

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*	<input type="text"/>
Applicant*	<input type="text"/>
Organisation*	<input type="text"/>
Phone number*	<input type="text"/>
Fax number	<input type="text"/>
Email address*	<input type="text"/>
Address*	<input type="text"/>

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

list of other sponsors

Indicate whether they are potential or confirmed

term

Once-off, annual, two-year, etc

attendance

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

demographics*

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

any other pertinent and applicable information

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