



Sasol Sponsorship Guidelines

To be considered for sponsorship, you are required to submit a proposal which should clearly introduce your organisation and relevant background. It should present a logical, well-researched rationale for sponsorship of your event or project.

Sasol receives many requests for sponsorship every month and, unfortunately, we are unable to sponsor all requests. It is therefore important that you provide us with as much information as possible to allow us to fully assess your request. Your proposal should be considered a business document and should be professionally presented in terms of both content and layout.

Sponsorship proposal

Sasol will only accept written proposals. We receive requests for a variety of sponsorships from across South Africa and internationally. We have established criteria in place against which we evaluate each proposal we receive. By providing all of the information requested below, you will improve your chances of receiving a prompt response.

Please note that the following sponsorship criteria are for sponsorships of a **non-charitable nature**. If yours is a request for a **corporate donation** or a request of a charitable nature, please click here for more information on **Sasol's Corporate Social Investment criteria**.

These sponsorship criteria have been developed to ensure that Sasol establishes sponsorship relationships that will be beneficial to both Sasol and the recipient organisation.

Sasol sponsorship criteria

Projects or organisations seeking sponsorship must conform to the following criteria. The project or event must:

- Align with the Sasol brand characteristics – dynamic, ambitious, innovative, reliable, inspiring and dedicated
- Create positive exposure for the Sasol brand. (Sasol generally only pursues sponsorship opportunities that clearly enhance its brand)
- Inspire creativity
- Create unique hospitality experiences
- Provide exclusive customer relationship-building opportunities
- Create a platform to deliver unique and compelling experiences for Sasol stakeholders
- Provide Sasol with a clearly delineated and distinctive role with tangible benefits associated with the partnership
- The total benefit and value of the sponsorship to Sasol must exceed the total cost that Sasol is expected to contribute
- The event or programme must have the potential to create long-term value, i.e. be a sustainable activity over an extended period of time with the potential for ongoing partnerships
- Have the ability to reach targeted audiences and build relationships with stakeholders
- Be a national or international activity
- The event or programme must demonstrate innovation and excellence, and be at the leading edge in any technical aspects.

Other general principles

- Sasol prefers not to be a sub-sponsor or co-sponsor. If co-sponsors or category sponsors are involved, they should complement Sasol's brand objectives and strategy
- Sasol requires sponsorship exclusivity in the category
- We generally need a minimum of four months' lead time to consider, approve and effectively leverage a sponsorship.

EXCLUSIONS

Sasol will not sponsor programmes that fall outside of our guidelines. Activities that involve any of the following will not be considered for support:

- Any type of unlawful activity
- Gambling, betting or gaming
- Support for political candidates or organisations
- Denigrating, excluding or offending community groups
- Presenting a hazard to the community
- Creating environmental hazards
- Activities that do not reflect community standards, have narrow community involvement and which may be divisive
- Do not complement Sasol's values.

We also do not support:

- Requests to support individuals or that benefit an individual person or family
- Requests from organisations representing specific denominations i.e religious activities, in whole or in part, for the purpose of furthering religious doctrine
- Requests to support seasonal activities
- Requests from political organisations
- Requests from third parties to raise funds for a charity
- Requests for multiple-year commitments
- Charitable fundraisers
- Travel expenses
- School-affiliated orchestras, bands, choirs, drama groups, class parties or class team projects
- Start-up and general operating expenses
- Organisations that discriminate on the basis of race, colour, gender, sexual orientation, age, religion, national or ethnic origin or physical disability
- Activities of questionable taste, promoting violence, encouraging illegal activities or breaking of the law in any way
- Tours (local and overseas), transport, conferences and seminars (unless of a strategic nature on topics related to Sasol's core business activities), cocktail parties, dinners and awards ceremonies
- Blood and contact sports – boxing, karate, judo , wrestling
- Beauty pageants and
- High-risk activities.

Please respect these criteria. We receive many requests and apply the criteria strictly. Remember that proposals can only be considered in writing (please do not contact us telephonically). Should you believe that your event or project meets these criteria and you would like to apply for sponsorship, please send us your details on the sponsorship application form.

For detailed information on applying for corporate sponsorship of events and activities that meet these criteria, please see application process and timing.

The application process and timing

All proposals are considered by our Sponsorship Manager to assess suitability, feasibility and resources required (human and monetary). Recommended proposals that meet Sasol's criteria are presented to the Sasol Sponsorship Forum. This forum reviews the proposed activity's geographic location, scope, and subject matter and does an in-depth review according to the Sponsorship Evaluation Criteria to determine the fit between the proposal and Sasol's brand and sponsorship strategy.

If the proposal meets Sasol's sponsorship criteria and is supported by Sasol's Operational Brand Council, it is referred to either the Strategic Brand Council or Group Executive Committee for final approval. The Operational Brand Council meets monthly and the Sasol Group Executive Sponsorship Committee once every two months. This process cannot be accelerated. The sponsorship applicant or organisation will be notified in writing of Sasol's decision.

Submission of applications

To apply to Sasol for sponsorship, you should follow these three easy steps:

- Read our sponsorship selection criteria
- Complete our sponsorship application form
- Submit by post, fax or e-mail.

All sponsorship proposals must be sent to either:

- E-mail: sponsorships@sasol.co.za
- Fax: 011 522 1355

Thank you for your attention to these details.

Timing

1. Submitting a proposal to Sasol

To allow us enough lead time to fully leverage the value of the sponsorship and to line up appropriate resources, your proposal must be submitted at least four months prior to the start date of the event/project. We will not consider proposals submitted outside of this time frame.

2. Sasol response

We will endeavour to provide you with an initial response within fifteen business days. If your application is considered worth pursuing, Sasol may invite you to discuss it further or to resubmit a sponsorship application with more information.

Eligible activities

View current sponsorships to see examples of activities that meet the evaluation criteria.

What to send:

- A brief but detailed description of the sponsorship, highlighting objectives of the event or project
- Contact information: telephone numbers, e-mail address
- A brief background of the applicant, listing experience, mission statement and long-term goals of the organisation or event
- Staffing of the event/organisation
- Date and times of the event or project including critical deadlines for sponsorship decision
- Expected fees and payment terms/schedule

- All costs Sasol is expected to pay, including sponsorship fee, value In kind, promotional fees, signage, literature, printing costs, creative/production costs, equipment and merchandising
- Outline potential benefits to Sasol. Include items such as complimentary tickets, hospitality, access to special events at the property, radio, TV, newspaper, online and mobile exposure and quantify as appropriate. Also include items such as: product/category exclusivity, direct on-site sales opportunities – if appropriate, include a three-year history of Sasol or non-Sasol fuel product sales as well as marketing opportunities – on- and off-site opportunities such as co-sponsor promotional activities, Sasol retailer/customer/channel promotions, etc
- Overview of your marketing plan, including which elements are and are not confirmed
- List of other sponsors. Indicate whether they are potential or committed
- Term: annual, two-year, three-year etc
- Attendance: annual ticket sales, paid and unpaid, trend history for the last three years, future projections for three years
- Demographics: include, where applicable (i.e. if noticeably different) demographics for both attendees and the media audience:
 - Age
 - Gender
 - Income profile and any other pertinent and applicable information.

(Please include as much of this information as possible when sending your proposal to Sasol on the sponsorship application form.)

Beneficiary obligations

Successful sponsorship applicants will be required to enter into a sponsorship agreement with Sasol which entails:

- Level of sponsorship benefits agreed to
- Legal public liability indemnity for Sasol
- Payment terms
- Evaluation options
- Code of conduct.