



SAFARISKY
EARNING THE SKY

ELA Lead Partner Proposal

A single ask. The European showroom you cannot build at AERO.

PREPARED FOR

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Executive summary

SafariSky asks ELA Aviación to become the **Lead Partner** of the SafariSky venture — a single, integrated commitment that covers the African operating platform, the broadcast docuseries hosted by Nico Panagio, and the perpetual marketing-asset library that flows back to ELA's dealers and club members. There is one ask, one signature, one partner. The documentary is included as a marketing asset of the program, not a separate sponsorship.

The ask: €320,000 cash + a 4-airframe operating loan, 36-month exclusivity, signed by 31 July 2026.

The return: exclusive launch-OEM status across SafariSky's African flying circuits, an 8-episode documentary in perpetual licence, AERO 2027 cobrand with Nico in-booth, and a measurable owner-upgrade channel back to ELA dealers in Europe.

This document explains the two operational problems we solve for ELA, what the Lead Partner package contains in detail, the full Nico program cost breakdown, and why €320k buys roughly half of what ELA already spends each year on European airshows — for an asset ELA owns and can market in perpetuity.

What ELA gets, in one paragraph

Exclusive launch OEM status (36 months) across every SafariSky circuit; a fleet of four ELA airframes flying paying members from day one with a guaranteed minimum hour buy-out; co-named circuits ("The ELA Okavango"); the 8 × 44min Nico Panagio docuseries in perpetuity for owned-channel use; AERO 2027 booth cobrand and Nico appearance; full perpetual licence to all cockpit and air-to-air footage; a referral channel that pushes Founders members back into ELA's European dealer network for trade-ups (€5k dealer rebate per upgraded sale).



The two problems we solve for ELA

Problem 1 — Your African owners have no operating layer

Every ELA airframe sold into sub-Saharan Africa lands in a market with no SACAA-compliant hangar network, no bulk MOGAS supply chain, no permit broker, no specialist insurance panel, and no after-sales presence. The aircraft is sold; the experience never happens. Owners fly less than 30 hours in year one. Trade-ups stall. Word of mouth dies.

What SafariSky provides: a turn-key operating layer — Cape Town hangar (SACAA-compliant), fuel and bowser network across four founding lodges, permit and insurance desk, route library, and the only thing that actually drives flight hours: **a reason to fly**. Members fly your machines on planned circuits, every weekend, every season. Hours go up. Stories come back. Owners renew.

Problem 2 — Your European prospects never sit in the seat

ELA's current EU funnel is built around airshow booths (AERO Friedrichshafen, RIAT, AeroExpo) and PDF brochures. The booth sells the next ELA. A buyer who feels rotor-disc loading at 400ft above an elephant herd on prime-time television sells the next ten — and pre-sells them to a qualified peer group already half-decided.

What SafariSky provides: Nico Panagio — a household-name presenter whose audience profile (40–65, affluent, outdoor, adventure-curious, predominantly male) is a near-perfect fit for the ELA buyer persona. Eight broadcast hours of cinematic flight footage shot specifically around an ELA aircraft. Full perpetual licence to ELA. Re-cut for AERO booth loops, dealer demo decks, post-purchase onboarding, owner-magazine covers, and trade-up campaigns. Forever.

Why this matters now

Magni and AutoGyro both spend disproportionately on EU airshow presence. Neither has a branded African operating program. Neither has a broadcast-quality content engine. The Lead Partner slot is a 36-month pre-emption — once SafariSky launches with an OEM, the category window closes for the others.



The Lead Partner package — what ELA gets in detail

Pillar	Detail	Term
Exclusive launch OEM	Sole gyroplane brand visible across SafariSky circuits, lodge collateral, in-aircraft branding, member apps, and broadcast. No competing OEM accepted in any tier.	36 months from S1 air date
4-airframe operating loan	Four ELA airframes (mix to be agreed: 2x ELA-07, 2x ELA-10) consigned to SafariSky's Cape Town hangar. SafariSky guarantees a minimum annual hour buy-out, absorbing aircraft cost into membership flight-hour pricing.	36 months, renewable
Co-named flying circuits	Routes branded as "The ELA Okavango", "The ELA Cape Run", "The ELA Skeleton Coast". ELA logo on charts, lodge maps, and member route library.	Perpetual within agreement
8-episode docuseries	8 x 44min broadcast series with Nico Panagio. ELA aircraft as the visible hero across all 8 episodes. ELA opening-credit billing as Lead Partner.	Air window Q3 2027
Perpetual footage licence	Full ungraded RAW + finished cuts of every cockpit and air-to-air shot. Licensed to ELA in perpetuity for any non-broadcast commercial use (booth, web, dealer, social, print).	Perpetual, worldwide
AERO 2027 cobrand	ELA booth at AERO Friedrichshafen 2027 features the SafariSky brand wall, S1 hero edit on loop, and Nico Panagio in-booth for two days (signing/meet-and-greet).	April 2027
Owner upgrade channel	Every Founders member who trades up to a new ELA airframe through the SafariSky referral routes a €5k rebate to the originating dealer. New revenue line for the dealer network.	Perpetual within agreement
Dual-rights distribution	ELA receives the docuseries on owned-channel rights in perpetuity even after the broadcast windows close. See clause on page 9.	Perpetual



Full Nico program cost breakdown

Total production budget: **R 21.6M** (~€1.08M at R20:€1). The table below shows every line item, what it covers, and what each line specifically delivers as a marketable asset to ELA. This is the production envelope for the 8-episode S1 — fully funded inside the Lead Partner commitment plus the broadcast licence fees.

Line item	ZAR	%	What it buys ELA
Crew (above-line)	R 3.6M	17%	Nico Panagio talent fee + EP, director, DOP — the names that get the show greenlit and watched.
Aerial unit + chase aircraft	R 2.8M	13%	Air-to-air helicopter, Cineflex stabilised mount, second gyro for chase. Every hero shot of the ELA airframe.
Camera + cockpit kit	R 1.6M	7%	RED Komodo bodies, multi-cam cockpit rig, lavalier audio, drone unit. Future-proof at 6K.
Flight training programme	R 0.9M	4%	Full SACAA syllabus for Nico — the documentary spine, every milestone on camera.
Production ops (Cape)	R 1.4M	6%	Stellenbosch / Morningstar base. 8 weeks principal photography. Permits, location fees.
Travel + accommodation	R 1.2M	6%	Crew lodging, fuel, transport across all Cape locations and Karoo run.
Post-production	R 3.2M	15%	Edit, grade, sound mix, VFX titles, delivery in 8 broadcaster-ready masters + ELA marketing cuts.
Insurance (production + air)	R 1.1M	5%	E&O, public liability, aircraft hull cover spike — protects ELA's airframe and the production.
Music + score	R 0.7M	3%	Original score, fully cleared for global broadcast and ELA owned-channel use in perpetuity.
Marketing + launch	R 1.5M	7%	Trailer cut, press launch (Friedrichshafen), social campaign, PR — drives the EU funnel.
Talent contingency	R 0.6M	3%	Nico backup days, weather days, second-unit pickups.
Production fee	R 1.5M	7%	Production company overhead and EP fee. Capped.
Contingency (10%)	R 1.5M	7%	Standard broadcaster-grade contingency reserve.
TOTAL	R 21.6M	100%	8 x 44min broadcast masters + perpetual ELA marketing library.

Note on funding: The €320k Lead Partner cash plus the broadcaster anchor licence fees (Nat Geo / Discovery EU + EU aviation channel) fully fund the production envelope. ELA does not pay for the production — ELA pays for the program, and the production is delivered as part of it.



€630k vs €320k — the showroom CAPEX justification

ELA's current visible European marketing spend (publicly observable: AERO Friedrichshafen, RIAT, AeroExpo, AOPA expos, three regional dealer-show subsidies, print, brochure, and owner-magazine spend) sits at an estimated **€620–640k per year**. The Lead Partner ask is **€320k once** for a 36-month exclusivity that delivers a comparable-value asset stack of **~€950k+** at market rates.

Side-by-side comparison

What ELA spends today (annual, est.)	€	What €320k Lead Partner buys (36-month)	value
AERO Friedrichshafen booth + crew	180,000	AERO 2027 cobrand + Nico in-booth + S1 hero loop	220,000
RIAT + AeroExpo presence	110,000	EU launch event + press at S1 air	90,000
Dealer roadshow subsidies (x3 regions)	90,000	Owner-upgrade dealer rebate channel (per-sale, not fixed)	variable upside
Print + owner magazine + brochure refresh	75,000	Perpetual cockpit + air-to-air image library	180,000
Video / promo content production	95,000	8 x 44min broadcast series + 24x cut-downs (perpetual)	420,000
Sponsorship + association memberships	80,000	36-month exclusive launch-OEM status across SafariSky	category-defining
Annual total (visible)	€630,000	Lead Partner asset value (one-time)	~€910,000+

Read the bottom line. Roughly half of one year's existing European marketing spend buys ELA a 36-month exclusive position in a category nobody else owns, plus a perpetual content library worth more than ELA's annual print + video budget combined. The €320k is not sponsorship. It is showroom CAPEX — a global, practical, televised showroom that ELA owns and can market in perpetuity to club members as a trade-up trigger.

This is the single page that answers the board question: "why are we writing this cheque?"



The single ask

Component	Detail
Cash	€320,000 — paid in four milestones (see schedule below).
Operating fleet	4-airframe operating loan (mix tbc: 2x ELA-07 + 2x ELA-10). SafariSky guarantees minimum 600 flight-hours/year buy-out at agreed wet rate, absorbing depreciation into membership pricing.
Exclusivity	36 months from S1 air date. No competing gyroplane OEM accepted in any SafariSky tier or location.
Signature deadline	31 July 2026 — locks Nico Panagio contract and S1 production calendar.

Payment milestones

Milestone	Trigger	%	Amount
M1 — Signature	Contract counter-signed	30%	€96,000
M2 — Fleet arrival	First 2 ELA airframes hangared in CT	25%	€80,000
M3 — S1 wrap	Principal photography complete	25%	€80,000
M4 — S1 air	Episode 1 broadcast live on anchor	20%	€64,000
Total		100%	€320,000

Owner Upgrade Programme — a new revenue line for ELA dealers

Every SafariSky Founders member who trades up to a new ELA airframe via the SafariSky referral pathway routes a **€5,000 dealer rebate** to the closing ELA dealer in the buyer's home territory. SafariSky funds this rebate from membership margin — it does not come out of ELA's commitment. The dealer sees a new, qualified, pre-flown lead with cash in hand. Conservative model: 12 trade-ups in year two, 28 in year three. Net new dealer revenue: ~€8M over 36 months, with €200k in dealer rebates flowing back into ELA's network.



Timeline & next step

When	What
Signature — by 31 July 2026	Lead Partner agreement counter-signed. M1 paid.
Within 30 days	Nico Panagio contract executed. Production company locked. AERO 2027 booth plan filed.
Q3 2026	S1 principal photography begins. First two ELA airframes ferried to Cape Town.
Q4 2026	Full 4-airframe fleet operational. Founders member flying begins.
Q1 2027	Post-production complete. Broadcaster delivery. Trailer launch.
April 2027	AERO Friedrichshafen — ELA booth cobrand, Nico in-booth, S1 hero loop.
Q3 2027 (5 Sep)	Episode 1 air date. M4 paid. Owner-upgrade channel goes live.

Dual-rights / non-exclusive distribution clause

*Distribution rights — non-exclusive by design. SafariSky retains worldwide ownership of the series. We grant a single global anchor licence (Nat Geo or Discovery EU) and a parallel EU-aviation licence (AOPA Live, Pilot Magazine TV, FlightChops) — explicitly non-exclusive and non-overlapping. SafariSky retains all owned-channel rights: SafariSky.tv, the ELA owner network, partner-lodge in-room distribution, social cut-downs, and all EU pilot-community distribution. **No anchor receives exclusive linear, streaming, or territorial rights.** ELA receives perpetual owned-channel rights to the full library, surviving the expiry of any broadcast window.*

Next step

One 60-minute call with Cristina to walk this document. If aligned, we counter-sign within two weeks and Nico is on a plane to Cape Town inside 30 days. Single contact for this proposal:

SafariSky — Office of the Founder

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