

# SPORTS & LIFESTYLE MARKETING

CREDENTIALS 2025



**SAIL**

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# About Us



**Your gateway to exclusive sponsorships, rights management and advertising of leading sports, events properties, and specialist events project management in Southern Africa.**

Welcome to the world of SAIL. Home of sports and events marketing, through sports and events marketing, hospitality solutions and corporate & lifestyle event project management.

Working with you to purposefully connect consumers with your brand through meaningful sports and lifestyle events experiences.

The leading SAIL value chain in the sports and entertainment sector spans over 25 years. Assisting our clients and key stakeholders with strategy implementation and brand message exposure to harness the passion and loyalty of millions of fans around the world.

Sports and entertainment marketing remains as powerful as ever in a lightning-fast-paced changing world where relevance relies on equally fast adaptive and innovative marketing solutions.

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**Rights Management**

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**Sponsorships Management**

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**Hospitality and Suite Management**

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**Management Consulting**

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**Stadium Commercialisation**

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**Merchandise and Licensing**

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**In-Stadium and Events Digital Advertising**

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**Events Project Management**

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**Professional Golf Tournament**

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**Corporate Golf Event**

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# Our Partners



SAIL is a major role player in the South African sporting and entertainment industry and has long-standing working relationships with many major sports brands, rights holders, corporate brands, broadcasters, cities, and government institutions.



# Our Manco Team



## JACO BEUKES CEO



Jaco Beukes joined SAIL in 2004 as an investment manager, after returning from England where he spent five years working for various multinational financial institutions. A qualified Chartered Accountant with further studies in Human Resource Management, he brought with him a diversified background in a variety of industries including hospitality, finance and banking, government institutions and the sporting fraternity.

His competitive edge and hands-on approach lead SAIL to appoint him as the CEO in 2013. His financial acumen and business credentials make him ideal to grow client relationships, guide performance development and expand SAIL's offering to provide a holistic service to its clients.

## SUNAINA SINGH FINANCE DIRECTOR



Sunaina Singh, a qualified Chartered Accountant, joined SAIL in July 2012 as the Head of Finance. In 2013 she was appointed to the board of directors as the Finance Director. Before joining the team, Sunaina gained valuable experience on small, medium and listed entities in the Advisory Division of KPMG.

As Financial Director, she is committed to building on the company's success and contributing to the group's vision.

## ANDRE HOMAN HEAD OF COMMERCIAL



As the HOD of SAIL's Commercial Division, he holds a MBA from the North West University in Potchefstroom and offer skills and knowledge in the areas of operations, marketing, sales, media, events and PR. This professional competence has developed through various senior roles at the Golden Lions Rugby Union (GLRU), the South African Rugby Union/SA Rugby (SARU), Stadium Management South Africa (SMSA) and Tennis South Africa.

Andre has worked with both private and public sector enterprises as well as non-governmental organisations (NGO) domestically and internationally.

# Our Manco Team



## **RADHA CHHITA** HEAD OF HOSPITALITY & STADIA



Radha Chhita joined the SAIL team in 2012 as Hospitality Manager, having gained nearly 10 years of hotel

management experience both nationally and internationally. She has since managed various stadiums and arenas in South Africa and has joined the Senior Management team of SAIL as the head of the Hospitality and Stadia Division.

Her vision for this division is to provide a world-class experience to the company's clients.

## **KARI WIEDERHOLD** HEAD OF CORPORATE EVENTS



Kari Wiederhold was appointed as Head of the Corporate Events Division in November 2021. With 20 years of event and industry experience, supported by a B-Comm in Business Management, Kari thrives on creating strategies that support business growth and deliver value to key stakeholders.

Kari is self-driven and passionate about people and marketing. She leads by example and creates a positive environment so her team can thrive. She is detailed, projects driven and prides herself on being accountable, a characteristic she values in others too. Her motto is to remain calm under pressure and always be fully committed to what she does, traits that serve her clients well in managing their events.

## **SVEN PEDERSON** HEAD OF GOLF



Sven Pederson is a seasoned sports administrator with over 20 years in the golf industry, specialising in sports marketing, events, sponsorship, leisure, and retail.

At MoreCorp, he has managed major accounts, driven growth, and delivered measurable results through a customer-focused approach. His roles—including Marketing Manager for The Pro Shop and Race Director of the Cycle Lab MTB School Series—highlight his ability to blend strategic marketing with hands-on event execution. With deep expertise in brand partnerships and consumer engagement, Sven is a dynamic leader dedicated to excellence in South Africa's sports and leisure industry.

# Our Manco Team



## **ARIANA MARAJ** HEAD OF HUMAN RESOURCES



Ariana Maraj is the Head of Human Resources at SAIL Group, bringing over 15 years of Human Resource experience.

She holds a BCom degree in Human Resource Management and specialises in HR strategy, compliance, recruitment, performance management, BBBEE, and training and development.

With a confident and people-focused approach, Ariana builds strong relationships across teams and clients. Her ability to connect with individuals and drive positive change makes her a valued leader within the SAIL management team.

## **NEO MAPONYANE** HEAD OF CORPORATE SERVICES



Neo Maponyane joined SAIL in December 2023 as the Legal Manager.

With a background in the insurance and healthcare sectors as a Legal Advisor and a Company Secretary, respectively, he provides expertise in contract management, corporate governance as well as general legal advisory.

Neo holds an LLB degree from the University of Pretoria, as well as certification in Corporate Governance and Compliance Management. His primary role is end-to-end contract management and legal compliance. Through this service, SAIL can add tremendous value and contribute to the success of its client's businesses.

## **DENGO NGOIE** HEAD OF LED



Dengo Ngoie is a senior executive with over 20 years of experience in the sports technology and digital advertising industry, with a strong

focus on operations and sales. Currently serving as Head of the Advertising Department, Dengo brings a unique blend of commercial acumen and technical expertise to the forefront of sports advertising and event enhancement.

With a background in Electronic Engineering and a Certificate in Operations Management, he specializes in delivering tailored LED perimeter and large-screen solutions that boost brand visibility, engage live audiences, and create measurable commercial impact.

# Sponsorship



**Sports and events marketing and through sports and events marketing specialists leading in meaningful experiences based on purposeful brand connections.**

Trusted by major rightsholders and some of the biggest events in South African sports and entertainment, SAIL continues to play an integral part in securing significant corporate brand sponsorships. Pivotal to sports brands and sports entities being successful on and off the field.

Your sports- and lifestyle-event sponsorships and partnerships directly support your company's marketing strategies. Enhancing revenue sources and brand value, building supporter and fan relationships and the widest possible consumer and distribution network.

SAIL reshapes and ignites new possibilities, connecting brands, rightsholders, media platforms and fans for sustained brand relevance, associated loyalty and growth.

As a sponsor of sports and lifestyle events through tailored packages, you too can create moments where your brand and messaging come alive and deliver meaningful experiences and purposeful connections.

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**Team Sponsorship Procurement and Management**

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**Event Sponsorship Procurement: Music, Sports and Lifestyle**

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**Events and Sports Pouring Rights Procurement**

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**Naming Rights**

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# Digital Advertising



**Dynamic content and messaging, whether in-stadium perimeter LED advertising, events LED advertising or mobile LED advertising, has taken the sports and events world by storm.**

Global research provides quantitative evidence that LED screens are a considerably more effective communication platform when compared to traditional media boards.

Your brand and product messaging can be displayed in various formats including still or dynamic images, scrolling messaging, and animated- or video content and all can be modified per event.

It illuminates and entertains audiences whilst providing you with an interactive and informative communication medium reaching far beyond attending fans only. Live events television broadcasts and events streaming vastly boost your brand's target audience reach.

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**In-Stadium Advertising: Football, Rugby and Athletics**

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**Led Screen Rentals: Golf**

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**Led Screen Rentals: Corporate and Sports Events**

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**Stadium Advertising and Branding**

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**In-House Digital Design and Artwork Services**

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**Advertising Sales**

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# Hospitality



**From tailored event hospitality packages to hospitality suite leases to showcase your brand. 72% of VIP guests generate business through the networks in these hospitality areas.**

SAIL sports & events Hospitality is more than just a seat at a sports or lifestyle event... it's your access to experience entertainment and networking. Whether you seek to build new relationships or nurture current clients to staff incentives. From event-specific hospitality experience packages to your own leased hospitality suite, fully managed by SAIL, allowing you to focus on the business at hand. SAIL hospitality has it all.

Take advantage of this unique experience by hosting your business network in a world class environment, broadcasts and events streaming vastly boost your brand's target audience reach.

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## In 360° Hospitality Solutions and Experiences

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**Suite Lease**

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**Suite Management**

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**RSVP Management**

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**Suite Procurement**

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**Catering and Bar Activation**

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**Suite Staffing**

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**Stadium Transfers**

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**Gifting**

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**Pre and Post Client Journey**

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# Stadium Commercialisation



**SAIL has an extraordinary track record and proud association with some of the most iconic stadiums in South Africa, managed by amongst others: Stadium Management South Africa.**

SAIL plays an extensive role in the commercialisation of these landmark stadiums, from stadium digitalisation to securing advertisers. Working tirelessly to enhance stakeholder experiences within the stadiums and naturally being recognised as a market leader in stadium commercialisation.

Our stadiums has a reach of 1 500 000 spectators in stadiums and many more via broadcast with Naming Rights, Advertising and Broadcasting of your brand.

- FNB Stadium
- Loftus Versfeld
- Orlando Stadium

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**In-Stadium Advertising and Brand Awareness**

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**Pouring Rights**

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**Consulting Rights**

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**Suite and Hospitality Sales Hospitality Ticketing**

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**Hospitality Ticketing**

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**Partner Rights Delivery Concessions / Vendor**

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**Procurement**

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**General Access Tickets**

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**Naming Rights**

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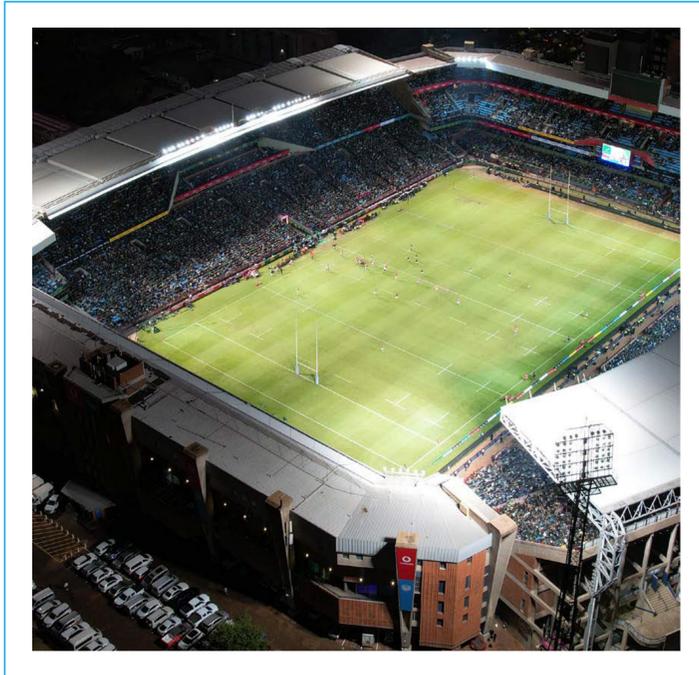
**Activations**

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**Licensing**

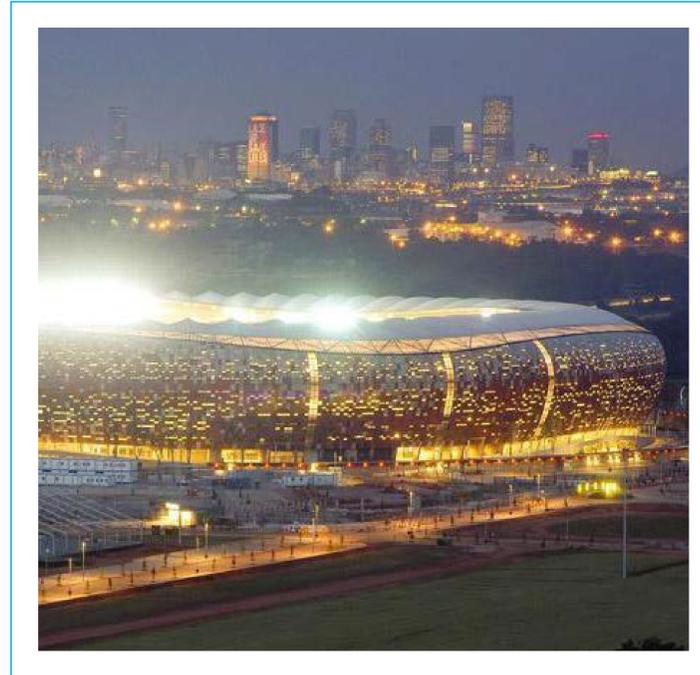
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# Our Stadiums



## **Loftus Versfeld Stadium**

managed by Blue Bulls Company, home to Mamelodi Sundowns and the Vodacom Bulls, South Africa's most successful Vodacom Super Rugby franchise, is another dominant property that we are proud to be associated with.



**FNB Stadium**, Africa's largest venue, stands proudly in Soweto as a symbol of unity and legacy. Host to iconic events and home to Kaizer Chiefs, it's where history meets passion.



**Orlando Stadium**, the iconic heart of Soweto, pulses with history and pride. Home to the legendary Orlando Pirates team, it unites communities and hosts unforgettable football and cultural moments in South Africa.

# Flooid Events



**In April 2015 Flooid was formed as a subsidiary of SAIL, a leading event and entertainment company. In doing so, SAIL maximized its footprint and expanded its first-class service offering to current and future partners.**

Flooid continues to provide peace of mind by leveraging SAIL's 25-year legacy and performance track record in the event space. A key indicator of why our partners seek out and rely on Flooid is ensuring they remain relevant and stand out.

We offer tailor-made corporate and sports events management services, strengthening your relationship with your partners and audience, and aligning with your corporate objectives from conceptualization to implementation. With our solid, established relationships with leading suppliers in the industry, we are sure to meet your highest expectations.

Our corporate events team specialise in creating life-changing events which help brands connect with audiences in a highly

engaging and memorable way. While our foremost golf team assists our clients and partners with corporate golf events and professional golf tournaments from conceptualization to implementation.

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**Conceptualisation and Ideation**

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**Strategic Planning and Project Management**

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**Full Supplier Management**

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**RSVP Management and Guest Travel**

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**Onsite Event Execution**

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**Post-Event Reporting and Close-Out**

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# Flooid Golf



**Flooid Golf, a proud subsidiary of SAIL with its vastly skilled team and golf industry professionals has been hosting and promoting professional golf tournaments for close to 20 years.**

Flooid Golf, a proud subsidiary of SAIL with its vastly skilled team and golf industry professionals, has been hosting and promotion professional and amateur golf tournaments and events for over 20 years. We are privileged to be the promoters for most of the professional Sunshine Tour and Sunshine Ladies Tour and their DP World Tour and Ladies European Tour co-sanctioned golf tournaments in South Africa and beyond.

As industry leaders, we are intricately involved in the planning and logistics of professional golf tournaments in South Africa. In addition to professional golf tournaments, FLOOID's extensive expertise and unique positioning enable us to craft exceptional experiences for corporates looking to host memorable golf days.

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**Promoters of the Sunshine Tour Professional Tournaments**

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**Promoters of the Sunshine Ladies Tour Professional Tournaments**

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**Golf Event Conceptualization**

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**Hospitality Ticketing**

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**Planning and Logistics**

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**Marketing and PR**

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**Partnership Opportunities for Sunshine Tour**

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**Partnership Opportunities for Sunshine Ladies Tour**

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# SAIL Services



**SAIL's far-reaching experience sustains corporate clientele with comprehensive and strategic preparation, negotiation and implementation of their sponsorship deliverables.**

Working closely with our clients and partners ensures a thorough and beneficial brand fit, tailor-made to their brand and marketing objectives.

SAIL is committed to advancing and aiding you throughout your journey with your sports and lifestyle partnership.

Empowering decisions that will optimise your partnerships using an attested approach.

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**Sports Facilities and Events Commercialisation**

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**Rights Management**

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**Corporate Client Planning and Strategy Services**

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**Eventing**

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**Sponsorship Objectives, Negotiation and Implementation**

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**Hospitality**

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**Sponsorship Property Evaluations**

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**Stadium Commercial Services**

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**Sport and Event Investment Recommendation**

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# Contact Our Team



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