

SPORTS ENTERTAINMENT MARKETING



CREDENTIALS
2023

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SPORTS-, ENTERTAINMENT-MARKETING & EVENTS

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.

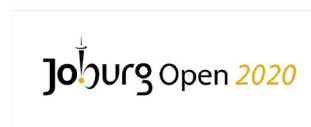
The leading SAIL value chain in the sports and entertainment sector spans over 20 years. Assisting our clients and key stakeholders with strategy implementation and brand message exposure to harness the passion and loyalty of millions of fans around the world.

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.

- SPORTS & EVENTS RIGHTS MANAGEMENT
- SPORTS & EVENTS SPONSORSHIPS MANAGEMENT
- SPORTS & EVENTS HOSPITALITY AND SUITE MANAGEMENT
- SPORTS & EVENTS MANAGEMENT CONSULTING
- STADIUM COMMERCIALISATION
- MERCHANDISE AND LICENCING
- IN-STADIUM AND AT EVENTS, FIXED LED ADVERTISING
- AT EVENTS MOBILE-LED ADVERTISING
- CORPORATE AND LIFESTYLE EVENTS PROJECT MANAGEMENT
- PROFESSIONAL GOLF TOURNAMENT EVENT PROJECT MANAGEMENT
- CORPORATE GOLF EVENT PROJECT MANAGEMENT

COMMERCIAL 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.





SPORTS-, ENTERTAINMENT- MARKETING & EVENTS

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WWW.SAIL.CO.ZA



TEAM MEMBERS

CEO



JACO BEUKES

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.

FINANCE DIRECTOR



SUNAINA SINGH

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.

TEAM MEMBERS

HEAD: COMMERCIAL



ANDRE HOMAN

is the HOD of SAIL's Commercial Division and 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.

HEAD:
HOSPITALITY & STADIA



RADHA CHHITA

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.

TEAM MEMBERS

HEAD: CORPORATE EVENTS



KARI WIEDERHOLD

Kari Wiederhold is the newly appointed Head of the Corporate Events Division of the SAIL group. 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.

HEAD: GOLF



CAROL LOURENS

Carol Lourens, ex-teacher, accomplished sportswoman and keen golfer joined the SAIL team in 2009. Building on a wealth of experience she gained working for Cloud9Golf, where she assisted with various golf events and tournaments, including the Peugeot Challenge Cup, the Savanna Light Ladies Series and the Nedbank Ladies Beginners Series, she immersed herself in all facets of golf in South Africa. She became involved in Professional Men's (the Sunshine Tour) and Ladies' Golf (Sunshine Ladies Tour), Amateur, Disabled and Senior golf, as well as corporate and charity golf days.

Currently, Carol is the Head of the Golf Division at FLOODID (a division of SAIL). Her established relationships with the Sunshine and European Tours enable the FLOODID team to be at the forefront of all professional golf tournaments on a local and international scale. Her division has also successfully presented tournament series such as the Vodacom Origins of Golf, BMW Golf Cup International and ABSA Premier's Invitational, as well as the Nedbank Golf Challenge.

To provide the full spectrum of services required by clients, the Golf Division diversified by encompassing an Accreditation and RSVP division. Carol and her team have got the credentials, experience and ability to offer turn-key events, no matter how big or small.

TEAM MEMBERS

HEAD: HUMAN RESOURCES



ARIANA MARAJ

Ariana Maraj joined the SAIL group eight years ago as the Head of the Human Resources division. She boasts 15 years of Human Resources experience, some of which she gained at KPMG and a Bachelor of Commerce Degree in Human Resource Management. Ariana's expertise includes human resource planning, compliance, policies and procedures, performance management, recruitment, employee benefits, BBBEE (skills development and social economic development), and training and development. Outgoing, ambitious and confident, Ariana cultivates strong relationships within the work environment and with clients. Her aptitude to relate to people and their circumstances ideally positions her to change the lives of the people she works with and makes her an invaluable member of the SAIL management team.

HEAD: CORPORATE SERVICES



CHANTELLE FELLINGER

Chantelle Fellingner joined SAIL six years ago as the head of the Corporate Services Division. This division incorporates the Legal & Compliance, Creative Services, Merchandise and Licensing divisions. She has gained vital experience, skills and knowledge across all these divisions.

Chantelle holds an LLB degree from the University of Johannesburg, as well as a post-graduate diploma in contract negotiating and drafting.

Her primary role is the art of negotiating and drafting legal contracts, a specialist field that she is very passionate about. Through this service, SAIL can add tremendous value and contribute to the success of its client's businesses. Contract negotiating and drafting is part of any successful business and is of utmost importance when entering important strategic partnerships.

Chantelle and her skilled team of professionals strive for excellence in ensuring that all aspects of the client's needs are taken care of – even the ones most events companies cannot cater for in-house.

CONSULTING SERVICES

CONTACT US

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PHYSICAL ADDRESS

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[Midrand, 1685](#)

WWW.SAIL.CO.ZA



CONSULTING 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.

- › SPORTS FACILITIES AND EVENTS COMMERCIALISATION
- › CORPORATE CLIENT PLANNING AND STRATEGY SERVICES
- › SPONSORSHIP OBJECTIVES, NEGOTIATION & IMPLEMENTATION
- › SPONSORSHIP PROPERTY EVALUATIONS
- › SPORT & EVENT INVESTMENT RECOMMENDATION
- › RIGHTS MANAGEMENT
- › EVENTING
- › HOSPITALITY
- › STADIUM COMMERCIAL SERVICES



RIGHTS & SPONSORSHIP MANAGEMENT

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RIGHTS & SPONSORSHIP MANAGEMENT

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**.

- TEAM SPONSORSHIP PROCUREMENT
- EVENT SPONSORSHIP PROCUREMENT: MUSIC
- EVENT SPONSORSHIP PROCUREMENT: LIFESTYLE
- EVENT SPONSORSHIP PROCUREMENT: CRICKET
- EVENTS & SPORTS POURING RIGHTS PROCUREMENT
- NAMING RIGHTS



BRAND CONNECT



DIGITAL-LED FIXED AND MOBILE

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DIGITAL LED PITCH PERIMETER AND MOBILE 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.

- IN-STADIUM ADVERTISING: SOCCER AND RUGBY PITCH-SIDE
- LED SCREEN RENTALS: GOLF
- LED SCREEN RENTALS: CORPORATE EVENTS
- STADIUM ADVERTISING & BRANDING
- IN-HOUSE DIGITAL DESIGN & ARTWORK SERVICES
- ADVERTISING SALES



HOSPITALITY

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SPORTS & EVENTS 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.

- IN360° HOSPITALITY
SOLUTIONS AND EXPERIENCES
- HOSPITALITY SUITE LEASE
- HOSPITALITY SUITE
MANAGEMENT

WHAT WE DO

Hospitality is more than just a seat at an event or sporting match... it's your access to networking. From building new relationships to nurturing current clients and incentivising your employees. 72% of VIP guests generate business through the networks in the hospitality areas. Take advantage of this unique experience by entertaining your business network in a world class environment.

HOSPITALITY SOLUTIONS

We have the capability to tailor make a full hospitality solution or experience to suit your requirements. Our services include, but are not limited to:

- Management of your invitees
- Suite procurement
- Catering and bar activation
- Personalised staffing for your suite
- Transfers to and from a stadium
- Gifting
- Pre and post activities

LEASE A SUITE

An exclusive suite for 24 to 31 people is your very own meeting or networking venue in one of our prestigious stadiums. You and your guests can enjoy an open view of the pitch from your suite's glass window, with a door leading straight to your balcony seating. You can custom design your suite into an area which best showcases your brand. Remember, your suite can be used outside of event days for meetings and so much more.

OUR STADIUMS

Our stadiums include:

LOFTUS VERSFELD



FNB STADIUM



ORLANDO STADIUM



DOBSONVILLE STADIUM



SUITE MANAGEMENT

We realise and acknowledge that managing your suite is important to your business. Being specialists in this field, SAIL would like to offer you a “one-stop-shop” solution regarding managing your suite. This means you will have one dedicated person to work through, who will coordinate and manage all logistics for your suite. This streamlines the process for you and will allow you to focus on the important elements of your business. As part of the Suite Management Solution, SAIL will:

- Order your tickets
- Send you your menu choices
- Order your beverages
- Order and manage your event staff on the day
 - Hostess
 - Waiter
 - Barmen
- Collect your tickets from the stadium and deliver them to your offices
- Package your tickets in the VIP format, with aide memoirs and directions
- Open and close your suite whenever required for suppliers and clients

STADIUM COMMERCIALISATION

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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.

FNB Stadium – Home to Kaizer Chiefs

Orlando Stadium – Home to Orlando Pirates

Dobsonville Stadium – Home to Moroko Swallows

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.

SAIL played 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.

- STADIUM & EVENT NAMING RIGHTS
- IN-STADIUM ADVERTISING AND BRAND AWARENESS
- POURING RIGHTS
- CONSULTING RIGHTS
- SUITE & HOSPITALITY SALES
- HOSPITALITY TICKETING
- PARTNER RIGHTS DELIVERY
- CONCESSIONS / VENDOR PROCUREMENT
- GENERAL ACCESS TICKETS

IN-STADIUM ADVERTISING AND BRAND AWARENESS

Reach 1 500 000 spectators in stadiums and many more via broadcast with Naming Rights, Advertising and Broadcasting of your brand at:

- **FNB Stadium** (home of Kaizer Chiefs)
- **Orlando Stadium** (home of Orlando Pirates)
- **Dobsonville Stadium** (home of Moroka Swallows)
- **Loftus Versfeld** (home of the Vodacom Bulls and Mamelodi Sundowns).



MERCHANDISE & LICENSING

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MERCHANDISE & LICENSING

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

FLOOID

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flooid

Experiences like no other

Subsidiary of  SAIL

FLOOID

In April 2015 Flooid was formed as a subsidiary of SAIL, a **leading sports and entertainment events company**. In doing so, SAIL maximized its footprint and expanded its **first-class service offering to current and future partners**, by positioning Flooid as a **leader in South Africa's events, sports, and entertainment solutions sector**.

Flooid continues to provide peace of mind by leveraging SAIL's 20-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.

- › PROFESSIONAL / CORPORATE GOLF
EVENTS PROJECT
MANAGEMENT
- › CORPORATE AND LIFESTYLE EVENTS
PROJECT
MANAGEMENT

flooid

Subsidiary of **SAIL**

OUR
EXPERTISE
ARE
FOUNDED ON:

1

OUR PEOPLE

We offer excellence and integrity while rewarding positive results from our team of qualified, passionate, and experienced professionals.

2

REPUTATION

With our proven track record in project management, Flooid has earned a reputation as the leading events agency that delivers high-calibre events that meet the objectives of our partners.

3

RELATIONSHIP

Our collaborative strategic alliances are built on trust, ensuring the best results for our partners and shareholders.

4

KNOWLEDGE

Our unique insights and focused implementation approach enable us to offer our partners the maximum return on investment. Understanding their needs is imperative. Researching, strategizing, and conceptualizing enable us to create the best solution, whilst overcoming financial and marketplace challenges.

5

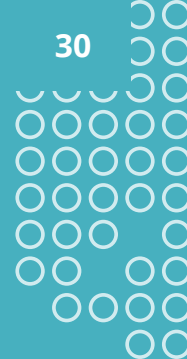
CREATIVITY

Our creativity and ability to think out of the box help us to create events that will catapult your brand to the forefront of your target audience's mind.

3

COMMITMENT

Our passion, commitment, partner focus, and best-in-industry reputation make us your 'can do' events partner, even for complex, challenging, or short-notice assignments.



OUR 360° EVENT PROJECT MANAGEMENT SOLUTIONS

CONCEPTUALIZATION

Our exposure to both local and international markets enables us to assist formulate events that are innovative and relevant to your target markets. Understanding your vision and objectives is key in our ideation, design and development of your event.

PROJECT MANAGEMENT

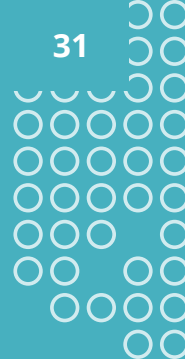
We offer the best in full-scale project management solutions from creative concept, design, planning, preparation and implementation, venue and hospitality, exhibition and sponsorship packages, all event logistics, PR, Social Media and brand engagement.

GUEST SERVICES

We can offer services from event website development and management to managing RSVPs, guest travel and accommodation, ticketing guest services, onsite registration, access control, VIP experiences and more.

AWARENESS, MEDIA CAMPAIGNS

With the support of industry leaders, we develop media campaigns to create awareness and interest in your event. These include social media, traditional media, and advertising at the event itself.



OUR PRIMARY ENGAGEMENT PROCESS

1

CONCEPT BUILDING

STRATEGY

Engage, research, and strategy lead us to

2

DEFINE AND IDEATE

OUTCOME – ALIGNED, RELEVANT AND STANDS OUT

Project team activation, plan, budget, timeline

3

PRESENT AND SIGN-OFF

THEME FROM CONCEPT STORYBOARD

Activate

4

EVENT EXECUTION

STIMULATE USER EXPERIENCE

Project management experience delivery

5

FEEDBACK AND DEBRIEF

VALIDATE STAKEHOLDER EXPERIENCE

FLOOID CORPORATE EVENTS

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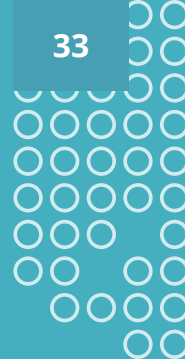
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flooid

Corporate Events

Subsidiary of  SAIL



FLOODID CORPORATE EVENTS

EVENTS CAUSE AND EFFECT

We are a performance-driven **event specialist** company with more than 50 years of collective **event management** experience.

Our track record of industry-leading **event experiences** delivers above and beyond our client's expectations for every **meeting, conference, brand activation, exhibition and VIP getaway**.

Event concepts, strategies, solutions and logistics are purposefully crafted and meaningfully implemented by passionate **event managers, event coordinators** and best-in-industry **event partners**. The effect is a memorable and hassle-free events experiences like no other.

We provide national 360° live, hybrid and virtual event project solutions for all of your:

- › BRAND ACTIVATIONS
- › CONCERTS AND PRODUCTIONS
- › CORPORATE CONFERENCES
- › CSI INITIATIVES
- › EXHIBITIONS
- › INCENTIVES AND DESTINATION MANAGEMENT
- › GALA DINNERS AND AWARDS
- › MEETINGS AND WORKSHOPS
- › PRODUCT LAUNCHES
- › ROADSHOWS
- › TEAMBUILDING EVENTS
- › YEAR END FUNCTIONS



FLOOID GOLF

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flooid

Golf Events

Subsidiary of  SAIL

FLOOID GOLF

Floodid 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.

We are privileged to be the officially appointed promoter for most of the professional **Sunshine Tour**, **Sunshine Ladies Tour** and their **DP World Tour** co-sanctioned golf tour events in South Africa and beyond. As industry leaders, we are intricately involved in the planning and logistics of **professional golf tour events** in South Africa. Floodid's extensive knowledge and unique positioning allow for a bespoke approach when looking at esteemed partners for tour events, consistently delivering **world-class golf tournaments** and **memorable golf event experiences**.

Floodid's dedicated multi-level **golf service** offerings include:

- PROMOTERS OF PROFESSIONAL TOURNAMENTS ON THE SUNSHINE TOUR
- PROMOTERS OF PROFESSIONAL TOURNAMENTS ON THE SUNSHINE LADIES TOUR
- GOLF EVENT CONCEPTUALIZATION, PLANNING AND LOGISTICS
- GOLF MARKETING, PR PLANNING
- RSVP SOLUTIONS – INHOUSE ONLINE
- CORPORATE GOLF DAY AND CORPORATE GOLF GETAWAYS
- PROFESSIONAL SUNSHINE TOUR EVENTS: PARTNERSHIP OPPORTUNITIES
- PROFESSIONAL SUNSHINE LADIES TOUR EVENTS: PARTNERSHIP OPPORTUNITIES

