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**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NUMBER: 3065 [**NW3381E**]**

**DATE OF PUBLICATION:**

**3065. Mr B R Topham (DA) to ask the Minister of Finance:**

What are the full details of all sponsorships in cash or kind that the SA Airways (SAA) awarded and/or paid to any person and/or entity from 1 April 2014 to 30 September 2017, including the (a) name of each person or entity, (b) amount of each sponsorship, (c) reason for awarding each sponsorship and (d) benefits that accrued to the SAA as a result of each sponsorship? NW3381E

**Reply:**

(1) South African Airways has not offered any cash sponsorship from 1 April 2014 to 30 September 2017. The Value-In-Kind (VIK) sponsorships offered between 1 April 2014 and 30 September 2017 are listed below:

|  |  |  |  |
| --- | --- | --- | --- |
| **Sponsorship Property** | **Right Holder** | **Value** | **Period** |
|  |
| SA Olympic Teams | SASCOC | R6m per annum | 2014-15 |
| Springboks | SA Rugby | R22.5m per annum | 2014-15 |
|  |
| SA Olympic Teams | SASCOC | R6m per annum | 2015-16 |
| Springboks | SA Rugby  | R22.5 per annun | 2015-16 |
| Miss South Africa | Sun International | R594k  | 2015-16 |
| World Routes | UBM | R1.5m | 2015-16 |
| NBA Africa Games | NBA Africa | R1.3m | 2015-16 |
| International Jazz Extravaganza | Teacup Projects | R1.1m | 2015-16 |
|  |
| Bafana Bafana | SAFA | R10m first year  | 2016 - 17 |
| SA Olympic Teams | SASCOC | R8m per annum | 2016 -17 |
| Miss South Africa | Sun International | R596k  | 2016 -17 |
|  |
| Bafana Bafana  | SAFA | R25m per annum | 2017 - 2018 |
| International Jazz Extravaganza | Teacup Projects | R1.2m | 2017 - 2018 |

The sponsorships are offered with the purpose of deriving marketing and commercial benefits for SAA. All these sponsorships were approved in accordance with the company’s Delegation of Authority Framework (“DOA”) and have followed internal approval process.

In return for the sponsorships, SAA is afforded sponsorship rights, which include: (i) platform to promote sales on SAA; (ii) media exposure and adverting; and (iii) branding opportunities.