



PROPOSAL

ELA Aviación — Title Sponsor

THE ASK

Title sponsor of **SafariSky: Earning the Sky** — an 8-episode documentary following Nico Panagio earning his SACAA gyroplane licence in Cape Town and flying into Africa.

Cash	€240,000 across 18 months
Aircraft	1 x ELA-07 (training) + 1 x ELA-10 Eclipse (S2 expedition), loan basis
Term	Title for S1 (8 ep) + first-look on S2
Deadline	Stack lock 31 July 2026

WHAT ELA GETS

- Brand integration in every episode (cold open, lower-thirds, end card).
- Hero airframe shown across two seasons — training to expedition arc.
- Co-branded European launch event at AERO Friedrichshafen 2027.
- Owned-channel rights: ELA can use all footage on its dealer network.
- Estimated reach: 14M EU households (Nat Geo / Discovery EU + AOPA).

WHY THIS AND WHY NOW

Recreational gyroplane sales in the EU grew 3.5% CAGR through 2025. The buyers are 45–60, affluent, and watch long-form aviation content. SafariSky puts an ELA in their living room for 8 Sunday nights.

NEXT STEP

Non-binding Letter of Intent by 31 May 2026. Production locks on receipt of LOI from all three pillar sponsors (title, media, mobility).