

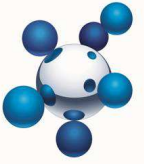
# Sasol sponsorship application form

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\*

Applicant\*

Organisation\*

Phone number\*

Fax number

Email address\*

Address\*

## 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