

Postal Address: PO Box 16, Magalieskruin,
Pretoria, South Africa 0150
Tel: +27 12 567 5502
E-mail: secretary@safsa.org.za
NPO Registration No. 005-978



Inspiring all people in South Africa to embrace the joy of figure skating for life.

Call for Advertising and Sponsorship Opportunities at the SAFSA National Championships 2026

We are offering potential advertisers and sponsors for the SAFSA National Championships various advertising packages and sponsorship opportunities to maximise visibility and engagement.

*Applications must reach SAFSA by **01 May 2026**.*

Due to the nature and audience of our sport, we are unable to accept sponsorship requests related to tobacco and alcoholic products.

Advertising Opportunities

Advertising Packages:

- **Barrier Advertising – R2 000**
 - Advertising on the inside barrier of the ice rink for the duration of the competition.
 - **Size:** 3 000mm Width x 1000mm Height.
 - **Price** per banner, excluding production costs, which are for your own account.
- **Program & Website Advertising – R1 000**
 - Advertising in the official event program and on the website from the announcement date through the competition period.
- **Livestream exposure - R1 000**
 - Thumbnails will be displayed at various opportunities throughout the competition period during live broadcasts and replays

Specifications:

- High-resolution image suitable for online streaming platforms
 - Landscape orientation (recommended minimum size: 1280 × 720 px)
 - Supplied in JPG or PNG format
 - Final artwork to be submitted by the agreed deadline following the announcement date
- **Combined Package** (Barrier advertising, Program & website, Livestream) – R3 000 (inclusive of one rink side banner)

Design and Specifications:

1. Do you have specific design requirements or branding guidelines for your advertisement?
2. Can you provide the artwork or design for your advertisement, or do you require assistance?
3. The deadline for providing high-quality artwork is **01 May 2026**.

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Sponsorship opportunities

- **Goodie bag sponsorship**
 - We welcome sponsorship contributions for the event goodie bags. Suggested items include sweets, bottled water, promotional gifts, and gift vouchers. To avoid duplication, please coordinate your proposed items with SAFSA in advance. Sponsors are also welcome to include a promotional pamphlet as part of their contribution.
- **Snack & Finger Food Sponsorship – R20 000**
 - Sponsorship for snacks and finger foods at the Championships draw event. The estimated cost is R100 per person for approximately 200 guests.

Trophy Sponsorship – R10 000

- We invite sponsorship of crystal glass trophies for the Championships. SAFSA will manage the design, ordering, and engraving of recipient names. Sponsors are only required to provide payment, along with their company name, logo, and a short "About Us" profile for branding purposes.

Naming Rights & Official Sponsorship: R25 000

1. Are you interested in making an offer for the **naming rights** of the National Championships?

What We Can Offer the Official Sponsor:

- Naming rights for the National Championships, prominently featured in all event materials.
- Advertising on the inside barrier of the ice rink.
- Inclusion in the official program and on the official webpage.
- Recognition as the official sponsor in all event announcements and communications.
- Opportunities for promotional activities and brand visibility during the event.
- VIP access and hospitality at the National Championships.
- Prominent logo placement on all event signage, banners, and promotional materials.
- Mention in all press releases and media coverage related to the event.
- Featured in social media posts and campaigns leading up to and during the event.
- Display space at the event to engage with attendees and showcase products/services.
- Inclusion in email newsletters and digital communications to participants and attendees.
- Recognition as a supporter of the sport and community, enhancing the sponsor's corporate social responsibility profile.
- Opportunities to participate in community outreach programs associated with the event.

Additional Customization:

- What additional benefits or exposure would you like to receive as the **official sponsor** of the competition?

These benefits will help maximize the sponsor's visibility and engagement, providing significant value and return on investment.

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Terms and Conditions

1. Advertising and sponsorship opportunities are available on a **first-come, first-served** basis.
2. Full payment must be made upon approval of the application.
3. Sponsors and advertisers must comply with SAFSA branding and content guidelines.
4. SAFSA reserves the right to refuse any advertising or sponsorship that does not align with the organization's values.
5. Any artwork must be submitted by the deadline (**01 May 2026**). Late submissions may not be accommodated.
6. Sponsors and advertisers are responsible for ensuring their promotional materials adhere to the specified dimensions and quality standards.
7. SAFSA reserves the right to modify, relocate, or adjust advertising placements as necessary for event logistics.

For inquiries or to submit your application, please contact Gloria Malan at npro@safsa.org.za

We look forward to your partnership in making the SAFSA National Championships 2026 a great success!

The SAFSA NATIONALS LOC