partners and clients throughout the fair.

Content

Brand integration across the communication channels and formats included in each package.



Organizing Committee: ACOS AGRICULTORES DO SUL

Choose the right presence for your brand

Sponsorship Packages	**Price**	**Stand m2**	**Website**	**Social Media-** Content	**Social Media** Story	**Ovelha Magazine** Advertising	**Fair Entrance** Main Entrance & ACOS	**Outdoor LED Screen**	**Auditorium LED Screen**	**Official Photo Booth**	**Transit Passes**	**Tickets**
Official Sponsor	SPECIFIC CONDITIONS TO BE AGREED WITH THE ORGANISING COMMITTEE											
Premium	10 000€	36m2 (own stand)	Banner	1x 30sec. video (own production)	4 Stories	1 Page	Platinum Logo	1 Vídeo 30seg. (producción propia)	1 Vídeo 30seg. (producción propia)	Platinum Logo	20	50
Signature	**7 500€**	27m2 (own stand)	Banner	1x 30sec. video (own production)	3 Stories	1/2 Page	Gold Logo	1 Vídeo 30seg. (producción propia)	1 Vídeo 30seg. (producción propia)	Gold Logo	15	35
Partner	5 000€	18m2 (own stand)	Banner	4 Posts	2 Stories	1/4 Page	Silver Logo	Logo	Logo	Silver Logo	10	25
Friend	3 000€	9m2 (own stand)	Banner	2 Posts	1 Story	Footer		Logo	Logo		6	15

Customized sponsorship packages available.
Contact us.

Brands that have been part of Ovibeja

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Over the years, leading brands and organisations have partnered with Ovibeja as sponsors and collaborators.

Leading brands have already chosen Ovibeja.

SAGRES DESDE 1940

CA Crédito Agrícola

BPI Grupo CaixaBank

DELTA CAFÉS

bol

galp

Caixa Geral de Depositos

Millennium bcp

MACHRENT ALUGUER DE EQUIPAMENTOS

Adega Cooperativa Vidigueira Cuba & Alvito, C.R.L.

Rádio Comercial

Institutional support & partners

República Portuguesa | Agricultura e Alimentação

União Europeia
Fundo Europeu Agrícola de Desenvolvimento Rural
A Europa Investe nas Zonas Rurais

pepac 23.27 Plano Estratégico da Política Agrícola Comum Continente

alentejo ribatejo

IEFP

IFAP Instituto de Financiamento da Agricultura e Pescas, I.P.

Câmara Municipal Beja Centro do Sul

Organizing Committee: ACOS Agricultores do Sul

The force behind Ovibeja

ACOS
AGRICULTORES DO SUL

+2000
Members

1983
Founded

Nacional
Scope

Alentejo
Landmark Presence

ACOS has more than 2,000 members across Portugal, with a particularly strong presence in the Alentejo region. Founded in 1983, the association is also the organising entity behind Ovibeja, an event born from its vision and pioneering spirit.

Ovibeja was born from the vision of a group of farmers who came together to address the challenges facing the sector. This gave rise to ACOS – Associação de Criadores de Ovinos do Sul, which in 2012 was renamed ACOS – Associação de Agricultores do Sul, reflecting a broader representation of the agricultural, livestock, forestry and processing sectors.

ACOS has a long and valuable track record in the development of the agricultural sector, both regionally and nationally, playing a key role across several areas:



Defending farmers' interests

Active representation and participation in agricultural policy.



Sustainability

Promoting sustainable practices and preserving natural resources.



Innovation

Access to resources, technologies and solutions for greater efficiency and productivity.



Training

Educational programmes, vocational training and capacity-building for farmers.

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Shall we build this partnership?

Get in touch.

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