



SAES

SOUTHERN AFRICAN ENDURANCE SERIES





SOUTHERN AFRICAN ENDURANCE SERIES REACHES NEW HEIGHTS IN 2023

The Southern African Endurance Series is set to reach new heights at the conclusion of its second absorbing season of National Championship endurance racing with the SAES: Nine-Hours of Kyalami, the grand finale of a spectacular season of motorsport competition.

Founded in 2021, SAES launched the SA GT National Championship held over 12 rounds across the country and was supported by seven rounds of the SA Endurance Inter-Provincial Championship under the patronage of Xolile Letlaka who became the first-ever Black motorsport promoter.

After a continued growth in 2022 and 2023, the 2024 National SA GT championship season will consist of 12 races. The National SA Endurance will see six rounds with two events at the iconic Kyalami Grand Prix Circuit.

Since the start of SAES, the series has gained a total of four National Championships between SA GT and SAE.



***Faster, faster, faster...
until the thrill of speed
overcomes the fear
of death***



The SA Endurance National Championship is divided into various performance-related classes and besides the overall championship, it also offers another National title for the Index of Performance Championship, which rewards consistency throughout the season and offers every competitor an equal chance irrespective of the class in which they race.

The SA Endurance Championship regularly attracts competitors from Mozambique and Zimbabwe which is behind the philosophy of the "Southern African" aspect of the series' name – to incorporate competitors from other African nations while longer term, the aim is to take the races to other African countries.

Various formats of entertainment were tried in the SAES' first year, with two-fully fledged music concerts added to the racing spectacle in Port Elizabeth and Cape Town.

Both 2023 and 2024 started started with the announcement from Motorsport South Africa that it had awarded National Championship status to the Endurance Championship, which immediately saw an increase in competitor numbers on the grid.



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A key aspect to SAES' business strategy has been innovation. A comprehensive media package has been a stand-out feature, focusing on livestream coverage, including pit lane reports as the events have unfolded, as well as a digital magazine and race programme that was launched at the second round last year and achieved over 279 000 downloads across the season.

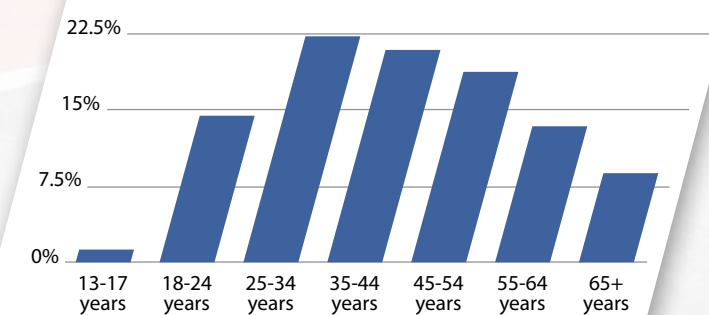
The SAES' Social Media coverage has attracted the attention of motorsport fans across the globe with 1.9 million hits while the YouTube pre- and post-event shows have reached 345 000 viewers.

Pre- and post-event race reports are distributed to 20 media houses and news outlets accompanied by a selection of world-class imagery, adding to the return on investment for the competitors and their sponsors, as well as the SAES' corporate partners.

With the Kyalami Grand Prix circuit pencilled in on the 2024 calendar and beyond, competitors will see the SAES series as the perfect key to opening the opportunity to get a taste and feel of the famous event for the foreseeable future. This will add to the attraction the SAES already offers its clients. Opening opportunities to corporate companies wishing to be associated with the splendours of the facility to enhance brand activation activities.

ONLINE VIEWING PER AGE

Jan 2024



SOCIAL MEDIA 2022 - 2023

SAES is firmly present on all major platforms, Facebook, Twitter and Instagram.

With a non-stop information supply with high quality graphic designs, SAES has accumulated a total following of 46k people.

In 24 months the SAES socials reached 2,7 million people and accomplished a reach of 670k. With strategies in place, we expect growth of 14% on our social media coverage for 2024.

<https://www.facebook.com/saes.racing>
<https://www.instagram.com/saes.racing/>
<https://twitter.com/SaesRacing>

PRESS RELEASES

Before and after each event, both SA GT and SAE syndicate a press release to 20 news outlets and press agencies. SAES has furthermore an agreement in place with the national Citizen Newspaper to ensure – on average – a 1,9 million readership per release.

 <https://saeseries.com/press-releases>

SAES 2024 EVENTS

SAES ROUND 1 SAES FOUR HOURS OF KYALAMI 9 MARCH KYALAMI GRAND PRIX CIRCUIT - JOHANNESBURG SA GT ROUND 1 & 2 SAE ROUND 1 4 HOURS	SAES ROUND 2 SAES THREE HOURS OF ZWARTKOPS 27 APRIL ZWARTKOPS RACEWAY - PRETORIA SA GT ROUND 3 & 4 SAE ROUND 2 3 HOURS	SAES ROUND 3 SAES FIVE HOURS OF ALDO SCRIBANTE 1 JUNE ALDO SCRIBANTE RACETRACK - GOEBERHA SA GT ROUND 5 & 6 SAE ROUND 3 5 HOURS
SAES ROUND 4 SAES FOUR HOURS OF REDSTAR 3 AUGUST REDSTAR RACEWAY - DELMAS SA GT ROUND 7 & 8 SAE ROUND 4 4 HOURS	SAES ROUND 5 SAES FOUR HOURS OF EAST LONDON 28 SEPTEMBER GRAND PRIX CIRCUIT - EAST LONDON SA GT ROUND 9 & 10 SAE ROUND 5 4 HOURS	SAES ROUND 6 SAES NINE HOURS OF KYALAMI 30 NOVEMBER KYALAMI GRAND PRIX CIRCUIT - JOHANNESBURG SA GT ROUND 11 & 12 SAE ROUND 6 9 HOURS

WWW.SAESERIES.COM

LIVE STREAMING

Every single race is streamed live on our dedicated streaming channel on Youtube. The SAES live streaming stands out with a unique blend of multi cultured commentators and a female pit-reporter. The live stream goes beyond the standard live coverage as we delve into race build-up with a pit and grid walk and a complete post-race analysis with a live podium ceremony. In line with our commercial strategy, it allows maximum exposure for the series sponsors and the competitors.

TV & YOUTUBE

Every Wednesday before each race weekend we produce a 20 minute pre-race show. In this broadcast we look at the race weekend ahead focussed on the latest news and interviews with drivers and teams. On the Saturday after each race weekend we host a 30 minute post-race show on Ignition TV and Youtube.

SAES is proud to be the first Motorsport promoter to be able to produce a top-quality TV show within six days after the last event, keeping the content relevant for all the stakeholders.

The first three post race show on Ignition TV reached 62k viewers per episode on average with a total of 345k viewers. During 2022- 2023 our total video views on our social media channels, including live stream, pre and post-race shows reached 381k.

ONLINE VIEWING BY COUNTRY

Jan 2024

Cities	Views	Watch time (hours)	Average view duration
Total	39,781	13,536.6	20:25
South Africa	16,043 40.3%	5,654.7 41.8%	21:08
United states	3,644 9.2%	1,904.1 14.1%	31:21
United Kingdom	2,996 7.5%	663.6 4.9%	13:17
Germany	2,282 5.7%	396.9 2.9%	10:26
Brazil	1,179 3.0%	579.9 4.3%	29:30
Australia	1,004 2.5%	191.7 1.4%	11:27
France	906 2.3%	123.1 0.9%	8:08
Italy	825 2.1%	122.2 0.9%	8:53
Netherlands	796 2.0%	149.5 1.1%	11:16
Spain	673 1.7%	125.9 0.9%	11:13
Belgium	436 1.1%	67.9 0.5%	9:20
Canada	435 1.1%	169.0 1.3%	23:19
Portugal	402 1.0%	55.0 0.4%	8:12
Indonesia	345 0.9%	68.0 0.5%	11:49
Japan	310 0.8%	115.3 0.9%	22:19
Thailand	265 0.7%	73.8 0.6%	16:42
Argentina	253 0.6%	46.2 0.3%	10:57
Austria	218 0.6%	25.7 0.2%	7:03



ONLINE VIEWERSHIP

2022 21,400 2023 60,800



SOCIAL MEDIA GROWTH

2022 14,478 LIKES 2023 22,753 LIKES

NEWSPAPERS

Our media team has very strong connections with the Citizen Newspaper for nation wide coverage, but the influence is strong at provincial level as well. SAES managed to secure at each round excellent media coverage in the local newspapers. Editorial content pre and post race are always secured while SAES also promotes the events in the same newspapers to enable greater exposure.



MAGAZINE

Another new media feature that SAES launched in 2022 was a fully digital race magazine replacing the traditional paper programme for the race event. Beside it being a fully green solution, the digital magazine allows SAES to publish much more relevant and interactive content. It also opens up a whole new area of opportunities for sponsors to reach the racing audience. The magazine was launched at the second round of the 2022 season. The first edition was downloaded 7k times and grew exponentially to 31k downloads by the ninth and last edition at the Nine Hours of Kyalami. In total the digital programme was downloaded 279k times.



BRANDING

The opportunities for branding and exposure are endless within SAES. All the media aspects are open to marketing. From commercials to watermarking of videos and images, advertisements, and interactive content, we offer tailor made solutions for each sponsor. VIP Hospitality: We understand at SAES that networking is crucial in business development and we offer a first class experience for your clients and stakeholders. An experience that goes beyond good food and drinks, it comes with hotlaps, interaction with drivers and media.

STATS January 2022 - December 2023

SOCIAL MEDIA	PRESS RELEASE	TV	MAGAZINE
Following: 46k	Reach: 1,9 Million	Viewers 410k	Downloads: 31k average edition
Reach: 2,7 Million		Reach: 69k per episode	Downloads: 49k 9 th edition
Growth: 14% Expected		Supersport	Downloads: 279k Total





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FOR MORE INFORMATION
www.saeseries.com