



AIRSOFT LEAGUE SOUTH AFRICA

To Whom it May Concern

7 May 2024

RE: First South African National Team qualification to NSL Nations World Cup

We hope this letter finds you well. We at Airsoft League SA, South Africa's premier airsoft organization, and Largest Airsoft Organization in the Southern Hemisphere, are reaching out to seek your support for an extraordinary opportunity that not only highlights the spirit and talent of our airsoft community but also showcases the potential for impactful partnerships between our athletes and visionary individuals or businesses like yours.

This year, we have the honor of sending the first South African National Team to compete in the prestigious NSL Sports Nations Cup in Eindhoven, Netherlands. This event is a cornerstone for the international airsoft community, bringing together the best of the best from across the globe. Our participation marks a significant milestone for both our organization and our nation, underscoring our commitment to excellence, sportsmanship, and community engagement.

Our Need: To make this historic participation a reality, we are raising R300,000. This fund will cover round-trip flights, Schengen visas, accommodation, car hire, daily expenses, travel insurance, equipment transport, and uniforms for our 12-member team over the 10-day event. This budget ensures that our team can compete at their highest level without the burden of financial constraints.

Sponsorship Benefits: In appreciation of your support, we are excited to offer the following benefits to our sponsors for an entire year:

- **Brand Visibility:** Your company's logo will be prominently displayed on our team uniforms, providing visibility at the event and in all related promotional materials.
Brand exposure for 12 months as an Organization Sponsor for Airsoft League SA, NSL SA and all 52 events from Social to Competitive for that year period including the Southern Hemispheres largest event Airsoft X.
NSL Officials Pages in Both Europe and USA will be Live Streaming the World Cup via You Tube world wide along with all their other sponsors which extends throughout the world.
Brand Visibility on multiple You Tube Channels and Social Media Platforms listed below.
- **Social Media Recognition:** We will celebrate our partnership with regular shout-outs and acknowledgments across all our players' social media platforms, as well as Airsoft League SA and NSL Sports' pages, reaching a wide and engaged audience.
Some reach numbers that may interest you with regards to your potential exposure:
Airsoft League SA – 9500 Instagram followers with 140K reach per month consecutively.
Silo Entertainment – 6 million You Tube Subscribers and 140,000 Instagram followers and more platforms who is one of our main sponsors of which they will be sharing our journey on their platforms as they will be travelling with us.





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Novritsch – 4.6 Million You Tube Subscribers and 401,000 Instagram Followers and more platforms who is also 1 of our main sponsors of which they also will be sharing our journey and travelling with us to document our journey with their Airsoft products that we are using in the world cup.

NSL Official and USA will be live streaming the entire World Cup on You Tube with sponsor announcements, Team Interviews and their individual sponsors, as well as trophy and medal award ceremonies, team journeys and much more.

Local News reach, we have been asked by HOT 102 FM and AOL News to document and report our Journey on the News so that Viewership is also going to offer more exposure to your brand as we will continuously punt the brands that support the SA Team.

Finally, we as Airsoft League SA have been approved for a Netflix Special Reality Series and are offering the right of first refusal to the brands that sponsor the SA team whom will also be featured in the Netflix Special, the opportunity to be apart of the series as a brand for an event greater viewership which is averaged at 44 Million views an hour on Netflix.

- **Community Engagement:** Aligning with Airsoft League SA presents a unique opportunity to engage with a passionate and vibrant community, enhancing your brand's presence and impact within and beyond South Africa.

Event Dates: 15th to 25th July 2024

Join Us: Your sponsorship will not only support the aspirations of South Africa's top airsoft talents but also position your company as a key player in promoting sports and youth development on an international stage. We believe that together, we can create a memorable and impactful experience that resonates well beyond the boundaries of the sport.

We are keen to discuss this sponsorship opportunity further and explore how we can tailor the benefits to meet your marketing and community engagement objectives. Please feel free to contact me directly at info@saasl.co.za to arrange a meeting or for any inquiries.

Thank you for considering supporting Team South Africa in the NSL Sports Nations Cup. We look forward to the possibility of partnering with you and making history together.

Kind Regards
Bruce - Founder
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