

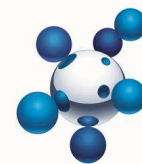
Sasol sponsorship application form

All sponsorship proposals must be addressed to:

richard.hughes@sasol.com

or faxed to **+27 11 522 1355**

sasol
reaching new frontiers



** Mandatory fields*

general information

Name*

Applicant*

Organisation*

Phone number*

Fax number

Email address*

Address*

background

A brief background of the applicant, listing experience, mission statement and long term goals for the organisation or event

staffing

Details on staffing of the event / organisation

date and times of the event

Date*	<input type="text"/>	
Time*	<input type="text"/>	Please attach proposed programme
Deadline for sponsorship*	<input type="text"/>	

sponsorship amount requested

Indicate payment terms / schedule (attach a comprehensive budget); all costs Sasol is expected to pay including sponsorship fee, value in kind, promotional fees, signage, literature, printing costs, creative / production costs, equipment, merchandising, etc

possible benefit to Sasol

Include items such as complimentary tickets, hospitality, etc.

publicity and marketing opportunities

Brief overview of your marketing plan*, including what is and is not confirmed.
Radio, TV, newspaper, internet exposure (quantify as appropriate)

promotional activities

On-site and off-site, such as co-sponsor, Sasol retailer / customer / channel promotions

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list of other sponsors

Indicate whether they are potential or confirmed

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term

Once-off, annual, two-year, etc

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attendance

Annual ticket sales, paid and unpaid, trend history for the last 3 years, future projections, etc.

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demographics*

Include where applicable the following demographics for both attendees and media audience: Age, Gender and Income profile

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any other pertinent and applicable information

Include where applicable the following demographics for both attendees and media audience: Age, Gender and Income profile

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