

NOMADWEEK

2027 Partnership Deck

For Past Sponsors

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Meet Your Hosts

NOMADWEEK

Seasoned Digital Nomads & Extreme Travelers sharing the best of Cape Town



Andrae Smith 🇿🇦

FOUNDER

8 Years Fully Nomadic

Native Captonian

45+ Countries

Founder of Work Wanderers



Matt Gray 🇺🇸

CO-HOST & PARTNER

7 Years as a Digital Nomad

4 Years in Cape Town

108 Countries, 7 Continents

Founder & CEO of the Pangea App

3rd Annual NOMAD WEEK

Cape Town, South Africa
February 17-26, 2027

Nomad Week Cape Town is a 10-day annual event bringing the global digital nomad community together in Cape Town to network, connect, learn, give back and explore. It will highlight Cape Town as Africa's top nomad hub and grow the nomad community, fostering long-lasting friendships & international connections between nomads & locals

300+

Expected Attendees

200+

2026 attendees

NOMADWEEK



NOMAD WEEK AUDIENCE

NOMADWEEK

Global Community of Higher End Digital Nomads & Travelers



NATIONALITIES

- 40% South African
- 60% Foreigners (German, Dutch, French, Swiss, US, Canadian, Australian, UK)

AGE GROUP

- Primarily 28-45,
- Some younger & older (age is just a number!)

INCOME

- Higher flight & accommodation prices gear the audience to higher earning travelers
- Typical Annual Income: \$85-300K+
- Ave Monthly Housing Budget ~ \$3K
- Avg Monthly Experience Budget ~\$1.5K
- "Once in a lifetime" mentality



What's it all about?

A 10-day festival focused on creating community, sharing experiences & creating lasting connection between the local & traveler communities

1 Full Day of Premium
Speakers

5 Days of Unconference:
Coworking, Workshops &
Talks

Launch Party

Winelands Weekend
Away

Wellness Day: Yoga &
Breathwork

Daily Evening Activities

Padel Competition &
Dinner Roulette

Giving Back:
Empowering Local
Entrepreneurs

NOMAD**WEEK**

Last Year's Highlights



NOMADWEEK

World Class Speakers

AI, Extreme Travel, Community, Startup, Travel Tech, Lifestyle & More



Nico O' Dell

Luxury Travel for Less: How to Fly Business Class on an Economy Budget



Buntu Matole

IsiXhosa Language & Culture Workshop



Tuta Nangolo

Nomadding Across Africa Panel



Sally Bunnell

The future of Social & Travel Technology



Jamie Foti

Fueling your Nomadic Life - Food & Fitness Panel



Julia Kaliweit

From Burnout to Balance: How to find Emotional Stability on the Road



Akua Sencherey

Ghana and the New Nomad Movement



Rebecca Males

Travel community panel



Shaalin Parekh

Building Your First AI Agent: How to Automate, Scale, and Sell Your Expertise with AI



Andrae Smith

Building a business & travelling as a nomad as a South African



Get Access to Our Engaged Community

Audience	Pangea + Matt	Work Wanderers + Andrae	Nomad Week	Total
App Downloads	50k	500	200	51K
Instagram	10K	26.5K	1.6K	38K
LinkedIn	3K	2.5K	New	5.5K
WhatsApp	1K	2K	500	3.5K
Email List	80K	5K	1K	86K
Total Audience of Digital Nomads & Frequent Travelers:				194k

Sponsorship Packages

NOMAD**WEEK**

Inclusions	Startup	Silver	Gold	Platinum	Headline
	\$1,000	\$2,700	\$4,700	\$10,000	\$25,000
Event Tickets					
For Your Team or Audience	1	2	4	6	10
Digital Marketing					
Logo on Website	Yes	Yes	Featured	Featured	Top Placement
Logo on Event Materials	-	-	-	Yes	Top Placement
Access to our Community WhatsApp	Yes	Yes	Yes	Yes	Admin Shoutout
Socials	Colab Post	2 Colab Posts	4 Posts	6 Posts	Custom
App Placement	Yes	Yes	Yes	Yes	Top Placement
Event Emails	1 Mention	2 Mentions	4 Mentions	Logo in All	Top Placement
Newsletters	Startup Roundup	1 Shoutout	Dedicated Section	Dedicated Send	Tailored Campaign
Event Exposure					
Stage Time	Pitch Competition	Panel Speaker	1x Main Stage	2x (Main + Expo)	Daily Inclusion
Physical Booth Space + Branding	Self Service Banner	Self Service Banner	On Speaker Days	On Speaker Days	Throughout Event
MC Shoutouts	Networking shoutout	1	2	3	Daily
Branded Side Event	Sponsored Activity	-	Yes	Yes	As Requested

Why Partner

NOMAD**WEEK**

Reach a unique
audience of 130K+

Access high-end
global travelers

Reach community
leaders &
influencers

Partner with local
startups &
entrepreneurs

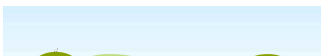
Showcase your
brand

Stage time

Generate leads

Drive sales

Our Previous Partners & Sponsors



Want more information?

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Andrae Smith 🇿🇦

FOUNDER

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11 Years in Full-Stack Digital Marketing
Founder & CEO of Work Wanderers
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