

NATIONAL ASSEMBLY
QUESTION FOR WRITTEN REPLY
QUESTION NUMBER: 867 [NW1016E]
DATE OF PUBLICATION: 20 MARCH 2015

867. Ms A M Dreyer (DA) to ask the Minister of Finance:

- (1) Whether the National Treasury or entities reporting to him provides any type of sponsorships; if not, what is his department's position in this regard; if so, (a) what are the details of each sponsorship, (b) what is the value of each sponsorship, (c) when were each of these sponsorship deals undertaken and (d) when will each of the sponsorship deals end;
- (2) whether the National Treasury intends to enter into any type of sponsorship deal or contract in the (a) 2015-16 and (b) 2016-17 financial years; if not, why not; if so, (i) with whom will each sponsorship deal or contract be made, (ii) what will the terms of each of the sponsorship deals or contracts be, (iii) when will each of the sponsorship deals or contracts (aa) commence and (bb) end and (iv) what is the value of each of the sponsorship deals or contracts?

NW1016E

REPLY:

The National Treasury and most entities reporting to the Minister of Finance do not provide any type of sponsorships.

The following entities provide some form of sponsorship;

DEVELOPMENT BANK OF SOUTHERN AFRICA

1.
 - (a) Annual IMFO conference
 - (b) R500 000.00
 - (c) October 2014
 - (d) Annual conferences undertaken as and when the need arises for business to engage with stakeholders and profile products and services to clients. No sponsorship deal has been entered into.
2.
 - (a) Ethiopia Powering Africa Conference
 - (b) R43 115.00
 - (c) November 2014
 - (d) Once off conference sponsorship for business development activities. No sponsorship deal has been entered into.

3.
 - (a) Loans and Bonds Conference
 - (b) R214 431.60
 - (c) March 2015
 - (d) Annual conference undertaken as and when the need arises for business to engage stakeholders and profile products and services to clients. No sponsorship deal has been entered into.
 4.
 - (a) Global Business Roundtable
 - (b) R250 000.00
 - (c) March 2015
 - (d) Once off Doing Business in Africa Trade and Investment Opportunities Summit. To be considered when the need arises. No sponsorship deal has been entered into.
 5.
 - (a) Central Corridor Industry and Investment Forum
 - (b) R550 000.00
 - (c) March 2015
 - (d) This was in collaboration with Africa Strategic Infrastructure Initiative of The World Economic Forum and partners:
AUC, NEPAD Agency, African Development Bank and the Development Bank of Southern Africa. No sponsorship deal entered into.
 6.
 - (a) SALGA National Assembly
 - (b) R500 000.00
 - (c) March 2015
 - (d) Bi-Annual local government conference supported as and when suitable for business requirements. No sponsorship deal has been entered into.
 - (2) (a) & (b) The DBSA has no intention to enter into any sponsorship deal or contract in the 2015-16 and 2016-17 financial years. DBSA only sponsors and participates in activities relevant to its business as and when the need arises and does not enter into any form of sponsorship contracts with other entities.
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LAND BANK

The Land Bank does provide sponsorship to support its stakeholders and clients. The sponsorship is aimed at branding and positioning the Bank in the Agriculture sector.

See the following spreadsheet for more details;:

LAND BANK SPONSORSHIPS

Name	Value ('R's)
SPONSORSHIP SEP 2014-MOOIRIVIER STUDIEGROEP	2 000.00
SPONSORSHIP SEP 2014-ROSIES DELI	4 332.00
SPONSORSHIP SEP 201-VILJOENDRIFT WINES	3 500.00
SPONSORSHIP SEP 2014-NOORWES JEUGSKOU	6 834.00
SPONSORSHIP AUG 2014-HLNK ONDERWYSBEDRYFREKENING	5 000.00
SPONSORSHIP SEP 2014-MALMESBURG LANDBOUVERENING	6 000.00
SPONSORSHIP JULY 2014-KEI ROAD FARMERS	1 500.00
SPONSORSHIP AUG 2014-THE KIMBERLEY CLUB	20 448.40
SPONSORSHIP AUG 2014-OPERATIONS MARKETING	2 631.58
SPONSORSHIP SEP 2014-KOMGA AGRICULTURAL ASSOCIATIO	1 000.00
SPONSORSHIP SEP 2014-GREATER TZANEEN MUNICIPALITY	600
SPONSORSHIP SEP 2014-PHILIPPOLIS BOEREVERENIGING	7 000.00
SPONSORSHIP SEP 2014-BOESMANLAND LANDBOU UNIE	2 000.00
SPONSORSHIP SEP 2014-CRADOCK LANDBOUGENOOTSKAP	10 000.00
SPONSORSHIP JULY 2014-PENTAGON MERINOS	3 500.00
Accrued Expenses Sep 2014 -Sponsorship	17 937.19
Accrued Expenses Sep 2014 -Sponsorship	5 000.00
Accrued Expenses Sep 2014 -Sponsorship	1 000.00
Accrued Expenses Sep 2014 -Sponsorship	2 631.58
Accrued Expenses Sep 2014 -Sponsorship	1 500.00
Accrued Expenses Sep 2014 -Sponsorship	3 500.00
SPONSORSHIP AUG 2014-UTRECHT GOLF CLUB	3 000.00
SPONSORSHIP AUG 2014-LRF	50 000.00
SPONSORSHIP SEP 2014-MID VRYSTAAT BONSMARA BREEDER	3 000.00
A DE VILLIEARS SEP 2014	1 754.39
GLENFINALS CATTLE COMPANY (PTY) LTD SEP 2014	2 000.00
CALVINIA GHOLFklub SEP 2014	7 000.00
UPINGTON GHOLFklub SEP 2014	15 000.00
SPONSORSHIP AUGUST 201-MPO	6 140.35
SPONSORSHIP SEP 2014-ABERFELDY BOEREVERINIGING	2 000.00
SPONSORSHIP SEP 2014-CLOCOLAN BOEREVERENIGING	1 000.00
SPONSORSHIP AUG 2014-AGRI LIMPOPO	30 000.00
SPONSORSHIP SEP 2014-SENTRAAL SUID CO-OPERATIVE LT	4 385.97
NIEUWOUDTVILLE LANDBOU VERENI	2 000.00
DFPT RESEARCH MANAGEMENT	26 315.79
MERINO ONTWIKKELINGS KOMMITT	2 000.00

SLABBERTS BOEVERNIGING	1 000.00
SA HEREFORD BEESTELERS GENNO	2 631.58
THE BUSINESS ZONE 1678/T/A ALIV	50 000.00
AGRI WES KAAP	50 000.00
N D RISSIK	17 100.00
SUID KAAP PROMISIE VEILING	3 000.00
GLORIA MOKWENA-Client refreshments Jakaranda show	7 000.00
GLORIA MOKWENA-13-16 May 2014 NAMPO	10 000.00
SOUTHERN AFRICAN MACADAMIA G	6 500.00
WES & SUID KAAP ANGUSKLUB	3 000.00
ALLDAYS VLIEGKLUB	10 000.00
VRYSTAAT PRO	6 140.35
KENRUSSMARK CC	2 000.00
SPONSORSHIP AUG 2014-SOMERSET OOS LANDBOUGENOOTSKA	6 000.00
Overhex Private Celler	3 070.17
SPONSORSHIP AUG 2014-TLU TAU SA	50 000.00
SPONSORSHIP AUG 2014-MOORREESBURG BOEREVERENIGING	5 000.00
SPONSORSHIP-UTRECHT BOEREVERENIGING	5 000.00
KAMIES BOEREVERENIGING	2 000.00
SPRINGBOK SAFARI	6 000.00
SPONSORSHIP AUG 2014-GROOTFONTEIN OPLEIDING TRUST	3 070.17
SPONSORSHIP AUG 2014-SMALDEEL BULKLUB	3 000.00
SPONSORSHIP AUG 2014-KESTELL BOEREVERENIGING	2 000.00
DARNALL FARMERS ASSOCIATION	3 000.00
BOSVELDFEES BEESKOU	15 000.00
SA POULTRY ASSOCIATION	11 110.00
BEAUFORT WEST MOHAIR GROWE	3 000.00
STEYN BOERE-UNIE	3 500.00
TSHWANE BUSINESS & AGRICULTUR	20 000.00
TSHWANE BUSINESS & AGRICULTUR	13 985.00
SPONSORSHIP SEP 2014-EENDEKUIL LANDBOUVEREENIGING	5 000.00
SPONSORSHIP SEP 2014-AGRI EXPO	25 800.00
SPONSORSHIP SEP 2014-VERKEERDEVLEI BOEREVERRNIGING	1 000.00
SPONSORSHIP SEP 2014-WS SHUMAN	1 000.00
SPONSORSHIP AUG 2014-CITRUSDAL LANDBOUVERENIGING	5 000.00
SPONSORSHIP SEP 2014-DARLING LANDBOUVERENIGING	5 000.00
SPONSORSHIP SEP 2014-KT BROWN	1 000.00
SAMIC	30 000.00
WINSTON FARMS PTY LTD	2 000.00

SPONSORSHIP SEP 2014-ORG DE RAC LANDGOED	12 061.40
KLK LANDBOU BEPERK H/A KLK LEW	2 000.00
GLOBBERSHOOP BOEREVERENIGING	1 000.00
TODAH BOERDERY	10 000.00
PHILIPPOLIS BOEREVERENIGING	500
HJS PARRL	1 350.00
VANZYLRUS BOEREVERENIGING	2 000.00
SPONSORSHIP JULY 2014-AGRI NAMAKWALAND	1 000.00
SPONSORSHIP AUG 2014-UNIONDALE LANDBOUGENOOTSKAP	2 000.00
INMAAKVRUGTE PRODUSENTE VERE 2nd Table	5 500.00
AGRI GAUTENG	5 000.00
MOLOPORIVIER BOEREVERENIGING	10 000.00
STAUSS SALE COMMITTEE	1 000.00
SPONSORSHIP-DUNDEE AND DISTRICT FARMERS' UNION	3 000.00
SPONSORSHIP-VRYHEID LANDBOU SAKKAMER	3 500.00
WOR - CORRECTION JOURNAL 101848456	240
BLOEMFONTEIN DISTRIK BOERE U	500
ZASTRON LANDBOU	500
EDEBURG BOERE WOL	1 000.00
SWARTLANDSKOU MOORREESBURG	15 000.00
GOUDINI LANDBOUVERENIGING	7 000.00
WES-KAAP PRESTASIE TOEKOMITEE	7 500.00
DANIELSRUS BOEREVERENIGING	2 500.00
HOPETOWN DISTRIKS BOERE UNIE	2 000.00
EGV & V AGRI ASSOCIATION	5 000.00
SANDVELD LANDBOUVERENIGING	6 000.00
HARM & ALWYN MARX	3 000.00
KAMIES BOEREVERENIGING	2 000.00
HAASBEKKIES KLEUTERSKOOL	5 000.00
Acruals June 14 Sales & Marketing Sponsorship	2 000.00
Acruals June 14 Sales & Marketing Sponsorship	2 000.00
LICHTENBURG SUIWEL ORGANISASI	3 300.00
KAALLAAGTE BOEREVERENING	500
AGRI NW	25 000.00
PIKETBERG LANDBOUGENOOTSKAP	5 000.00
Acruals June 14 Sales & Marketing Sponsorship	30 000.00
Acruals June 14 Sales & Marketing Sponsorship	10 000.00
AESA	50 000.00
OSVLEY BOEDERY	3 000.00
Acruals June 14 Sales & Marketing Sponsorship	50 000.00
AGRI EASTERN CAPE	17 543.86

NOORD KAAP LANDBOU UNIE	50 000.00
VRYBURG BOERE UNIE	15 000.00
VICTORIA WEST	1 000.00
BULFONTEIN LANDBOUGENOOTSKA	10 000.00
EERAM BOEREVERENING	2 000.00
VREDENBURG LANDBOU VERENIGIN	3 000.00
LOERIESFONTEIN BOERE-UNIE	2 000.00
OUTENIQUA SKOUGENOOTSKAP	2 000.00
BRAHMAN BEESTELERSGENOOTSK	10 000.00
LLEWELLYN ANGUS TRUST	2 000.00
AGRI KOEGATSPUT	1 000.00
MAKGABA SC	9 750.00
SMITHFIELD DISTRIKS BOEREUNIE	2 500.00
SPRINGBOK LANDBOUVERENIGING	1 000.00
VRYSTAAT LANDBOU	35 087.72
GRAIN SA-NAMPO 2014	3 508.77
TULBAGH SKOUVERENIGING	3 000.00
W de S ERASMUS	3 000.00
LAINGSBURG LANDBOUVERENIGING	1 500.00
SID KNOTT ANGUS	1 000.00
ROBERTSON LANDBOUSKOU	15 000.00
INMAAKVRUGTE PRODUSENTE VER	6 270.00
BRAHMAN BEESTELERSGENOOTSKA	2 631.58
AGNIFOM T/A (PTY) LTD	40 000.00
KWAZULU NATAL AGRICULTURAL	5 877.19
MALUTI TELERS	2 000.00
LOERIESFONTEIN BOERE-UNIE	2 000.00
NOORDKAAP LEWNDEHAWE VRYB	5 000.00
IRENE VLEID BEESVERBETERING K	10 000.00
GORDONIA BOERBOKKLUB	10 800.00
HOERSKOOL VAALHARTS	4 000.00
DE RUST BOEREVERENIGING	1 500.00
THE BERG SHOW	3 000.00
LUTZIVILLE LANDBOUVERENIGING	2 000.00
PORTEVILLE LANDBOUVERENIGING	4 000.00
CE PROJECT	43 859.65
CE PROJECT	38 540.35
PIENAARDAM ONTSPANNINGSOORD	8 771.93
NOORDWESTE VELDMERINOKLUB	1 500.00
THE SEZELA CANE GROWERS	1 500.00
OVERBERG AGRI BEDRYWE PTY LT	3 000.00

ELGIN GRABOUW COUNTRY CLUB	6 000.00
BRANDVLEI LANDBOUVERENIGING	2 000.00
HEYMANS KOLE STANDERTON HO	25 000.00
CHRISSIEMEER STUDIEGROEP	5 000.00
CALVINIA KAROO LANDBOUVERENI	2 000.00
HANTAM LEWENDE HAWE BK	2 000.00
MOSHATE MEDIA CC	50 000.00
WILLEM HENDRIK VLEI BOEREVEREN	10 000.00
SA HOLSTEIN	8 771.93
VINPRO INFO DAY - WORC AFC	300
ISOWAT CONSULTING	1 950.00
KAKAMAS PRIVATE GHOLFKLUB	5 000.00
SA MOHAIR GROWERS ASSOCIATIO	8 000.00
RPO WES-KAAP	5 700.00
KAALLAAGTE BOEREVERENING	2 500.00
AGRI SA	5 000.00
VOLOP LANDBOUVERENIGING	1 000.00
PEARSTON FARMERS AND WOOLGR	3 500.00
LE ANDRIE BEZUIDENHOUT	30 000.00
SPONSORSHIP AUG 2014-NERPO MPUMALANGA	43 859.65
SPONSORSHIP AUG 2014-OBARO	26 315.79
TOTAL	1 591 408.34

SOUTH AFRICAN AIRWAYS

1. Yes - South African Airways engages in sponsorships that are in line with company's approved sponsorship policy. We employ sponsorship as a tool to achieve the following objectives:
 - drive the business commercial objectives – primarily, revenue growth and brand awareness objectives
 - Enhance SAA's brand equity
 - Deliver on SAA's internal and external communication objectives
 - (a) All sponsorships are in line with the company's sponsorship policy. All sponsorships are strictly Value in Kind (VIK) and no cash outlay.
 - Further, Should a sponsorship property not be in line with the current policy but be deemed to have potential to derive substantial commercial benefits for SAA, the policy provides for the CEO written approval subject to a written submission.
 - (b) The current Sponsorship portfolio and values are as following:

Property	Value	Start Date	End Date
1. SA Rugby (All teams and squads)	R90.6535m over 5 years	2011	31 December 2015
2. SASCOC	R20m over 3 years	15 July 2014	31 December 2016
3. Miss SA	R600,000	Reviewed Annually	12 Months

2. SAA continues to explore new sponsorship opportunities where enhanced brand equity and commercial benefits could be derived.
- (a) Yes 2015/16 and 2016/17, SAA intends to explore sponsorship opportunities that will be based both on SAA Policy guidelines and where there is potential to derive revenue growth and brand awareness opportunities
 - (b) SAA Sponsorship division is currently in discussions with various private sector partners, with broader marketing and brand appeal to our target market segments, to establish partnerships and or sponsorship out of which commercial value could be derived as per point (a) above.
 - (c) Going forward, the terms of each agreement will be informed (as a standard) firstly by SAA Sponsorship Policy, as well as between 1 – 3 years subject to annual reviews and based on performance against objectives of each agreement.
 - (d) The value of each of the future contracts will be dependent on the size of the value of each opportunity/contract, and what commercial value will be extracted from it.

SASRIA

- 1) Sasria SOC Limited uses sponsorships for marketing the product and brand within the industry as well as to strategic partners.

Details of sponsorships	Value of sponsorship	Period of sponsorship
Insurance Institute of Gauteng: Charity Auction , industry year end dinner, industry golf day, and industry educational seminars	R326 659	April 2011 – March 2012
Insurance institute of KZN: Gala dinner and educational seminars	R158 000	April 2011 – March 2012
Financial Intermediaries Association : Annual dinner	R90 000	March 2012
Insurance Institute of SA : Conference promotional items	R14 474	March 2012
Insurance Institute of the Cape of Good Hope: national educational seminars	R 115 000	April 2011 – March 2012
Local Government Business Network : conference sponsorship	R85 500	April 2011 – March 2012
South African Local Government Association : Conference sponsorship and provincial lekgotla	R400 000	December 2011
Phedisabana Charity	R30 000	November

		2011
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Below are sponsorships undertaken during the 2012/2013 financial year:

Details of sponsorships	Value of sponsorship	Period of sponsorship
Insurance of Loss Adjusters: educational seminars	R35 535	April & Aug 2012
Insurance institute of EC: educational seminar	R10 000	April 2012
Insurance institute of Free State: annual dinner	R21 060	May 2012
Financial Intermediaries Association : product awareness presentations	R20 789	April 2012 - March 2013
Insurance Institute of Risk Managers: annual dinner, conference, and educational seminars	R156 160	April 2012 - March 2013
Insurance Institute of the Cape of Good Hope: national educational seminars and industry gala dinner	R 55 500	April 2012 – March 2013
Local Government Business Network : conference sponsorship	R35 950	May 2012
Insurance institute of the Border : Annual dinner and educational seminar	R25 000	April 2012 – March 2013
Drakensburg Insurance Institute : Annual Dinner	R15 000.00	October 2012
Insurance Institute of Northern Gauteng: Year end event	R30 000.00	November 2012
Insurance Institute of East Rand: Year end event	R10 000.00	November 2012
Insurance Institute of KZN: Inaugural event	R10 000.00	March 2013

Below are sponsorships undertaken during the 2013/2014 financial year

Details of sponsorships	Value of sponsorship	Period of sponsorship
Drakensburg Insurance Institute : Annual Dinner	R5 300	Sept 2013
Financial Intermediaries Association : regional conference, annual dinner, educational seminars	R384 482	April 2013 – March 2014
Insurance of Loss Adjusters: educational seminars	R24 561	April 2013 – March 20134
Insurance Institute of East Rand: Year end event and educational seminar	R27 000	Oct 2013 and March 2014
Insurance Institute of Northern Gauteng: Year end event and educational seminars	R60 000	April 2013 – March 2014
Insurance Institute of the Cape of Good Hope: national educational seminar and industry gala dinner	R29 500	April 2013 – March 2014
Insurance institute of Free State: annual dinner and industry breakfast	R8 710	April 2013 – March 2014
Insurance Institute of Gauteng: Annual dinner and educational seminars	R119 170	April 2013 – March 2014
Insurance Institute of KZN: Inaugural event: Annual dinner and	R83 000	November

educational seminar		2013
Insurance Institute of Risk Managers: annual dinner, conference, and educational seminars	R30 260	April 2013 – March 2014
Insurance institute of EC: dinner	15 000	March 2014
Vrystat Landbou : product awareness	7 018	April 2014

Below are sponsorships undertaken during the 2014/2015 financial year

Details of sponsorships	Value of sponsorship	Period of sponsorship
Agri SA Northwest : product awareness presentation	R18 000	August 2014
Agri SA Northern Cape: product awareness presentation	R15 000	October 2014
Drakensburg Insurance Institute : industry event	R15000	June 2014
Econorisk administration services : client event	R10000	October 2014
Financial Intermediaries Association : educational seminars	R13 157	April 2014 – March 2015
Insurance Institute of the Cape of Good Hope: industry gala dinner	R5000	October 2014
Insurance Institute of Gauteng: Annual dinner and charity auction	R161 350	May 2014 - November 2014
Insurance Institute of KZN: Charity and educational seminar	R21 500	June and July 2014
Insurance Institute of SA: industry event	R8 772	November 2014
Agri SA Mpumalanga	R25 000	May 2015
SAMIA : industry event	R5 000	June 2015
SAUMA : conference	R15 000	May 2014
Insurance institute of EC: dinner	R 20 000	September 2014
Insurance institute of Free State : annual dinner	R25 000	November 2014
Total	R367 780	

- 2) Sasria will continue to use strategic sponsoring marketing in the 2015/2016 financial year as well as the 2016/2017 in order to elevate the brand and product awareness. The sponsorships are committed and reviewed at the end of each financial year.