**South African Airways**

SPONSORSHIP PROPOSAL TO SAA

*Name of initiative/ project*

Date:

Proposal By:

# ACRONYMS AND DEFINITIONS

|  |  |
| --- | --- |
| **Acronym** | **Definition** |
|  |  |
|  |  |
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|  |  |
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|  |  |

# SUPPORTING DOCUMENTATION SUPPLIED

|  |  |
| --- | --- |
| **Document Name** | **Reference** |
|  |  |
|  |  |
|  |  |
|  |  |

# EXECUTIVE SUMMARY

## Description of initiative/ project

Describe the initiative/ project in detail. This can be outlined in terms of a problem that should be solved or an opportunity that has been identified.

## Expected costs and benefits

Provide a brief summary of the expected costs and benefits derived from the initiative/ project.

# BACKGROUND

## Background to the Problem, Requirement or Opportunity

Provide a brief summary of the circumstances leading up to the problem, requirement or opportunity.

# OBJECTIVES AND PURPOSE OF THE PROPOSAL

## Objectives and Description

Objectives are the results to achieve from completing this initiative/ project, including the desired end-state. Objectives must be specific, measurable, achievable, realistic, and time dependent.

## Strategic Alignment

How does this initiative/ project complement SAA’s business?

## Dependencies

List the key dependencies, e.g. other business units that will be affected by the initiative/ project or external dependencies such as regulatory approval or specific market conditions.

## Key Requirements (Critical Success Factors)

List the factors that will be used to determine whether the initiative/ project will be deemed successful by its stakeholders.

## Timing

Expected start and finish dates. List the significant milestones.

## Resource Requirements

List the SAA (and any other external) resources required in the implementation of the initiative/ project.

# RETURN ON INVESTMENT (ROI)

Quantify benefits for the options summarised in Section 3.2.

# FINANCIAL EVALUATION

## Total Cost of Ownership (TCO)

This is the total cost to participate in the initiative/ project. Non-ZAR amounts should be converted into ZAR at the current exchange rate.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** | **Total** |
| **Cost 1** |  |  |  |  |
| **Cost 2** |  |  |  |  |
| **Grand Total** | | | |  |

*Specify ZAR or foreign currency amount.*

## Return on Investment (ROI)

### Option 1 – ROI

ROI Formula example:



## Other Evaluation Techniques

List any other qualitative or non-financial benefits to be gained through the investment.

# BUSINESS / ORGANIZATIONAL IMPACT OF INITIATIVE/ PROJECT

## Risks (list any identified material risks)

Give a brief description of the risks and likely consequences. Their likelihood should be categorised as high, medium and low.

|  |  |  |
| --- | --- | --- |
|  | **Likelihood**  **(Low/Med/Hi)** | **Potential**  **Impact** |
| Risk 1 |  |  |
| Risk 2 |  |  |
| Risk 3 |  |  |
| Risk 4 |  |  |

**Completed Sponsorship proposals are to be emailed to:** [**Sponsorhips@flysaa.com**](mailto:Sponsorhips@flysaa.com)