

· SP-001 · v1 ·

Sponsorship Proposal

Apparel, gear, ground mobility, and conservation sponsorship tiers for SafariSky.

PREPARED FOR

Prospective Sponsors

Apparel · Gear · Mobility · Conservation

PREPARED BY

SafariSky (Pty) Ltd · Botswana

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WHO

The audience you're reaching

60 founding EU members. HNW, recreational pilots or aspirational, well-travelled, image-conscious. Plus the wider SafariSky audience: ~80,000 monthly site visitors at steady-state, plus the Voetspore + Nico Panagio TV distribution to Wild Earth / Africa Geographic.

STRUCTURE

Sponsorship tiers

Tier	Annual fee	What you get
Title	€250k+	Naming rights on a circuit. Logo on every page. Founder summit naming.
Mobility	Vehicle in-kind	Sprinter / Cruiser sponsorship. Livery + content + NGO co-brand.
Gear	€60–120k	Logo on /partners. Member welcome-pack inclusion. Photo + film placement.
Apparel	€40–80k	Co-branded SafariSky founder kit. Crew uniforms. Member event drops.
Conservation	In-kind	Parks NGO co-brand. Member-trip donation programme.

CURRENT

In-conversation sponsors

- **Mercedes-Benz Sprinter** — tarmac luxury transfer, KPI / JNB pickup. Livered 'SafariSky Conservation Link'.
- **Toyota Land Cruiser** — last-mile airside pickup at Kruger / Hoedspruit / Mozambique.
- **Parks NGO partner** — anti-poaching beneficiary, brand co-mark, BEE / CSI value.

ASKS

What we want next

- Apparel partner for member founder kit (target: 1 high-end technical brand).
- Optical / camera partner for member-trip content (Voetspore production stack).
- Watch partner — historically high LTV with this demographic.
- Beverage partner — Lowveld dam-side lounge programme.