Proposal for Discovery sponsorship

1. Name of event or organisation

2. Please give us a brief description of your sponsorship request:

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3. Sponsorship amount:

4. Contact person and contact details:

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   - 
   - 

**A. National or regional sponsorship**

Should Discovery sponsor your event or team, will this be national or regional? Please give us more details.

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**B. How does your event or team fit in with Discovery’s brand?**

Please tell us how our sponsorship of your event or team will strengthen and improve Discovery’s brand in terms of:

- Healthy lifestyle
- Physical activity
• Leadership – striving to be a leader
• National pride – proudly representing South Africa on the international stage
• Team work – working together to achieve a common goal
• Innovation
• Rigour, discipline and tenacity
• Expertise
• Preparation and planning
• Competitiveness

C. Target Market

Please tell us:

• Who will Discovery reach through this sponsorship and to what extent?
• The demographics of this target market
• The percentage of this market that will be reached through our sponsorship
• How interested is this market in your event or team – fanatical, casual or aware of it?

D. Rights offered

Please list all the sponsorship rights on offer to Discovery and whether naming rights are
available to us. Should we sponsor your event or team, please indicate whether our sponsorship rights will be exclusive in the category “financial services companies”.

<table>
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<tr>
<th><strong>E. Guaranteed media exposure</strong></th>
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<tbody>
<tr>
<td>Please outline any guaranteed media exposure included in the sponsorship package. Examples of guaranteed media include TV, radio, print, magazines, web, outdoor and any other measured media medium.</td>
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<th><strong>F. Public relations value</strong></th>
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<tr>
<td>Please tell us:</td>
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<tr>
<td>- What the level of media or journalist interest is in your event or team</td>
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<tr>
<td>- Which media (for example SABC and Sunday Times) you believe would show an interest in the sponsorship.</td>
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<tr>
<td>- Which mediums (for example radio, TV and magazines) you believe would give the sponsorship any form of coverage</td>
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<td>- What you believe the extent of the coverage will be</td>
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<th><strong>G. Hospitality and entertainment opportunities</strong></th>
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<td>Please tell us:</td>
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<tr>
<td>- Would the sponsorship offer a hospitality or entertainment element?</td>
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<td>- Please describe the nature of the hospitality and standards for example the type of marquee, food quality, and safety measures</td>
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<tr>
<td>- Would there be additional costs for Discovery for the hospitality or entertainment elements?</td>
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<tr>
<td>- Would the hospitality elements be exclusive to Discovery or can other</td>
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*Discovery*
H. Consumer involvement

Please tell us:

- To what extent the sponsorship would encourage involvement and interaction with consumers
- How interested your supporters would be to interact and become involved with the sponsorship
- What your expected level of consumer participation would be
- What you can offer consumers to become involved with the sponsorship

I. Duration and promotional time frame of the event

Please tell us:

- What the duration of the event is in hours, days, weeks or months
- When the event normally takes place
- How long the promotional time frame of the sponsorship would be – how long before and after the event would it be relevant to communicate about the sponsorship
### J. Involvement of employees

How involved could Discovery employees get in the sponsorship? Explain any potential opportunity to involve employees.

<table>
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<tr>
<th>Discovery's role</th>
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<tr>
<td>How involved Discovery will be in the sponsorship?</td>
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<tr>
<td>How your organisation view Discovery’s role as sponsor</td>
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<td>How much input and influence will your organisation allow Discovery in the sponsorship</td>
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<tr>
<td>To what extent can Discovery become part of the decision-making process?</td>
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L. Continuity of the sponsorship

Please tell us:

- What the potential life-span of the sponsorship is?
- Is it a once-off event?
- How long you believe the sponsorship will be relevant and of interest to the audience?
- What are your long-term expectations and why?
- Could the sponsorship be extended into other regions?
- Will Discovery be given the first right to extend the sponsorship?

M. Community involvement (please complete if the sponsorship is regional and community based)

Please tell us:

- What is the level of the local communities’ involvement and interest in this sponsorship in terms of:
  - organising the event
  - supporting the event
  - participating in the event
  - emotional attachment to the event
  - media interest and support
- Did the community initiate or start the event?
- How important is the event on the ‘local events calendar’?
- Does the sponsorship have a meaningful link to the area?