

RIGHTS & SPONSORSHIP MANAGEMENT

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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

