

Pitstop on SABC 2 looking for sponsorship

Issued by [Vicki Williams](#)

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This Afrikaans music-orientated cultural programme which has run for many years as Geraas and most recently as Pitstop is available to partner with a brand looking at addressing a young alternative trend-orientated SABC 2 viewer between the ages of 18 - 30.

A mixed bag of music, culture, fashion, trends and the arts, Pitstop has consistently returned between 2 - 4 ARs per episode and has a highly relevant website attached to the broadcast. Its animated characters who comment on topical issues have an enthusiastic and loyal following!

This particular sponsorship opportunity features not only the traditional billboards, stings and airtime, but also the capacity to build your brand into the actual fabric of the show, a far more influential way of communicating with your audience. Advertiser funded programming featuring product placement, product written into storylines etc has been proved to have high impact in a cluttered TV environment.

To take advantage of this unique opportunity catering to an influential and enthusiastic young audience, contact

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