

MERCHANDISE & LICENSING

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SAIL offers in-house Merchandise and Licensing services, providing our clients with a 360° solution. **SAIL acts** on behalf of major sports brands including **The Blue Bulls Company and Cricket South Africa**.

Merchandise

SAIL's specialist merchandise division offers a seamless procurement and merchandising environment through key supplier and client relationships. We deliver bespoke corporate gifting and collateral, within **the** required deadlines and **within the clients' budgets**. Guided by your creative vision SAIL provides comprehensive proposals with attention to detail based on each client's unique requirements. Supported by our account managers and finance department all processes are aligned **to** good corporate governance practices.

Licensing

At SAIL we understand the importance and objective of protecting the quality and consistency of **your brand**. **By sourcing licensing partners who are well know, have good distribution channels and can provide your clients with a licensed product which they will love we can assist in getting your brand out there**. SAIL's licensing management program is governed by rigid policies and processes working strictly within the legal guidelines, ensuring **that your brand is protected and used to your maximum commercial benefit**. Accurate reconciliation and reporting provide all stakeholders holders with peace of mind and **add to the value which SAIL brings**.

- > LICENSING PROGRAM MANAGEMENT
- > BESPOKE CORPORATE GIFTING & EXPERIENCES
- > DESK DROPS